# 15¢

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 centa Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 1, 1878. COPPRIGHT, 1932, BY VARIETY, NO. ALL RIGHTS RESERVED

VOL. 105 No. 12

NEW YORK, TUESDAY, MARCH 1, 1932

64 PAGES

# HEGO ON I

# Radio Increases

By Advertisers in 1931

1	(Not Including Tale	nt)	7
T		1930	1931
1	American Popcorn	\$5,370	\$32,758
1	American Tobacco	842,000	1,695,032
ı	Anhuser-Busch	56,782	72,869
ł	Associated Oil	42,861	74,787
ı	Bouriois	141,191	185,761
Ł	Brazilian Coffee	18,070	33,785
1	Brown Shoe	38,226	107,430
ſ	California Fruit Growers	11,000	65,708
1	Campana Corp.	7,387	128,588
i.	Chappel Brothers, Inc.	45.378	93,198
t		110,202	169,675
1	Cheseborough Mfg. Co	337,779	405,226
ł		256,187	335,408
ı	Coca-Cola Co	449,496	1,486,930
ľ		184,197	211,416
1	Crowell Publishing Co	28,731	139,203
1	Cudahy Packing Co		255,832
ŧ	Eastman Kodak	167,228	
1	Enna Jettick Shoe	254,653	345,977
ı	Fuller Brush	164,715	262,634
ı	Funk & Wagnal's Co	557,445	570,681
ł	General Cigar Co	160,725	219,433
1	General Electric	415,831	465,427
ŀ	General Foods	255,226	582,602
1	General Mills	296,282	521,234
1	General Petroleum	19,250	45,500
ł	Great Atlantic & Pacific Tea	345,313	914,606
1	Hamilton Watch	22,878	43,004
1	Edna Wallace Hopper	16,225	243,074
1	Hormel Hams	13,824	22,914
1	Howard Clothes	32,749	53,635
1	Interwoven Hosiery	256,014	147,036
1	lodent Chemical	77,222	147,036
4	Jarman Shoe	33,976	78,082
ł	Kellogg Co	34,275	118,343
1	Ponds Cream	7,779	131,753
1	Liggett	60,494	85,030
1	Lever Bros. Soap	170,429	412,900
1	Louden's	17.367	83,444
1	Maytag Washing Machine	191,441	226,457
1	McKesson-Robbins	56,178	228,429
1	Metropolitan Life	344,378	355,497
1	M. J. B. Coffee	6,186	83,814
1	National Belting	26,200	74,493
ı	National Dairy Products	5,121	123,104
I	National Sugar Refinery	93,379	104,463
1	Northwestern Yeast	120,541	140,422
1		25,799	148,074
ł	Pacific Coast Borax	100,286	292,322
1	Pennock & Ford	1,219,462	1,438,327
ı	Pepsodent Co	1,219,402	99,064
1	Pillsbury Flour	41,761	
ł	Procter & Gamble	255,168	499,261
ł	Quaker Oats	861,772	1,180,132
1	Reynolds Tobacco	166,463	: 1,245,336
1	Royal Typewriter	77,053	83,522
١	Rumford Baking Powder	7,577	22,978
1	Standard Brand	783,540	1,272,214
١	S. W. Strauss	146,209	191,208
١	Valspar	11,270	196,062
ı	Waite & Bond	132,146	225,059
١	Wander Co	31,999	104,156
J	Geo. Washington Coffee	26,242	220,810
ı	Wrigiey Gum	23,774	121,334
4			

#### JERITZA IN OPERETTA STAGED BY LUBITSCH

Maria Jeritza may be seen in Operetta next fall in a musical ver-slon of the play, The Czarlna.' Thought is credited to Ernest Lubitsch, the picture director.

Discin, the picture director.

Lublisch, now in New York, is seriously considering producing and directing a play for no particular reason except that he's never done one and is itching to make the attempt. The Czarina' was done here some years ago with Dorls Kane.

#### 18-Hour Plane

Detroit, Feb. 29. A passenger plane expected to Coast-to-Coast in 18 hours is being built in the General Motors shops here. It will carry eight passengers

and mali.

Speed ship is for the Transcontispecusing is for the transcontrolled in the noney.

Working at loss

Working at loss

Working at loss

One Broadwayite out here on a around April 1. It successful the substantial adary figured at the end is hour trip, at a speed of about 200 miles an itour with seven landlings en route, will become personner.

When laying off between pictures manner.

# BRANDS SLIGHTED

Beginning to Balk at Artists' Dominance of Programs-Call It Wrong Merchandising-Which Is Better Known, Star or Product?

#### SOLO ARTISTS WANING

Radio stars who beceme too big for their programs are not wanted. The commercial sponsor, for whom the talent is but another merchandising factor, does not favor programs which, are so completely dominated by their stars as to submerge the brand of the product which is being exploited. Radio points to the Citiquot Club Eskimos, the Citice Service, Goodwar and Mobiloil programs as examples of first plugging the name of the product of the product of the program of the sole radio artist is starting to wane.

Radio is now becoming more concepted with the processor was proceeded.

Radio Is now becoming more con-cerned with the proper merchandis-ing of its ad products rather than the exploitation of ether person-alities. This is resulting in Bing Crosby going off the Cremo cigar Continued on page 60)

# **B'WAY TOUCHES** HOLD FILM **MOB WEST**

Hollywood, Feb. 29.
Stage people in pictures are not making the frequent trips to New York between studio assignments that were once the rule. They're afraid of Broadway and those workes

touches. Having more or less of a system out here to sidestep or minimize the financial liability of having friends, the contract people feel that they're wide open in New York. Providing coffee at \$1 \text{c up or paying for a pal's appendix is the small and the large of the requests made with overwhelming frequency upon the folks in the some? folks in the money.

(Continued on page 49)

# SPONSORS FIGURE San Clemente as the Brookline of The West; Wealthy But Theatreless

#### Under Wraps

Just to do it up right, the department stores which bor-der on Park avenue now have their furniture on display wrapped in cellophane.

## **DONATE \$50,000** TO CLEAN UP 42D ST.

In a vibrant campaign to rehabilitate the block between Broadway and 8th avenue. New York, the 42d Street association held a meeting and went into action last Friday (27). Sum of \$50,000 has been

day (27). Sum of \$50,000 has been subscribed by around \$5 owners of property on the street between \$61 and as a property on the street between \$61 and as a property of the street between \$61 and as a property of the former center of legit show business. Attorneys Banton and Peeora, both previously district attorneys, were voted a retainer of \$25,000, and an equal amount when the campaign is over. Four sore spots are pointed out, two being the burlesque houses (Republic and Bitings), the flea circus and freak display, and a shooting gallery. Pecora claims that under the law all four can be closed.

A surprise development of the meeting came when an attorney representing the Astor estate gave it as his opinion that his survey of 42d street indicated that the Bowery 42d street Indicated that the Bowery and Coney Island were never as bad as this block in its present condi-tion. He stated that if the 42d Street Association did not clean up the estate would make an attempt to do so.

to do so.

A police official was present at the meeting of indignant realty owners. He said that the department was aware of unsavery conditions, but that although there had been 200 arrests on the block since last July there had been no convictions. Magistrate's court had ruled that burlesque houses were no different than the other theatres operating.

#### Girl Cigar Smokers

Birmingham, Feb. 29;

A Florida cigar manufacturer has launched a campaign to popularize cigars for ladies. Plum has started making 'ladies size' cigars, smaller and more carefully wrapped.

To get things started company has hired four girls to dine in fashionthe restaurants in the south to

lonable restaurants in the south to may get to the filers and buy them be seen smoking the new cigars. be seen smoking the new cigars.

San Clemente, Cal., Feb. 29.

This town claims title of the Brookline of the west. With an ali year round population of 1,500, and five times that number during the summer months, the place is thea-treless, and has been so since the town came into being eight years

town came into being eight years ago.

Like Brookline, Mass, there's plenty of wealth here, too. Almost the entire residential population is of the retired order. Town supports a golf course, sundry tenils courts, bowling alleys, a good hotel and the best restaurant between Loe Angeles and San Dieg, but it has yet to see its first picture house.

Unlike Brookline, everybody here wants a theatre. However, no theatre man or circuit will take a chance.

atre man of circuit will take a chance.

Ole Must Okay

San Clemente is in many respects the tricklest town on the coast. It was built by Ole Hanson, former mayor of Seattle, to be solely in the Spanish atmosphere. Can't buy an linch of ground here unless you agree to Spanish architecture, with plans approved by Hanson.

Hanson has lots of pretty pictures of Spanish theatres he'd like and has tried to interest showmen, but they have never gotten together on the project.

Meanwhile, the nearest picture houses are in Cupistrano, five miles away, almost wholly patronized by Maxicans and to which no one goes from here. There's a 409-seater in Laguna, 13 miles away, and a 209-seater in Occanside, 25 miles away.

San Clemente is midway between Los Angeles and San Diego.

#### Chinese Societies Offer Yank Flyers \$100 Daily to Fight

Offers to American aviators to enter the Chinese flying service are being made in New York. Boys who plioted in the World War are

who plioted in the World War are particularly sought.

The blds seem to be coming from a Chinese partfolic service, or so-cleties, rather than from any of that country's officials. One bld heard of carried with it, if accepted, \$100 in gold per day, together with transportation to Shanghai, and back, should there be a return.

Hollywood, Feb. 29.

Chinese representatives have been here the past week talking to stunt aviators in pictures and making of-fers to them to fly for China.

Chinese officials are trying to keep the names of the aviators who are going over a secret, fear-ing that local Japanese societies

# Lubitsch's Analysis of Pictures **Minimizes Director's Importance**

Brust Lubitach welcomes interviews with the p. wes because, very naively and sincerely, he believes that is the only means a director has for identifying himself to the public. Since a director does not appear in person in his pictures, how can the audience be aware of his existence, Mr. Lubitach asks. The public does not analyze why it likes a picture; either 1th entertaining of the second of the control of

important fellow in the public minds. Mir. Lubitsch is sure that his name as the director of a picture means nothing in itself at the gate. Perhaps it draws a few professionals, but their numbers are too slight to matter. No, Mr. Lubitsch will not admit that the public knows or cares who he is. Maybe they're liked his pictures, but they don't remember his name.

In the industry, Mr. Lubitsch says, directors are supposed to be artistic chaps. They're not supposed to have a head for business. Business men have been running the picture burses, mayb that the subject of the says, directors are about it. Mr. Lubitsch happens to have a few ideas about the business end of the industry, but then don't forget he's an artistic chap, he cautions. It is not the picture of the says of the industry, but then don't forget he's an artistic chap, he cautions.

nuesa arout the outsness end of the industry, but then don't forget he's an artistic chap, he cautions.

\*\*Directors on %\*

There's this development about he payment of directors on percentage, for instance. Mr. Lubitsch approves of the plan, but only if it approves of the plan, but only if it is that the director should receive a share of the individual gross of each theatre in which his picture plays. Figuring his percentage from the total of the distribution sales is not fair because the rental charge of a picture does not always libe with amount of business it does. Mr. Lubitsch prefers, if his pected he some houses, to receive a proportionately smaller share, just as he thinks it only equitable that he receives more if the picture surpasses expectations.

He further believes the percentage payment system must find a more satisfactory means for allocating production does the fore directors, of which he is one, dispense with the services of a supervisor, yet their productions must bear the burden of the supervisor's diarles just like all the others.

Inexperienced directors require

all the others.
Inexperienced directors require Inexperienced directors require more studio assistance, hence they are more responsible for the staggering total of studio overhead than experienced directors, but this fact is not taken into account when studio overhead charges are distributed. Mr. Lubitsch feels these two problems must be solved before the percentage arrangement is thoroughly acceptable. Justifiably he takes refuge in his artistry when asked for the practical solution.

While a director is called an ar-

the practical solution.
Inspirational Direction
While a director is called an artistic fellow in the picture industry, in order to hush him up about its business problems, the exigencies of the trade prohibits his working like an artist. Ideally, a director should make a picture only when he has an idea, just as an artist creates only when he has as nidea, just as an artist creates only when he has something to say, but the necessity of turning out a stated number of pictures a year prevents such a Utopian freedom. Let the director then strive to make whatever he's assigned interesting. If what he has to work with is not exactly inspiring to him, let him try at least to say it well, to give it style, to make it individual. Treatment can disguise many a thread-bare idea.

ch abhors the current overdoing of the moving camera. In his opinion, the tremendous amount of (Continued on page 17)

DON'T COUNT WHAT YOU HAVE LOST, BUT WHAT YOU HAVE LEFT.

MR. AND MRS. JACK NORWORTH 130 West 44th Street New York

#### Gambling Trip

Hollywood, Feb. 29.
No salaries will be paid by Douglas Fairbanks to players and techniclans working in his south seas picture. Entire troupe, with the exception of three or four minor employees, are in on a percentage basis

with the star. Falrbanks furnishes transportation, and stands all other expenses, which will be taken out of the picture's returns be fore any splitting is done.

#### Stage Version of Picture First for Cantor on Coast

Hollywood. Feb. 29.

A stage production of his comedy talker will be 'tfied out along: the coast by Eddie Cantor. The stage and screen productions will be made by Goldwn-United Artists. \*Cantor believes the stage tryout, a film comedy, to set laughs for timing etc. it is expected to the common to the stage of the time of the stage of the sta

ance to protect the costly screen re-production.

Between the stage and film work Cantor expects to remain out here until next September.

#### McLaglen-Fox Settle

Hollywood, Feb. 29. Hollywood, Feb. 29.
Victor McLaglen has made a cash settlement of his Fox contract, which runs until next June. Settlement followed the actor's strong protest against the inconsequential parts given him in recent productions and the small opportunities offered him.
McLaglen will freelance for the present, though he claims to have a contract with an English company, maturing in June, at \$5,000 a week.

#### Barrymore's Injury

Hollywood, Feb. 29.
John Barrymore, who sustained injuries to his hip in an auto accident last Wednesday (24), will not be able to go into 'State's Attorney as planned. Production is being delayed about a week.

#### STILL SCARED OF 'LIZZIE'

SILLE SUARKED UF 'LIZZIE'
Hollywood, Feb. 29.
Tysistrata' satire by the Dominoes
Club of screen actresses, scheduled
for March 6 was called off by the
older members of the club through
fear of police interference as with
will do satire later. Masquers
Will do satire later.
Local legit cast was later exonerated.

#### BY-AND-WITH GIRL LEGIT

Carmen Barnes, juvenile prodigy that Paramount dug up for both writing and acting, is now in New York with legititis.

Girl is being taught the rudiments of stage acting by Louis Cline, legit stage:

#### WHITEECK RETURNS

Hollywood, Feb. 29.
Frank Whitbeck, following two
weeks of rest at Palm Springs, returned today (Monday) to his publicity post at the Universal studios

Mayo Radio Caster
Holywood, Feb. 29.
Robert Mayo has been made assistant to Lynn Shores, Radio casting director.
Mayo was in Pathe's casting department, but was out for a while
when the studios merged.



#### WILL MAHONEY

In Earl Carroll's "Vanities"
The Pittsburgh "Fress" said:
"Here is a statement which even
when it tools will still be true:
Will Mahoney is the funniest man
in the world. The funniest. The
screamiest." Direction. Direction

RALPH G. FARNUM

# Cal. Sees Plenty Water for First Time in 75 Yrs.

Los Angeles, Feb. 29.
For the first time in 75 years
California's ranges are completely
snow-capped despite a glaring desert sun. Indians say the snow
in the hills means plenty of water for

1932.
Since gold mining declined as California's biggest ballyhoo, excepting the sunshine, water appears to be the state's most precious and costty possession. And the Indians who live in the mountains intend to go on the water wagon of rain riches.

riches, Freshets are forming in the val-leys and along the low lands as the sun, which is now on the job once more, slowly reduces the snow-clad peaks. These rivulets may stop clad peaks. These rivulets may stop traffic along the main highways for a while, unless autos will chance getting a cartiul of water. The water was nearly up to the hubs of the wheels in some places leat week. Snow drifts and snow-ins are forcing several of the resorts in the hills to be dug out from under the white blanket.

Native sons agree that this winter, inland and along the Pacific, has been the freaklest the old timers recall from memory or legend. The Indians agree, too.

#### Kearney's Foldup

Hollywood, Feb. 29.

Patrick Kearney, playwright now writing at Universal, filed bank-ruptcy papers Thursday (24). He owes \$19,581, and his essets are \$2,000 in booke and prints \$150 worth of clothes, a like amount in a Ford roadster, and a \$30 type-

writer.

Largest debt was \$5.689 for medical services. He owes Otto H. Kahn \$3.000 for a \$0.000 in 1926 and 5 miles of the control of the con

#### RADIO OPTIONS RATOFF

RADIO OFTIONS HATOFF
Hollywood, Feb. 29.
Because of the good work done by
Gregory Ratoff in 'Symphony of Six
Millions,' Radio will option him as
an actor. Ratoff is in Buffale currently, in connection with the condensed 'Girl Crazy' which he controls, but will return shortly to join
the regular Radio forces.
'Symphony' was his first picture.

#### MAUREEN'S 6 MOS.

Maurean So Mus.

Maurean O'Sullivan, wanted by Metro, for 'Downstairs,' in which she'll play opposite John Gilbert, will remain with the company for six months at least.

She moves over to Metro soon after finishing present film work at Universal.

# 19 of 110 Contract Directors Are Legit-Trained; Many Failures

#### Dental Problem

Hollywood, Feb. 29.

Jack Warner left here on a
Friday because he had lost a

Friday because he had lost a tooth on Wednesday; otherwise he would have gone thursday.

On Wednesday, while lunching with Will Hays and Darryl Zanuck, Warner suggested Canuck, mis studio gen. mor acquisite studio gen. mor acquisite suggested to the studio gen. The company was to the suggested of the suggested certain to see Warner's dentist. Shortly after a Warner plvot

That didn't break up the lunch, but it still has Zanuck perplexed.

#### **RED ROLES OKAYED** BY RUSSIAN WHITES

Hollywood, Feb. 29. Nose tilting gesture of White Russians toward working as screen revolutionists is gone and the once aristocratic gents and laddes will enact the reddest of Reds for a studio check. Old harred of the Russian upper class living here toward the crowd who upset them is dimming, it was indicated in se-curing a cast for a picture.

There are estimated to be over 1,000 White Russians living here, and majority of them will now accept a revolutionary costume for the pay. Two years, or even one year ago, they would play only aristorate.

tocrats.

Film in view is the first in some time with a Russian locale, hence the exiles haven't been working much, nor eating regularly. Dimming memories, Americanization and empty stomachs caused them to renege in their attitude and forget the Tsar.

#### Lila Lee Attaches Col.

Hollywood, Feb. 29. Ralph H. Blum today (Monday) attached \$4,000 in Columbia's bank account on behalf of Lila Lee, who claims breach of contract.

claims breach of contract.

Miss Lee states that she was engaged last December for a part in Eddie Buzzel's picture. Harry Cohn, she alleges, picked Barbara Stanwyck for the job, repudiating Miss Lee's verbal contract at \$1,000 weekly weekly.

#### Dillon for Fox

John Francis Dillon, who received a previous directorial comeback chance from Richard A. Rowland when at First National and has been working steadily since, is about to sign at Fox as director.

#### Lesser Still Confined

Sol Lesser's cold has turned into bronchitis. He is still laid up in his New York hotel.

Must stay on a fortnight at least beyond his convalescent date to finish the business which brought him east.

#### SAILINGS

March 15 (Paris to New York), Lou Wolfson, Harry Natano, Stone and Vernon (He de France), March 9 (Paris to New York), Rosie Dolly, Irving Netcher (Olympics)

March 4 (New York to Parls), Moss Hart, Ambrose S. Dowling, Dr. Hirschland, Arthur Loew (He

geles). Pirid of Paradise company (Maloia). Feb. 26 (New York to Parls) Serge Rachmaninoff, Mr. and Mrs. Robert Kane, Mrs. Rowland Lee (Europa). Feb. 26 (New York to London) Mr. and Mrs. Lynn Farnol (Maure-

tania).
Feb. 24 (London to New York).
Maurice Ostrer (Berengaria).

Hollywood, Feb. 29.
At the major studios there are 116 directors under contract. Of this number only 19 have come from the stage since talkers arrived. It is settinated that over 100 stage directors have had a fling at directing talkers.

Of the 19 who ABC'd in legit, the Of the 19 who ABC'd in legit, the four studio veterans are John Cromwell, Rouben Mamoulian and George Abbott of Paramount, who have been with that company since 1929, and Edgar Selwyn of Metro, who started early in the same year. Remaining 15 have come to pictures during the past two years, except the past two years (250), but at meaning 10 have come to picture 10 have 10

Robert Milton. 4s another 22sr, but at present does not hold a ticket at any major studio, being under a one-picture contract to Radio.

Combining Both
Other stage directors who are at present contracted, are George Cukor, George Somnes, Marion Gering, Berthold Viertel and Stuart Walker at Paramount.
Russell Mack, Edwin Knopf, and James Whale are at Universal, Hamilton MacFadden, Kenneth McKenna and Marcel Varnel at Fox, and Ralph Murphy and Paul Stein at Radio.

and Asaph Murphy and Paul Stein at Radio.

According to the stage directors who have made the grade in talkers, failure to realize they had to learn a new business has been the downafall of their brothers from the legit. Success of the old silent directors, according to the stage imports, is that pictures remain a so-called art which is 90% motion. Intelligent actors who can handle the dialog they get, such as it is, coupled with the motion that the old silent directors understand, have won their battle for them. battle for them.

#### Film Producer Saves 1 Of 5 Chinese Talkers

Hollywood, Feb. 29.
Arriving here Friday (26), from Shanghal, Leon Britton, head of Unique Films in that city, left the same night by plane for New York, taking with him 11,000 feet of Sino-Jap warfare film he took around Shanchal

Britton's studio is in the French concession and he does not hold much hope of salvaging a great deal of the Chinese tallers had a salvaging a great deal of the Chinese tallers had a salvaging a great deal of the Chinese tallers had been salvaging the past year there. Britton's negative includes everything, that happened at Shanghal up until three weeks ago, when he left for this country on the Empress of China. He will headquarter in New York where he will cut the 11,000 feet into a feature. Ne distribution deal set yet.

#### Par's New Story Board Ousts Montagne, Heath

Partially bereft of authority by the new story board, and asked to take a cut. Edward J. Montagne, Paramoint story head, is leaving company April 9.

Percy Heath, head of the experimentary story board, is also quitting that position shortly to resume story treatment duties with the same company.

#### Kennedy South

Joseph P. Kennedy returned south late last week from New York. It may be that on the way he stopped off to filing the challenge of his ninth child at the feet of E. V. Richards, who boasts as many, and both of whom are evidently playing Fathers' Day on percentage.

#### Wm. DeMille Stays Par

Wm. DeMille Stays Par Hollywood, Feb. 29. Hollywood, Feb. 29. All Paramount at least until June 30, when his contract is up. After directing 'Sinners' in the Sun' for two weeks, DeMille went off the assignment and David Burton took his place. DeMille now looking around for a substitute.

#### 2D GENERATION TESTING

Hollywood, Feb. 29.
Wallace Reid, Jr., is being tested
for a part in Universal's 'Brown of
Cuiver.'
U is also after Noah Beery, Jr.,
for a part in the same picture.

# BACKERS NEED EISENSTEIN OR NO FILM

Hollywood, Feb. 23.

While Sergei Elsenstein and his two assistants have been biting their fingernails for 10 days in Laredo, Texas, after immigration authorities refused to thot Sin during the United State wealthy Pasadena pople. Elsenstein's financial backers are using Washington induence to get his passports okayed.

Local Soviet colony is in a state of excitement, as are also the many people interested in the Soviet director's work. Majority of the backers have avoided publicity and are keeping quiet, but the other supporters are crying that several pro-American organizations are behind the immigration department's barring of Elsenstein.

ring of Eisenstein.

Eisenstein was on his way back to Hollywood after more than a year in Mexico filming a picture. The negative, around 200,000 feet so The negative, around 200,000 feet so far, is awaiting him at the Consolidated Laboratory here. There is no script, and no numbers of slates on the negative to indicate where scenes belong. Only the director himself will be able to cut the picture.

Sinclair and the Soviet megger Sinciair and the Soviet megger's supporters wrote to six liberal sen-ators asking their aid in getting Eisenstein into the United States. Passport papers have been sent from Laredo to Washington for perusal by immigration heads, and ti she believed Eisenstein will be allowed to enier the United States this week.

#### \$75,000 Shot

\$75,000 Shot
About \$75,000 is tied up in the
picture to date. Elsenstein was recalled by his backers to start cutting on the negative he had. The
director figured this as only one sequence of his picture of Mexican
life, and had in mind to film at least
double the amount already made to
complete the story.
Besides the novelist, Mrs. K. C.
Gartz, wealthy Pasadena woman, is
mentioned as one of the picture's
financiers.

#### **VALENTINO'S MILLION SHRINKS TO \$130.000**

Hollywood, Feb. 29.
Albert and Maria Guglieni, brother
nd sister of late Rudolph Valentino, have petitioned the court for a par-tial distribution of his estate, which

tial distribution or his estate, which is still in litigation.

Estate, which was once rated in excess of \$1,000,000, has shrunk to \$130,000 and may be wiped out by income tax claims.

#### Laemmle Sidestepping **Germany Under Hitler**

Hollywood, Feb. 29.

Annual trip of Carl Laemmle,
Sr., to Germany will probably be
called off this year due to the activities of Adolph Hitler, German
political agitator's anti-semitic convictions.

Laemnile, on his last visit to his
native land, made it clear that he
was not in sympathy with Hitler.

#### \$190,000 Less

Hollywood, Feb. 29.
W. R. Hearst has sold his yacht,
equiring, a crew of 14 men, for

Hearst bought the boat, second hand, some years ago for \$200,000.

#### Nick Schenck's 2d

Nick Schenck, president of Loew's, anticipates being a father for the second time pretty soon. The Schencks have one child, a daughter, now about three years old.

#### WITH EAR TO CAMERA Bob Benchley is marking time

Bob Bencilley is marking time in Tonys, he sez, until hearing from his Hollywood agent. Writer has a couple of Coast bids and is due to scram westward any hour.

Benchley was last with U. A.

#### MAMOULIAN'S MUSICAL

With Chevalier-MacDonald - Ac-

Jeanette MacDonald made a sudden departure from New York for the Coast last Thursday (25), where she will start on her next picture with Chevalier.

Mamoulian will direct. It is a omedy with music.

Film is Miss MacDonald's final Film is Miss MacDonald's final under her present Paramount contract, after which she may possibly go to Fox again to do 'Blitter Sweet,' the Noel Coward operetta. Fox is 'also reported to have broached the subject of the former stage star doing 'The Cat and the Fiddle' as her second of a three picture agreement. However, there is no official record of this company having purchased this Max Gor-don extravaganza.

Miss MacDonald is due in Paris in the fail for a stage revival of The Merry Widow in French.

## SPIES, SOCIAL OR OTHERWISE

Perhaps no other sector is so elaborately spy-systemed as Holly-wood under the present scheme of things. Broadway columnists are each deputizing at least and up to six confidential coast contacts to slip them the latest dirt.

But the columnists aren't alone encouraging the social stool But the columnists arent alone encouraging the social stool-pigeons. Almost anybody of im-portance in New York who wants the lowdown on things in the film capital, it develops, has confidential informants tipping off.

informants tipping off.
Columnists only want the dirt,
births, etc., with the newshounds
discovering that many of their
Broadway contacts have things
prety much under control for other
purposes. Result is that the Hollywood tipsters are now keeping their
ears to the ground for marital or
cother shifts have form any family other split-ups, jams, new family arrivals, etc., besides the tip-off stuff on economic and other condi-

#### DeMille-Par?

Cecil De Mille left Saturday (27), for New York. It is reported he was suddenly called east for conference with Paramount heads.

Story says De Mille has arranged to produce one or more pictures for

Paramount.

Cecil DeMille, due in from the coast this week, will enter legit production on Broadway, having the scripts of two plays. The presentations will be made in collaboration with Arch Selwyin.

Last previous participation here was during the run of 'The Squaw Man,' DeMille representing the family interest in the production.

#### U Options Mix; Buying Up His Old Fox Stories

Hollywood, Feb. 29.
After vicwing the first rushes of 'Destry Rides Again,' Tom Mix's first for Universal, the studio exer-

prestry Nuter rasal the stude over-clied viscous and signed him for the viscous properties of the viscous control of the viscous production. Mix's contract gives him the right to approve his stories and the studio is in a spot to find material, the actor turning down about every-thing the studio writers have of-fered. Studio is partially solving the problem by buying from Fox the rights to some of the stories-Mix made on that lot six years ago. First purchase is 'Outlaws of Red River,' by Geruld Beaument, which is costing U \$4,000.

#### Moe Silver Jumps Off

Moe Silver Jumps Off
Mr. and Mrs. Moe Silver are now
honeymoining in southern waters.
The Warner executive, in clears of
WB theatres west of Philadelphia
and formerly on the West Coast,
was married to Luly Siladur of Los
Angeles on Sunday (23) at the
Park Central hotel, New York.
Among those present at the ceremony were Jack Warner, Mr. and
Mrs. Leon Schlesinger, Mr. and Mrs.
Mee Mark and Harry Chapmas.

Mrs. Leon Schlesinger, Mr. and Moe Mark and Harry Charnas.

#### Demoted by Rumor

Hollywood, Feb. 29.
Reports that Watterson
Rothacker was to head several
major film companies had been
modified by the time he readled Hollywood to mere mention of him as an associate executive.

Rothacker commented: not even with any compa and already I've been

#### CLERICS LIKE FILM **WEDDING PUBLICITY**

Hollywood, Feb. 29.

Local ministers are offering their services gratis for marriages of picture celebs. Back of the offers to the knots for a piece of wedding cake is the urge for publicity, for film the didness was assure the office of the control of the cont

#### Will Rogers Off Polo While in Production

polo.

He has verbally agreed with his bosses that he will omit polo while in production on any of his pic-

in production on any of his pictures.

Fox execs got heated about danger to production costs and schedule from horses when Joan Bennett fell and held up a production for months. Immediately afterwards Rogers came limping on the set as the result of a polo game and hobbure. It was the tendent of the was asked to give his promise to stay out of the game hereafter while his films are in the making.

Holding up a Will Rogers film, about the most costly of any made on the Fox lot, is more than a worry. Latest to take a spill and injuries was Reginald Denny, but fortunately for Metro he was not then in the midst of production. Jimmy Glesson also limped for a cothers have been less seriously hurt.

#### Ben Turpin Back

Hollywood, Feb. 29. J. H. Nixon is organizing a pro-duction company to make a series of comedy shorts with Ben Turpin and six features with Wailace McDonald

features.

Both players have been inactive in pictures for some time. Turpin has spent the last four years in vaude while McDonald has been a sales exce for Multicolor.

#### Contracts

Options picked up at Paramount put E. Lloyd Sheldon in his 11th year on the lot as associate producer and give Miriam Hopkins another six months on the contract list

iist.
Universal has given Noah Beery,
Jr., a ticket for a serial to be done
within six months, with seven years
of coupons attached. If the chapter
work-out gets him the nod he'll be
used for westerns.

#### SCHULBERG SETS SPRAGUE

Hollywood, Feb. 29.
Chandler Sprague, former Fox scenario editor, who later turned his hand to direction, is back on the

literary end again.

He has been engaged by Paramount as a member of the editorial board on B. P. Schulberg's produc-

#### SCREEN NOVICE'S FIRST

Gloria Stuart, screen novitiate, whom Universal signed after litiga-tion with Paramount, which also tested her, goes to First National on loan for her first picture, 'Street of Women.'

# Hollywood Calms Down After Worst Upheaval Storm in Studio History

JOLSON AS HOBO

Will Be Next Part—Asking Audi-ence On Screen Return

Ben Hecht is writing the Al Jolson original for U.A. Jolson will do a hobo role. o role. ian has been nightly ask-

do a hobo role.
Comedian has been nightly asking his 'Wonder Bar' audiences whether or not they'd like to see him again in a picture and the evident enthusiasm is hastening production plans for the Jolson-Joe Schenck production for U.A. Film firm virtually paid off Jolson 500,000 in \$30,000 weekly pay checks almost two years ago when 'Sons o' Guns' was on the taple as Jol-son's next.

# AGENT TALKING **BIG AIR COIN ON COAST**

Systematic steaming up of local old and new names for personal or radio appearances has been conducted of late by Arthur S. Lyons, of the Lyons and Lyons Agency of New York, Lyons was out here with

New York. Lyons was out here with the promotional Sydney Cohen. Cohen is not the eastern exhibitor of the same man have capitalized a vague radio offer involving \$175,000, as he said, for Mary Pickford. As customary with an unknown proposal from an unknown, Miss Pickford referred the airy air offer from Lyons to her counsellor, Dennis F. O'Brien in New York. Nothing further was heard from the Pickford radio matter in the east, but on this end Lyons permitted it to be known he was dealing with a big radio proposition for Miss Pickford. Miss Pickford.

Biz Boosts

Bix Boosts

In making his approaches to names for stage or ether jobs, Lyons disregarded local agent connections and added hundreds or thousands to the regular salaries. The increased salary offers brought Lyons some attention although he names through the Lyons and Lyons New York agency without complete authorization.

To date the only substantial bookings Lyons is known to have made out here include Betty Compson with a Fanchon & Marco stage unit. He started by offering Miss Compson at \$2,500 a week for eastern personal appearance of the control of the

with the F. & M. show at \$1,000 weekly. Others are Dot Mackaill and Edmund Lowe for personais. The Local Agents Association has given the steaming up tactics of the New Yorker no attention as figr as known, nor have its agents varned their talent of their names being harmfully peddied around and about in stage and radio booking offices.

#### Roadhouse Helping Draw On Palm Springs W'kends

Hollywood, Feb. 29.
Unusually heavy weekend crowds at Falm Springs at present are evidently being attracted there by a new and popular roadhouse called

The Dunes.
Place has been opened by Lou and Ai Werthelmer and is located in a lonely clump of trees on the desert with no house within a mile. It's about eight miles from the

#### GARNETT A. W. L.

Like a pardon from the governor came Darryl Zunuck's okay for Tay Garnett to stick around New York for another week. Resulted in the director shopping for a new as his trunks had gone to the

Coast.
Garnett starts 'S. S. Atlantic' immediately upon his arrival in Hollywood. Final touches on the script treatment are being made mean-

Hollywood, Feb. 29.
The period of studio upheavals which kept Hollywood on edge since early in November, are through and the hangover is on. Except for an innor upsetting here and there, the panic of wholesale firings, salary, cuts, changes in operating heads and general resulting low morale is believed over. Picture people are beginning to look around and see who's who and where.
The worst stormy era in Hollywood history ended about the time of Edward R. Tinker's departure for New York. Shortly before that Hiram S. Brown and a group of bankers and executives went east, caiming things at Radio. This studio and Fox were the centers of storm. Also Pathe, whose personnel and name are practically eliminated.

Can't Be Topped

Can't Be Topped

Can't Be Topped
Although Fox and Radio are still
rumor-ridden, the excitement isn't
nearly as great and the feeling is
that all the big changes have already been made. There will still
be alterations, and important ones
on these two lots, but nothing to
compare with what has been going
on. At least, Hollywood feels that
nothing can equal the past few
months.

months.

Finger has been pointing at Paramount for some time as a likely spot for a storm, but despite all the rumors Par has had few

changes in personnel.

Metro is now rumoriess as far as big shakeups are concerned. big shakeups are concerned. Warners is fairly steady, as is Universal, which has been the least affected by Hollywood's upheaval. Columbia is also set to operate smoothly, after its executive changeover. United Artists is not exciting anybody. This leaves, only the indies to provide film earthquakes. Picture-wise have lulled themselves into the belief most of the

selves into the belief most of the inner studio changes are over. They inner studio changes are over. They may be wrong, but they're right in thinking it will take quite an upset to equal in excitement what has been going on inside the lots during the last few months.

#### **Metro Options 2**

Metro Uptions 2

pitions on Joan Crawford's contract with Metro, also Robert
Young, have been exercised for another year each.
Renewal for Miss Crawford starts
with 'Betty Lynton,' in which she
will co-star with Robert- Montgomery, ready to go in. Young's
becomes effective March 20.

#### JAMES PAYS OFF

Jimmy Durante's wife, Jean, is in the east to pay off the mortgage on the old homestead in Flushing, L. L.

Meanwhile, James has gone wild west by trying to get a lariat around his nose.

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# Brit. Int. and Gaumont Brit. Execs In N. Y. to Invade U. S. Prod. and Dist.

Another big attempt by British filmdom to break into the American market is being quitely outlined. Both of 'the big English picture companies, British International and Gaumont British, are laying out programs for the near future that include America. And in a bigger way than ever previously led.

BIP's program officially calls for

film production in Hollywood. Gau-mont's idea is a complete financial linking up with Tiffany, an Ameri-can company, for retroactive dis-

mon's idea is a complete financial linking up with Tiffany, an American company, for retroactive distribution.

Plans of British International were admitted yesterday (Monday) by Arthur Dent, managing director of the company, who is visiting New York, aithough there's nothing Gentlines as yet, he added.

For quite some time. Dent saya, gentle some time. Dent saya, producing pictures in England with a specific eye on the American market. An attempt, to crash the distribution field here about a year ago in a big way, he admits, coet his company considerable cash, but was worth while in experience and prestige.

Propitious, Says. Dent.

Now we feel, he says, 'that we have cleaved a way and ought to take advantage of it. If we can make some pictures in the United States in add to our London product, which also will internate with also will internate the same distribution needs we will possibly have a better assortment of films for both countries. American casts in some of our films will hep us sell even in England.

"The great difficulty in our path at this moment is that the pound has fallen, meaning that we must spend the equivalent of \$1,30 for every dollar. But it may be worth while. Monty Banks, Dent says, is now in Hollywood looking over the possibilities and talking to studios for space rates. When the deal is ready Banks will probably take charge of production.

production.

Meantime Dent is reorganizing

Banks will probably take chairs or production.

Meantime Dent is reorganizing production.

Meantime Dent is reorganizing to the year of year o

ocean.

Basic details of this combination are insided to be set, with final wrinkles to be ironed out within the coming two weeks.

#### Col. Charges Lewyn-M. P. Fund Shorts' Deal Unfair

Motion Picture Relief Fund is holding a special meeting tonight (29) to consider Harry Cohn's protest that the Fund's deal with Louis Lewn for Hollywood on Parade, shorts is unfair discrimination against Columbia's screen, snapshots scries.

Cohn says Lewyn will be per-mitted to phetograph stars who are made inaccessible to his own shorts. Lewyn is turning over 90% of the gross to the fund in a deal for Par-amount release which caise for a guarantee by Publix, Loew's and Warner Bros. Lo book the shorts 100% solid on their circuits.

#### Hays East in a Week

Hollywood, Feb. 29. Will Hays may return east with-in a week. With Mrs. Hays and Maurice Mackenzie, his executive aide, the picture czar has spent two weeks on his usuai periodical visit.

#### Cheerio!

The greeting now in most all film company lt. o. buildings: 'Hello, you still here?'

# **FOX RULE TO BUILD TALENT**

Hollywood, Feb. 29. Fox will attempt to build up its layer contract list with young

Fox will attempt to build up its player contract list with young blood recruited here. Few of the young players brought from the eastern stage falled to show possibilities but many of the neepbytes were dropped from the

payroll.

On the eve of his departure from here, E. R. Tinker ioft orders for new blood for the contract list, which was followed by a studio call for all agents to trot out their young talent for tests.

This is in line with me.

talent for tests.

This is in line with Tinker's viewpoint, expressed at the massed press interview last week, that in his estimation it was cheaper and more desirable for a studio to build its own names than buy them ready-made from other studios and

# **Senator Slurs** Studio Hosts **After Parties**

Hollywood, Feb. 29.

Hollywood, Feb. 29.

A peeve has been conceived iocally against Hon. Frederick H.
Gillette, until recently United
States Senator from Massachusetts.
While being feted and rushed socially by the film colony, the senator was writim: unkind things
about Hollywood in his home town
paper, the Springfield Republican.

about Hollywood in his home town paper, the Springfield Republican.' Happening almost at the minute another senator, Smith W. Brookhart, was steaming up the public against the industry the Gillette article was sait, in open wounds. Warners was his particular host on the day Hollywood found out about that back east steam-up. As a result of Gillette's unexpected reaction to their hospitality film exces have realized that putting on the dog is bad policy where senators are concerned. Only idea Gillette got was that such a prosperous, as he thought, business should be handsomely taxed.'

He saw only extravagance and waste and thought that economy would be a wholesome novelty.'

#### Dantchenka Gets Chance On Second Importation

Holivwood, Fcb. 29. Wladmir Neinrovich-Dantchenka 70-year-old founder of the Moscow Art Theatre, will be reimported by UA to direct 'Brothers Karanzoff

UA to direct Brothers Kuranzoff with Ronaid Coiman.
Russ director was brought over before by United Artists, and after idie on that lot was signed over to Metro. There he was one of the army working on 'World's Illusion, Jacob Wasserman dust-collector.

#### Radio's Prexy Title

While Ned E. Depinet, While Ned B. Depinet, v. p. over a prill and May Is it assume most of the duties of the presidency following resignation of Joe Schnitzer, he will not take the prexy title. Whether anyone will actually assume the post is undecided at this time.

Setup will be Depinet, v. p., in charge of distribution, Jules Levy, general sales minager; Jerry Saft fon, eastern division manager, and Cresson E. Smith, western div. mgr.



PICTURES

#### JUNE CARR

Assisted by Dan Harden
Bob Grannis said: 'A tittle blonde,
with agile legs, steps right out and
stops the show, nearly steals it altogether. Her looks, method and
dancing should send her into the
musical field in short time!
Week Feb. 27, Loew's State, New

York. Dir.: Jerry Cargill.

#### WELD P-P DEPTS.

McCarthy Off Publicity—Greenberg Harry Goetz and Barry Out

Charlie McCarthy, publicity di-rector for Paramount who recently left for the Coast, is no longer con-nected with that department. His

nected with that department. His new assignment has to do with the scenario end of production, Par-amount-Publix having consolidated its publicity forces into one de-partment under Arthur Mayer. Other branches of this company recently condensed include the the-atre music end, operating under Boris Morros; construction, main-tenance, and real estate, headed by C. R. Hammer with Morris Green-berg departing; traffic departments have all been combined unde Leo Flynn while personnel is now in charge of C. L. Stoddart slace Jack Barry's departure. Barry's departure.

Barry's departure.

Harry Goetz, assistant to Raiph
Kohn, member of the P-P board,
is another withdrawal from the organization. Goetz has been checking details of production for Kohn.

#### ROGERS-SCHNITZER SET FOR INDIE PROD.

Charles R. Rogers left Friday (26) for Hollywood after conferences in New York on independent production setup and distribution outlet, with latter sought among several large majors. Negotiations before leaving for west were begun with United Artists and RKO-Radio, with latter regarded as most logical.

dlo, with latter regarded as most logical.

In his independent producing venture Rogers will have as his associate Joseph I. Schnitzer, resigned RKO-Radio president, from reports. Though Rogers denied this, he has been in conference with Schnitzer requently and latter has indicated be will occur to the total residue.

requently and laster has indicated he will enter indis production. Both have been living at the same hotel, the Alden, in New York, while Rogers was here, and it is believed Schnitzer will follow to the coast within a week or two.

Prior to leaving Rogers began work on the first picture of eight he proposes to make, 'Madison Square Garden,' with shooting at the New York Garden and balance of talker to be completed in Hollywood. Western headquarters probably at the Universal studio, where Rogers formerly produced independently for Radio release.

#### EXECS' VOYAGE PLANS HINT WB SHUTDOWN

Burbank, Feb. 29.

Burbank, Feb. 29.
Wa'ner studio shut-down for April and May is indicated by plans of Mr. and Mrs. Darryl Zanuck to leave for Europe April 15, and possibility that Jack Warner may send for Mrs. Warner and also voyage.
Meantime the lot's schedule is busy. Studio had five features working last week and expects starters to bring the units to nine this week. Twenty-one more are listed for production, which means three must be started weekly to clean up in April.

#### ROWLAND IN CHARGE

Michel, Griswold East, Until Shee

Hollywood, Feb. 29.

W. C. Michel and Glen Griswold,
Fox v.p.'s, head east Thursday (3).
Michel's departure leaves Dick
Rowland temporarily in charge of
the recently created studio governing beard. Whether or not Rowland is filling this position permanentity is not known but it is asentity is not known but it is asentity is not known but it is asunity is not known but it is asuni

coast for some time, at least until Winfield Sheelan returns.

James R. Grainger, sales mana-ger, will remain at least two weeks longer to clean up the sales end, froning out next year's product plans before returning to whoop up the sales conventions.

# **'RELATIVITY' TO BRING PACT ON EXTRAS**

Hollywood, Feb. 29.
Central Casting Bureau, swamped
with studio requests for specific
extras, has obtained a general studio agreement to hold their preferred list calls to 25% of all mob

orders.

Too much relativity in mobs has been the complaint since studio retrenchment started. Studios started preferred lists to help dropped employes and their families, but claim is made that studio insiders are ringing in others.

# Indie Overtures For Havs Tieup **Meet Opposition**

Hollywood, Feb. 29.
There is a probability that the group of independent producers who amilated in the recentisformed independent Producers association with the producers association. Since his arrival here for the annual Producers meeting, Will Hays has had several confabs with the indies along this line, although there is opposition among some of the older major exces to slighting themselves with the iesser producers.

#### Information Need

Desirability of the Hays organization membership for the indies is the censorship bogey, with the smaller operators figuring they are producing in the dark unless they are familiar with the censorship views of the many state boards, with the smaller operation of the Hays group.

Aiming for first-run business and not wishing to run into wholesale cuts after release, some indies have recently been going to the Hays office for advice on scripts relative to consorship matters. Information has been accorded them free, thus giving them an equal sctup in this regard with the major company members.

#### Eastern Agents Again Contemplate Coast Trek

Coast defending agents are in for some competition from the Broadway 10%ers who are ogling the heavy sugar being cut up in the beavy sugar being cut up in the studio sector. Recurring reports of general studio executive dissatisfaction with the agents in Hollywood is another opening wedge for the invaders, who feet they will bring a sense of showmanship and legitimacy into the business.

#### Boleslavsky's Book

Hollywood, Feb. 29.
Richard Boieslavsky, former
Pathe director, is eastbound in conformer

way of a Lancer.'

Bobbs-Merili publishing and Literary Guild has picked it as its March selection.

# **Writers Demand** Studio Decision On Ethics Code

Hollywood, Feb. 29.
Series of conferences between
writers and producers aiming at a
code of ethics for scribblers having
gone into a desultory state, the
writers have sent a 'put up or shut
up' ultimatum to the producers,
asking for a yes or no within 10

asking for a yes or an addays.

Confabs under the auspices of the academy have been on and off for more than six months, and in their final stages have been meetings between a sub sub-committee of two writers, Ralph Block and Oliver H. P. Garrett, and George Colien, attorney, representing the producers.

No Progress

torney, representing the producers, Ne Progress Writers' reduced committee reported to its parent group that the various questions are still in-the debating process, the larger committee ordered a showdown. If this is not forthcoming, the parleys will be closed, it is stated. Writers' demands that all scenario employees not under contract should be given a two weeks notice, and the stated of the contract should be given a two weeks notice, and the contract should be given a two weeks notice, and the contract should be given a two weeks notice, and the contract should be given a two weeks notice, period, is still insettled. Producers agree that this could work for low salary scribblers, but are not prepared to grant it for higher priced writers.

Producers are lukewarm on the clause that a writer should be allowed to sit in on every conference pertaining to his stories.

Similar indecision is reported on. Similar indecision is reported on a story should be informed if another scribbler is put to work on the same yarn.

Clause to eliminate the gambling

if another scribbler is put to work on the same yarn. Clause to eliminate the gambling-element in studio writing by free-iancers is agreed to in part by the producers. This has to do with the promise that free-lance authors engaged to write a story at a studio, shall be paid whether the story is cassion will be granted, it is expected, but with contingencies.

#### Two-Writer Credits

Producers will agree to eliminate the designation of 'continuity by,' 'dialog by' and 'adaptation by' in favor of the demands for a limit of two-writer credits to a film. These would be in the form of 'screen play by.'

by. Officials, however, have not con-sented that the writer credits will be a part of the main title, but have shown indications for a concession by giving them a spot on the screen alone, immediately following the main title.

#### EXTRA PLACEMENTS 4.369 IN BIG WEEK

Holiywood, Fcb. 29.

Hollywood, Fcb. 29.

Mob enjoyed its best weck since
November, with 4369 placements
in six days, or an average
working daily. Rush to clean up
production before tax-assessing day
tomrorow (1) was responsible for
the quantity of mob work.
Previous week showed the greatcst activity in number of units
working since November. Peak was
36 features working Feb. 15 with
an average of 34 for the week. Despite the increase in crowds used
last week, features were down again
to 28.

Big day for the extras was Tuesday, when 1,019 paychecks were issued. Largest single set of the daywas 100 in a student rully for Huddle at Metro.

Largest mob sets were at Metro three other days: 159 in a burdling of the day was 100 in a burdling of the days of the day

#### Brandt-Zierler

Joe Brandt hought out of Colum-Joe Brandt, bought out of Colum-bla, may build up another produc-tion company in association with. Sam Zierier, states right producer. Instead of building up their own distribution system, Brandt and Zierier most likely will first devote themselves to indie production with sales outlet through some other or-

# 250 FEATURES FROM INDIES

# Tinker Says No Fox-Loew Agreement; PROGRAM BUDGET Imminent N. Y. 10% Admish Tax Films Need Bankers During These Days

Edward R. Tinker, president of Fox Films, states that he will remain president as long as the company's present financiers retain control, that Loew and Fox will continue to operate as separate entities, and that Nicholas M. Schenck, of Loew's, will not join the Fox directorate.

The Fox head sets at rest the Fox-Loew working agreement reports. He admits being aware of them as rumors, but also characterizes them as 'inspired by parties who might be interested in such a move'. There will be no intertwining of executives of these companies, since Tinker holds this would be as illegal as an out and out consolidation. The companies will continue to work in the future as in the past, as 'separate firms.

A Big Job

A Big Job

A Big Job
The 'job' to be done on Fox will
not be completed in 30 or 60 days,
declares Tinker. One of the
troubles' of the business now, he
maintains, 'is that there are too
many people with noses too close to
the grindstone.'

the grindstone.
Of the industry complaints of
banker cruelty, Tinker replied:
The world is fu of alibi artists
There is not an industry which does
not have them. They will always

Economic laws are as applicable

Economic laws are as applicable to pictures as to any other business, is the banker's stand. His trip to the studios has made him even more certain of this. Costs must be kept in line with the gross, and as the grosses fluctuate so must costs.

Basic Trouble
The main trouble with pictures, more so than in other industries, Tinker maintains, is that it is too young to weather the present depression on its own. Fundamentaily more sound than many other industries, its business operation was just the reverse. Added to this, volume went off; so fast that the industry could not keep abreast of it. abreast of it

abreast of it.

Regulating itself by that volume barometer is considered by Tinker one of the most important measures to Insure Ilimdon a safe voyage to an improved future.

Bankers went into the automobile

Bankers went into the automoose industry when it was in worse condition than the picture business, declares Tinker. On how long before the film business will again be able to use its own feet will depend the time when the bankers will relinquish the saddle in favor of their former financial observation chairs, weters the Yax head. states the Fox head.

Hollywood, Feb. 29. Hollywood, Feb. 29.
E. R. Tinker, now in the east, is expected to return here in six or eight weeks to complete the Fox studio reorganization plan.
Moanwhile, several observers have been detailed to check studio activities and will woord to him on activities and will worst to him on

ctivities and will report to him or his return, providing material or which to base the reconstruction.

#### Chairman Indicates Small Chance of Tax Escape

Washington, Fcb. 29. Washington, Feb. 29.
Despite virtual adoption of the sales tax, admission to all theatres will be elected for the so-called nuisance tax. Acting Chairman Crisp (D) of the Ways and Means Committee revealed last week.
An additional \$250,000,000—over and above the amount to be brought in the control of the c

in by a sales tax is needed, the Georgia Congressman said—and the theatres look like good pickings.

Jackson, Miss., Feb. 29.
The Sonate Finance Committee
of the Mississippi legislature last
week reported favorably upon a
10% amusement tax on all amusements in Mississippi.
It is fairly certain that some form
of amusement tax will be passed
of the legislature now in session. Jackson, Miss., Feb, 29.

#### Sarnoff's Return Delays Franklin's Trip West

Harold B. Franklin's intention to start for the Coast this Friday (4) may be delayed until next week due to the return tomorrow (Wednesday) of David Sarnoff from the south. Franklin, recently appointed as advisor to RKO, will go into the RKO boards, chairman of the RKO boards, chairman of the RKO boards.

Franklin's western trip is to look in at the Radio studio and also to arrange his withdrawal as operator of the Paramount and United Art-

# **FOX SETTLES** WITH WURTZEL

Fox Films has settled Sol Wurtzel's contract. Wurtzel will leave the local Fox studies in April. In the settlement Wurtzel receives one-third in cash and the balance in notes.

Wurtzel also has a credit with Fox Company of around \$300,000. It is the balance due him from the bonus of \$500,000 left Wurtzel by direction of William Fox when Fox sold his Fox Film control. Two hundred thousand has been paid on account.

account.

This entire amount was left with
Fox by Wurtzel to be paid to him
in monthly installments to avoid
large income tax assessment that
would have followed receipt of total
amount: when awarded about two
version.

#### 10% OF EXHIBS CROOKS, SAYS HESS, HAYS ATTY.

Hollywood, Feb. 29 Picture producers, major and in-dependent, appeared before the House Ways and Means Committee Wednesday, and indulged in 'per-

Wednesday, and indulged in 'per-sonalities.'
We have a class of exhibitors who are very crooked,' declared Gabriel L. Hess, general attorney for the Hays organization.
Representative Sirovich (D), of New York, chairman of the Committee, said: We have received hundreds of letters from small producers accusing the big companies of shart practices.

ducers accusing the big companies of sharp practices.

Hess stated that out of a total of 20,000 exhibitors in America, a minimum of 2,000 or 10% indulged in crooked dealings.

The complaining exhibitors will be heard next Tuesday when more fireworks are expected.

#### II ABOUT TO CLOSE ITS TOP BOOKING DEAL

Universal thi, week is set to close the biggest booking deal in the his-tory of the company. It includes a period of the next three years with Paramount-Publix, Skourds, and Warners. It is the final move of Phil Reisman as sales head

for U.
Universal, for the past year and a half, has gone from loss to profit until it's 1932 earnings. If they continue along present figuring, will show a gain of \$1,300,000. Where 1229-20 showed a loss of \$2,500,000, the statement for '30-31 cylibits a profit of \$700,000.

#### NO RAISE AT OPTION TIME

Option on E. Richard Schayer, story editor, calling for a big increase March, 15 at Universal has resulted. In U. notifying him that renewal must be at current figure. Schayer so far refuses.

# IS \$7,500,000

Optimistic Independents Increase Feature Costs to \$25,000 and Up for Double Features and Grinds-\$50,000 and More for Class A Booking Attempts

#### DRAMA OVER ACTION

Hollywood, Feb. 29.

Hollywood, Feb. 29.

Announcements of next session's production by members of the Independent of 250 features scheduled by the major studies. This does not include a half-dozen sheestingers turning out westerns who are not members of the newly organized IMPPA.

Nearly \$7,500,000 will be spent on inde features if the programs go through.

Westerns \$15000

#### Westerns \$15,000

Westerns \$10,000
All small producers have increased their budgets for the new season. With the exception of a few westerns, which will be budgeted at around \$15,000, few pictures will leave the studios with-less than \$25,000 charged against

M. H. Hoffman, Monogram, Hal-perin Brothers, Patrician, Ben Zeidman, Larry Darmour and the Earsky-Goldberg combination all plan spending upwards of the 25 grand figure, in some cases going as high as \$60,000.

Budget increase is not because the producers want to spend more money but is a matter of making pictures which will give the indies the toe hold they have desired so leng.

Feel Majors Uncertain

Feel Majors Uncertain
All feel that it will be at least
three years before the majors become settled in their effort to procluce consistently inexpensive pictures. During that time every indie
hopes to get a major studio offer.
Indies' attempt to get away from
the usual suickle production is revealed in the drop-off of westerns.
Of the 250 features scheduled only
70 are western and the remainder
parior drama. In previous years
it has been the opposite.

Programs

#### Programs

Lineup of independent product for this season, according to the producers, is as follows:

Barsky-Goldberg: eight westerns with George Walsh and eight dramas. State right. Monogram with Trem Carr, C. C. Burr and I. E. Chadwick producing: 24 dramas and 14 westerns. Monogram release. Halperin Bros. Six society dramas. No release. Larry Darmour: 12 dramas. No release. Larry Darmour: 12 dramas. State right. Al Herman: six dramas. Peerless distribution. Allied (M. H. Hoffman): Eight Hoot Gibson westerns, eight Monte Chine dramas and 12 dramas. Allied exchanges and State right. Patrician (Chini Jenson and Walter-Camp): Six dramas. No release.

Burton King: Eight dramas for

Morris Contains Positive Services No release.

Natural Pictures (Spitzer-Smith):
Two adventure pictures for T. P.
Epiles and six features. State right.

Richard Talmadge: Eight action dramas. George Weeks: 24 action dramas.

George western State right.

Mascot (Nat Levine): Six features and three serials. State right.

James Cruze, Ltd. (Sam Zierler):

# Scurries Defense Forces to Albany: **Would Close 25% of State Theatres**

#### For Hoover

Hollywood, Feb. 28.
Metro's publicity department
has been put to work thinking
up ideas to aid the re-election
of President Hoover.
Concentration follows a
memo from the front office
asking the department for
ideas and suggestions regarding material for speeches,
newspaper interviews and
radio broadcasts to be delivered by Louis B. Mayer.

# **Phil Goldstone** Is Bankrolling **Exiting Execs**

Hollywood, Feb. 29.
Financing of major lot exces who are going into independent production when contracts terminate, rather than take a cut, is being offered by Phil Goldstone, who will also continue to back present indle producers. Some production will be of caliber higher than the stateright grade, with Goldstone saying that he can easily find big league release for product that deserves it. Latest deaf for the bankroller is

Latest deal for the bankroller is

release for product that desorves it.
Latest deal for the bankroller is
with Max Marcin, who won't renew
at Faramount maskinth Gatsone's
at Faramount maskinth Gatsone's
flanacial support. Latter also has
been approached by Wheeler and
Woolsey, and is willing to back
them if they get a satisfactory director and story.
Two Goldstone-backed indie producers just returning from New
York, where they arranged distribufor their and Bennie Ziedman,
Jensen is prepping a follow-up to
'Silver Lining,' which got a United
Artists' release. Has an eye on a
similar outlet for the next. Ziedman will make a second for the
state-right market.

#### 'NO BROOKHART TALK.' PRODUCERS WARNED

Hollywood, Feb. 29.
With all wire services and local newspapers attensifies the continuous process. The continuous process are serviced to the picture industries reaction to Senator Brookhart's tirade against pictures, the Producers Asen, has advised the studios to lay low on comment and let the association do the talking.
Papers have also been contacting foreign players for statements anent the proposed legislation to exclude foreign players. Studios have advised their players to say mothing. Hollywood, Feb. 29.

vised their players to say nothing

#### **ERPI MAY GIVE INDIES BREAK ON SOUND FEES**

Los Angeles, Fcb. 29.

Erpl will heed the independents' demand for reduction in sound license fees on pletures costing under \$5.0,000, although the reduction figures are not known here.

Producers are now paying \$500 per reel regardless of production budget.

Approved by both political parties, a threatened 10% New York state tax on all amusements has raised its head as a new worry for the industry. With the legislature adjournment only 12 days off, the proposed 10% tax on all grosses is described as threatening the economic structure of the entire in-

dustry.

Worse than any Federal measure so far contemplated, theatre heads and independents of national and local organizations have worked feverishly over the week end establishing filmdom's defensive cambridge.

feverishily over the week end establishing filmdom's defensive campaign.
Yesterday, midnight (29), mass meeting of all theatre managers in the New York, Albany and Butfale zones were ordered following a general session of 30 circuit heads, lawyers and exhibitor leaders in New York Monday non.
New York Monday non.
The Session of Security heads, lawyers and exhibitor leaders in New York Monday non.
The Session of Security and Security of the Se

Inside earnings of the industry for the first time will be bared to (Continued on page 17)

# KENT IS BACK **FOR FOX TALKS**

S. R. Kent is back in New York from the south with his future pic-ture company affiliation undeter-

It is believed that Kent will spend It is believed that Kent will spend most of the current week talking to the Fox-Chase group, but that anything immediate will develop as to his joining the Fox organization is considered doubtful. With the former Paramount-Publix executive still in a stage of recuperation from a recent attack of influenza, it may be a month or more until he again becomes active. The possibility of the reopening of RKO and Warner negotiations, as regards Kent, continue a matter of conjecture.

#### Faragoh Possible Head Of U Legit Ventures

The Carl Laemmics reached New The Carl Laemmics reached New York Thursday (25) and among the first q, t. confabs was Junior with Francis Edward Faragoh, until re-cently U contract writer. Universal is after a local legit producing out-let with Faragoh possibly head-ing it.

ing it. Latter was a founder of the New Playwrights insurgent Greenwich Village legit group, before going Hollywood. On the coast he helped dialog "Frankenstein," Iron Man' and Little Caesar.

#### Katz West

Sam Katz, of Paramount-Public, Elight features. State right.

Henry Goldstone Elight westerns with Jack Hoxie. State right.

Ben Zeidman: Six features. No. Expected he will be gone about three weeks.

# **B&K Has Stock Idea for Its Wavering Nabes as L. A. Orpheum** Secures 'Lysistrata' for Dates

Chicago, Feb. 29.
Possibility of Publix-Balaban & Katz installing dramatic stock in several theatres looms as the result of propositions brought to the ploture firm by dramatic agencies and producers here.

or propositions brought to the picture firm by dramatic agencies and
producers here.

B.&K. is anxious to try new ideas
in at least a half dozen bigger
builded badly the past few months.
Likely for the dramatic stock experiments are such houses as the
Maryland, southside; Covent Gardena, northside, and the Belmont,
northwest. B.&K. has been set to
close a number of theatres here but
has withheld the final notice.

Since 'Girl Crazy,' musical tab,
crashed through the successful coin
in tab version, B.&K. has kept its
eye sharpened for any stage angles
which look feasible. What is most
appealing to the circuit is the fact
that there are no dramatic stocks

that there are no dramatic stocks alive in town at present, in a burg that has annually supported four and five of the resident drama

companies.

Plan being considered would establish a B.&K. rotating stock idea among three or four of the houses so that each week, or half week; a new troupe and show could be delivered to each neighborhood instead of having one permanent cast and

Los Angeles, Feb. 29.
Tysistrata, legit mow, twice raided by the police when at the Carthay Circle, goes into the RKO Orpheum Friday (4) in tabloid form. Cast will be the same players, including Nance O'Neill.
House pays a guarantee of \$5.00 with a split for the show over \$15.00 with a split for the show over \$16.00 with a split for the show over \$16.00 with a split of the Santhay Druces on, will not be rogramed as producer at the Orpheum.

programed as producer at the Or-pheum.

Trial and exoneration of the Tysistrata' cast, which was aloughed at the Carthay Circle, also had both Warner's Downtown and the RKO Orpheum anxious for Lizzle' in condensed form to play with films.

with films.

With the click of Lucky Day, colored musical in tab form, at the Pantages theatre, Alexander Pantages is dickering with Gregory Ratoff to bring 'Girl Crazy' in its tab form as it played for B.&K.

#### Metro's 48

A minimum of 48 pictures is in prospect for Metro for the 1932-'33

season.

Program setup is scheduled for immediate consideration on the Coast. Nick Schenck, Felix Felix and Howard Dietz ieft Friday (26) to join J. Robert Rubin, already Hollywood, for the purpose of prouct conferences with Louis

Hollywood, for the purpose of prod-uct conferences with Louis B. Mayer, Irving Thalberg and others. While M-G may be a little late on delivery this season, full lineup of 48 will go out in accordance with contracts.

#### Will Draft Mayer as Pres. Over His Objections

At an adjourned meeting of Pic-ture Producers' Association tonight (Monday) the election of president is scheduled, with Louis B. Mayer reported to have stated he will not accept a renomination. Mayer has been the association's president for past year.

accept a renomination. Mayer mebeen the association's president for
past year.

No other candidate is mentioned,
though Jack L. Warner, first v. p.,
is the logical choice. Will Hays,
who is out here, is said to be strongily in favor of Mayer accepting the
office for another term.

Chances are that Mayer will be
drafted regardless tonight by unammous vote as president, despite his
p.
At the election tonight the only
change in the current setup expected is the replacement of Joseph I.
Schnitzer, present second v-p. and
now out of Radio. Other officers
due for re-election are Mayer as
president; Jack Warner, first v-p.,
and Fred Beetson, executive v-p.

#### McGuire, Beery, Jr., Free Work in Odd Money Deal

Work in Udd Money Deal
Hollywood, Feb. 29.
Universal's contracts with Mickey
McGuire and Noah Beery, Jr. make
provision for certain work without
pay. McGuire, signed for \$600 for
two and a half weeks, must work in
retakes, trick shots or trailers free
of charge. Young Beery is set for
five weeks at \$150 each in a serial, with proviso that if a sixth week is necessary it will be sans paycheck. Any production time beyond six weeks, however, will be at a \$100

rate.
On account of the Fontaine Fox-Columbia-Darmour litigation the McGuire kid signs the name Mickey Brown 'professionally known as Mickey McGuire.'

#### Reisman-WB Maybe

Phil Reisman, reported made an offer by RKO for supervision of film buying, may tie up with Warner Bros. instead. Deal with WB is indef, but in the meantime he is not accepting the RKO proposal, it to said

ls said.

Up to yesterday (Monday), Hiram S. Brown had not filled the film buying spot in RKO, left vacant, with Jules Levy appointed general sales manager of Rado Pictures. With Reisman out as a likelihood, it's between Emile Stern and John O'Connor.

#### Allvine Leaves Fox

Glenn Allvine, with the title of director of publicity and advertising, severed his connection with Fox on Saturday (27). His contract would have expired April 20. No official edict as to whether anyone will succeed to the title.

#### Test on 'Explorers

Following a test booking by RKO at the Victory, Providence, circuit may take 'Explorers of the World' (Raspin) for general coverage.
It goes into the Cameo, New It goes into the Cameo, York, for RKO Thursday (4).

York, for RKO Thursday (4).

Morris Convaleacing

Sam E. Morris, WB gen. mgr., its convaleacing from a minor operation be under the first state of the first state of

#### 1st Runs on Broadway

(Subject to Change)

Week March 4 Paramount — 'Strangers In Love' (Par). Roxy — 'After Tomorrow'

(Fox). Capitol (Fox).
Capitol — 'Arsene Lupin'
(Metro) (2nd week).
Rivoli — 'Sky Devils' (UA)

(8).
Strand — Heart of New York) (WB) (2). York) (WB) (2). Mayfair—'Impatient Maiden'

(U). Winter Garden — 'Alias the Doctor' (FN) (2). Rialto — 'Shang (Par) (3rd week). nghai Express'

Week March 11

Paramount — The Wiser Sex' (Par). Roxy — Beast of the City'

(Metro).

Gapitol Passionate
Plumber (Metro).

Rivoli — 'Sky Devils' (UA)

(2nd week).

Meyfair — Lost Squadron'

(Radio).
Winter Garden — 'Allas the
Doctor' (FN) (2nd week).
Risito — 'Shanghai Express'
(Par) (4th week).

19 Pictures

'Hell Divers' (Metro) (As-tor) (11th week). 'Man Who Played God' (WB) (Warners) (4th week).

Foreign Films

Foreign Films

'Das Lied Ist Aus' (Superfilm) (German) (Europa) (6th
week).

'Ein Walzer vom Strauss'
(Splendid) (German) (Little
Carnegle) (4th week).

#### **GOLDWYN'S LIMITED 4:** SCHENCK, UA PLANS

Sam Goldwyn is set on only four pictures and may do no more than this number for the coming season. They are two Eddie Cantors, Bally-hoo' and Kid from Spain, and two Ronald Colmans, Brothers Karamazov' and 'Cynara.

mazov and Cynara.

A singleton with Ina Claire and
another as a buildup for Melvyn
Douglas, whom Goldwyn wants to
erect as star material, have been
talked about but are only distant
possibilities.



#### **EDWARD H. GRIFFITH**

In directing "Lady With a Past," now current at the Mayfair Thearter, New York, Edward H. Griffith is credited with making what previce, New York, Edward H. Griffith is credited with making what previce motices hall as Constance Bennett's most successful picture, started
his motion picture career in the dual capacity of actor and writer for the
Edison Company. Entering the directorial ranks later, he quickly forged
to the front rank. While he made scores of silent pictures, his greatest
wuccas has been with such audible films as the widely acclaimed "HoliSay" and "Rebound." He is now preparing to direct Miss Bennett's next
picture, "Tree Lady," based upon the novel by Cecil Strange.

### Hollywood

Briefly rewritten extracts from "Varlety's" Hollywood Bullotin, printed sach Friday in Hollywood, and pleced as a wrapper upon the regular weekly "Varlety."

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

Par's Studio Adv. Man Par's Studio Adv. Man Join Hertz advertising represen-tative, W. K. Cochrane, has office space in the Paramount adminis-tration building. He's laying out year's Paramount product. He's been Universal's advertising coun-sel since the early days, and also has an office there. Paramount de-nies any significance.

Adrianne Allen Coming
Adrianne Allen will come out for
Paramount when finishing on Broadway in Cynara. She's the wife of
director Raymond Massay, whom
Universal imported from the legit.

Chino-Japo Film Up
Oriental fues has wiped the cobwebs off Paramount's Come On
Marines. Originally written by
James K. McGinness and Thomas
Boyd for William A. Wellman to dishelyed got bogged and eventually
shelyed and

shelved.

New adaptation will write Chi-nese squabble into plot. Martin Flavin is busy at it. Chester Mor-ris and Richard Arlen in prospect.

Jack Crawford Stays

Jack Crawford stays on another spell as musical ringmaster at Warners' Hollywood. Four-week cancellation clause works either

Warners' director team, James Flood and Elliott Nugent, will han-dle 'New York Town.' They just Inished 'The Mouthleee.' Ward Morehouse, legit columnist, au-thored Town.'

Baron Mandelstam goes to Paris for quota picture negotiations on behalf of Paramount. His dog, Banjo, will cross the Atlantic for the 14th time.

Lloyd Corrigan will romp to Europe while Paramount allows hin three months off.

'Merton of the Talkies'
Sam Mintz and Arthur Kober are
the last of many writing teams to
tackle 'Merton of the Talkies'.
Stuart Irwin will be starred by Par.

Luis Trenker, Austrian director, arrived for Universal possessed of first ended for Universal possessed of first ended for the could say trenendous and aw, nuts. He's isarned enough since then to play additional scenes in the German-made 'Mountains' in Plames.

Paging Ben Lyon

Ben Lyon, vaude-touring the east,
may be jured back for Universal's
'Radio Patrol,' which Eddie Cahn
will direct. Mae Clarke and Russell
Hopton are set.

Roach Studio Dark
One or two months of darkness
fooms for Hal Roach studio. Season's schedule will be completed by
April 1, it is thought.

J. B. Scott and William Phillips are forming a photographic bureau o cater to press agents' needs.

in-and-Out Pichel
Irving Pichel went back into his
role in Radio's 'State's Attorney,'
replacing Harry Bannister, Michel,
original choice, stepped out when he
was slated for a time to direct entire production. Now he's only
doubling as dialog supervisor.

Rin-Tin-Tin's Cost
Lee Duncan thinks \$500 a week
offered by Fancion & Marco for
Rin-Tin Isn't enough. Offer
was net, all expenses including fresh
liver daily.

Black-Harris Eest
Zizz Black and Mort Harris, who
have been radio partners, hopped to
Philadelphia to earn a few berries
at the Mastbaum as m.c. and stager.

Metro Takes Steele
Joe Steele, former p.a. for Richard
Barthelmess, made Metro's writing
staff on the strength of his threereel states righter, Gaunt.'

Shannon's 2nd Buildup
Peggy Shannon starts her termer
at Fox in 'Society Girl' with James
Dunn. Destined for a build-up.
Miss Shannon was for a time considered by Paramount as successor
to Clara Bow.

Laurel Hardy Features
Laurel and Hardy completed their
last two-reeler last week in County
Hospital. Team's future is three
features a year for Hal Roach, story
for the first to be picked this week.

Hoot's Japanese
Hoot Gibson will speak Japanese,
la dubbing, in one version Allied
preparing of 'The Spirit of the

West.' Others in German, French

Exhib Has Try
Ned Schukier, former Brooklyn
and New Jersey exhib, is in production now as associate with Ailed
(M. H. Hoffman).

Tracy in 'Under Cover'
'Under Cover,' play bought by
Fox, will be adapted and dialoged
by Byron Morgan. Spencer Tracy
gets a lead.

Cornell-LeGallienn Cornell-LeGallienne
Katharine Cornell will be tested
for Barretts of Wimpole Street by
United Artists when she comes here
in spring with the play. Lewis
Milestone is testing Eva LeGallienne
for UA in the east.

Fox's Story Head
Doris Malloy, writer
made head Doris Malloy, writer, has been made head of the Fox scenario department, supplanting Stanley Garvey and Doris Green. Garvey becomes assistant. Byron Morgan and Al Cohn added to staff.

Rothacker East
Watters in Rothacker left Friday
night (26) for New York on business. He may go to Europe. No
studio jobs in mind.

Mexico Too Hot
Bullfight stuff Tom Kilpatrick
brought back to Metro from Moxico
is too hot for domestic use. Will
be made into a four-reeler with intimate life shots also collected, and
distributed in foreign spots.

Doane With U

Warren Doane, out as Roach g.m., will make 26 two-reelers for Universal. Charlie Chase may figure as comic.

Sherman Directs 'Red'
Ts My Face Red?' columnist story, will be directed for Radio by Lowell Sherman, Robert Armstrong aiready cast.

Dropped iast week, Marcel de Sano is back at Metro. During past year he directed one French version.

Harry Garson, who went to China five months ago to make a series of novelty shorts in Multicolor, is back with the series in black and white.

Al Erickson and his orchestra at the R-K-O theatre have their no-tice for March 18. Given by Sam Freed of the New York music de-partment, here to organize a new hand.

Arline Judge's Flu
Radio's 'Girl Crazy' remake unit
waited half a day for Arline Judge,
then learned she was flat with flu.
Resumption with shooting around

Morehouse for W.B.
Ward Morehouse arrived Sunday
(28) to do an adaptation of his
play 'New York Town' for Warners.
His column in the New York 'Sun'
temporarily becomes 'Hollywood
After Dark' instead of 'N. Y. After
Dark.'

Kate Campbell Hurt
Broken leg was suffered by Kate
Campbell (Mrs. Walter Percival) in
an auto accident last week-end.
Harrison Green, agent, uninjured in
same crash.

Robinson in 'Dollar'
'Silver Dollar,' novel by David
Karsner, and based on life of 'Silver
Dollar' Taber, miner, has been
bought by Warners for Edward G.

B'way Burlesque
Burlesque under the name of musical tabs may go into the Majestic
theatre on Broadway, Dalton
brothers are negotiating with Sam
Green, Majestic rep.

#### L. A. to N. Y.

Baron Mandelstam. Watterson Rothacker. W. C. Michel. Watterson Rothack W. C. Michel. Glen Griswold. Arthur S. Lyons. Richard Boleslavsky Nacio Herb Brown. Leon Britton.

#### N. Y. to L. A.

Tay Garnett. Peter Freuchen. Ward Morehouse. Carlo Boeuf. Charles R. Rogers. Nicholas M. Schenck. Howard Dietz. Felix F. Feist. Raymond Massey Martin Brown Gregory Ratoff.

# NEW CODE WITHIN A CODE

# Academy Now Widening Research: Will Ask Thalberg to Head Comm.

Hollywood, Fcb. 28.
Scope of Academy Investigation will be extended from purely mechanical problems this year, with the probability that such subjects as production methods, type and treatment of story material, and box office reactions will figure as research problems.

Many members of the Academy of MP. Arts and Sciences have urged that more attention be paid to the arts' angle. Efforts to deal with the more abstract factors in pictures so far have turned into debating sessions with no final verical to determined and the questions tabled.

A new sct-up that will abolish the joint committee of producers and the joint committee of producers and technicians that has been in charge of Academy research campaigns the past two years is now in organization.

New body will be called the Research Council, and, while to an extent it is a new label for the producers technicians.

extent it is a new label for the pro-ducers-technicians committee, it will centralize control of all Acad-emy technical matters, including the operation of the technical bu-reau (subsidized by the producers' association), and will take over the work of the art and technique com-mittee, which has been planting-the inter-industry debates and dis-

cussions.

Research Council's 15 will include outstanding workers in both sup-planted committees, with the min-gling of practical and academic out-look counted on to broaden the field of investigation.

#### Thalberg Leadership

of investigation.

Thalberg Leadership
Irving W. Thalberg, chairman of
the producers-technicians committee, will in strong likelihood be
asked to head the Research Councili. Under Thalberg the committee
has brought about the uniform
aperture, the standard release print
leader, and made studies in noiseinsulation, set construction, and
lighting efficiency that the industry
at large has benefited by.
Desire of leading Academy research into fields more directly relating to the intrinsic merits of pictures and the public's reception of
them was voiced by members of
them was probably
therefore the properties of
the and policy and the public's
reception of
them was receptively the
them was probably
the properties of the properties of
the Academy's activities, figuring
that technical researches now in
progress and others already planned
have enough momentum to carry
on by themselves for the time being.

#### 'Big Parade' Dialog

Culver City, Feb. 29.

Lawrence Stallings is here to write dialog for The Big Parada Metro plans to remake it as a talker. A year ago the 1925 silent was consideration for dubbing with talk.

#### Fox Substitution

Joe Pincus has displaced Albert Parker in the Fox post from which he was ousted by Parker about a year ago. Pincus officially resumed yesterday (Monday) although he actually started late last week.

Parker was in tharge of eastern tests for Fox, all of which he directed himself, besides acting as a material and talent scout. These duties will now again be assumed

#### 'Earth' Sequel Only

#### **ENLISTING DEADHEADS**

Publix Plugging 'Broken Lullaby'
Via Oakleyites

Minneapolis, Feb. 29.

Publix here is trying to drum-up usiness through personal word-of-Publix here is trying to drum-up business through personal word-of-mouth and word-of-pen plugging, with deadheads being employed advantageously in the campaign. Eddle Ruben, division manager, sent out a personal letter to every pass holder, requesting the latter to boost Broken Lullaby and other worthy pictures to be the first time that such direct use has been made of the dead-leads.

# SKOURASES ON **BONUS SYSTEM**

Skourss Brothers have launched their proposed bonus plan starting

In the east.

The bonus proposal, just placed into effect for the Fox-Mctropolitan group of houses, will be closely studied with a view to its adoption for all other Skouras-operated theatres, including Fox-Schine upstate and the Fox-West Coast circuit. in the east.

cuit.

Under the system worked out, a figure is set for each house, with the manager to shoot for that. Quota may not exactly mean profit for the theatre but reflect improve-

for the theatre but reflect improve-ment in operation by the manager through economies or other moves. Bonus plan will be in effect over 15-week periods, with 10% over present results to be shot for by the manager to order that he fig-ure in reward by the Skourasses. The district managers are to be compensated in a greater manner than that, but exactly how has not as yet been determined.

than that, but exactly how has not as yet been determined.

After the first 15-week period, the bonus thing will be tried in all other Skouras theatres if up to expectations anticipated. Skourases are confident they are now taking a step that will soon become a step that will soon become a step that will soon be considered that it is not the beautiful than the beautiful that is the step that it is the

business.

Dist.-Prod. Also

In distribution, lately there has been considerable injection of interest among sales forces through contests or bonuses on laydate drives, unsoid possibilities, etc.

The bonus idea has also permeated production ranks for consideration with some leaders in the film-making field of the opinion that the control of the co accordannce wit turn on product.

#### Receiver for Gen. Theatres

Wilmington, Feb. 29, U. S. Senator Daniel O. Hastings of Delaware was today appointed receiver for General Theatres Equip-ment, Inc. a holding company con-trolling Fox Film and Fox Theatres

trolling Fox Film and Fox Theatres Corp.
Receivership came on application of Gordon B. Affleck of New York, a creditor, with the company consenting.
Protective committees for bond-holders of Ceneral Theatres were formed several west ago in anformed a of default in interest due thereby

Hollywood, Feb. 29.

Cosmopolitan-Metro has no instantion of filming the novel Good Theatres listed securities for weeks. Earth, but will make a picture of the sequel, 'Sons of Good Earth,' and preferred stock going to 50. Sons' starts as a serial in the 'Gosmopolitan' magazins.

Receivership has been forestandardly the security of the security of

# TAKES IN STARS AND PRODUCERS

Circumvents Talking Out of Turn-Players Must Be 'Dumb' for Publication-Industry Welfare at Heart at all Times-Primed to Prune Production Costs Through Consultation

#### ALL POW-WOWS SECRET

Codes within codes are being shaped for the film industry. They are as much for the star performer talking out of turn as the pro-

are as much for the star performer talking out of turn as the producer taking a chance with a story which, while meeting with the conditions of the drafted Hays code, may still arouse the ire of newspaper, political, sect or industry factions.

Matters taken up at the Coast Hays meetings are expected in the east to be quietly but immediately place time for expected in the cast to be quietly but immediately place time for expected in the east to be quietly but immediately place time for expected in the cast to be quietly but immediately place time for expected in the cast to be placed in the cast to be placed in the cast of the cast of

might complain later and add to the cost.

Advertising Again

Even advertising is up for a new slant. This, according to indications, calls for greater confidence in home office departments rather than a dependency upon national agencies which could regard the exploitation of pictures just another account. As a matter of fact film spokemen claim that the agency experiment with many producers is practically closed. Worst copy, it is declared, came not 'ecessarily from the home office departments, but also from the offices of agencies. This is largely due, it is maintained, to the agency lack of picture understanding and background.

Must be Guided

That the average star in Holly-

Must be Guided
That the average star in Hollywood is not qualified by experience
to talk unguidedly for publication
is another matter the producers
plan to pursue. Picture companies
are also setting themselves to deal
drastically with the writer, be he
free lance or otherwise, who
breaches what is considered a confidence during a legalized interview.'

needed during a legalized interview.

The during the star under long contract the star under long contract to a likewise changing. Such an artist is, in the new order of things, now regarded as a property rather than a personality. The company is taking the angle that a present day star turns over his or her reputation, character and physical well being, as well as personality, when the contract becomes effective. Film companies would also like to control their contract people's conversation as to studio matters, but haven't been quite able figure a means to this end.

#### 'Sweet' in Color

Deal is on between Fox and Technicolor for the production of Dittersweet' in color.

If it goes through this will be Fox's first color picture in two years.

#### Totheroh for Par

Don Totheroh, legit playwright has a one picture writing contract with Paramount. Writer will first work in the east; thence to the Coast later.

# Hunch for Follow-Up Yarns on **News Events Still Hot Among** Studios: Freelance Boys' Break

#### Locations All Wet

Holywood, Feb. 29
So much rain that California
deserts are deserts no longer.
Paramount's 'Broken Wing'
company, returning from a
supposedly arid location reports
so much vegetation on Mojave
desert that an aeropiane was
used to scou' a spot with
enough sand to make the scenes
look authentic.

look authentic. look authentic.
Returners also report that
Death Valley, where water
heretofore has been the unknown quantity, is a series of
good-sized lakes.

# Arthur on Fox N. E. Deal Then Joins Skouras

After Harry Arthur settles a deal for the Fox-New England theatres, embracing 18 Poli houses, he goes west to co-operate on the Fox-West Coast houses with Charlie

West Coast houses with Charlie Skouras.
Drastic economies to reduce the overhead will eventuate, not affecting personnel as much, as the curtailment of fixed disbursements such as the elimination of outdoor advertising. Out on the ad, budgets was a minimization generally on all media, with all newspapers cut down on the budget. Now those-papers with little value will be totally eliminated and those with definite returns may be enhanced, but the general cut will be greater. Spyrous Skouras will stay on the Coast another three or four months but Charlie Skouras and Arthur will be the actual operators, with Arthur in for a percentage.

will be the actual operators, wand Arthur in for a percentage. Skouras will also give Loule Cohen, head of the realty department, a percentage arrangement along with similar partnerships and bonuses in line with Skouras' operation system.

ment, a percentage arrangement along with similar partnerships and bonuses in line with Skouras' operation systemation and the systematic partnerships and systematic part

#### Reverse Exchange

Albert Parker loft Fox last Sat-urday (27), after an affiliation of a year or more, in which he was in charge of castern tests. Joe Pinkus, who formerly occupied this post for the same company, returned to the position yesterday (Monday). Pinkus, besides handling tests, will again also act as material and talent scout, as did Parker.

Hollywood, Feb. 29.

Hollywood, Feb. 29.
Preponderance of major studio
production on the coming year's
schedule will be of a topical nature.
Urge to put yesterday's front page
news on tomorrow's screen is keener than ever with the studios ready
to buy almost any filmable 'story,
which can be tied to current

This is proving a break for the original story writers on the ground floor. Material is very scarce withall firms on a desperate search for writings which the camera can translate.
Chasing Newsreels

Kceping features one step be-hind newspapers and newsreels be-came fashionable with the click of 'Star Witness,' which hit directly atter the gang child killing in New York. It was the tip-off that there was b. o. in retting newsy stuff on

York. It was the tip-oft that there was b. o. in-retting newsy stuff on the screen.

This urgs accounts for the number of. Chinese background stories currently in production. Every studio has its quota of this type, and all aire racing to get there drst. Radio has two coming up. Faramount will if flow its Shanghai Examers by dusting off. its postponed 'Come on Marines' and will give it a far eastern flavor. Fox, Universal and Metro also are readying pictures of this type.

Being Olympic year, there'll also be a flock of flims with champ athiete herees, performing in the stadium where the games will later take place. Also ited to the On the making with Paramount even flguring on turning out a picture based on hockey.

Feature of the desire for topical with the control of the c

Feature of the desire for topical subjects is the fact that virtually unknown writers are figuring in the money. Idea in the past was that on matter how good a story, the cash was nominal unless the writer carried a man volus

carried name value.

One case is the good figure paid a couple of press agents for column-radio chatterer sto

a couple of press agents for a column-radio chatterer story. Blessed Event, legit show, naturally had something to do with this, but its appeal to the studio was more because it was about something topical.

Another indication of the news appeal for pictures is the desire of several majors for stories of a political nature to hit the theatres about the time the country is hot with the coming presidential election. Columbia has Washington Merry-Go-Round' for tals reason and Metro now has Sam Blythe, vet, and w. k. political writer, on its payroll for the lowdown. Other studios also are scouting for similar stories and are looking for the lowd are looking for the lord affect lance boys to supply them.

#### 'GIRL CRAZY' FINISHED. TOTAL COST \$700.000

Hollywood, Feb. 29.

Girl Crazy' has been completed through retakes by Radlo Plctures. Retakes cost, it is reported, around \$200,000. That brings total produc-tion investment to date up to \$700,-000.

Musical talker was started by William Le Baron who finished picture when David O. Selznick suggested retakes,

#### Shores' New Role

Hollywood, Fcb. 29.
Leo Shores is the new casting director at Radlo. He was formerly an assistant direct r on production. Shores succeeds Rex Balley who was chief caster for Radlo for some time. The appointment is by David Schenick head of the studie. Selznick, head of the studio.

# L. A. Knee-Deep in Policy Changes, But After First Week's Spurt Town Blah; Ladies of the Jury' \$13,000

VARIETY

Los Angeles, Feb. 29.

Policy changes, always imminest that this bitles of the policy changes always imminesters. It houses. Paramount has discontinued George Cunningham-produced local units and this week has the Henry Halstead band as a filler. Warners' Downtown, running along in \$3,900-\$3,000 brackets trying the stimulative potency of 10 vaudeville acts booked by Bert Levey.

Orpheum is going into a second week of its new policy. Added attractions, when like Louderly unimpaired. Negro musical snatched close to \$29,000. Compare that with the recent averages of \$5,300.

Estimates for This Week. Tos Angeles Feb. 29.

will keep Cliff Work's benignity unimpaired. Negro musical snatched the recent averages of \$5.300.

Estimates for This Week Chinese (Fox) (2,022; 50-\$1.50) Mate Harf (M-9) and stage show (5th week). Advertising final fortnight; Grand Hotel' (M-9) and stage thou (5th week). Advertising final fortnight; Grand Hotel' (M-9) and stage show (5th week). Advertising final fortnight; Grand Hotel' (M-9) and (5th week). Advertising final fortnight; Grand Hotel' (M-9) and (5th week). Advertising final fortnight; Grand Fox (1,500; 35-65) Flusiness and Pleasure (Fox) (1st week). Will Rogers opened Thurst week). Will Rogers opened Thurst Plusiness and Pleasure (Fox) (d. Grand Hotel' (M-9) (d. Gr

ceptable, RKO (2,350; 30-65) Maker of Men' (C0) and vaude. Pretty safe gamble from week to week of \$3,000-\$11,000. Girl of Rio (Radio) last week, \$9,000. Music Supervisor Sam Freed came to town and fired entire house orchestra; will reor-

Sam Freed Same orchestra; Will sentire house orchestra; Will sentire.

State (Loew-Fox) (2,024; 35-51)

Silent Witness' (Fox) and stage show. Opening pace pressares under the stage of the

\$23,000. United Artists (Franklin) (2,100; 25-51) 'Broken Lullaby' (Par) (1st week). Despite liberal spending of money rettiled 'Man I Killed' not doing well. Anticipate \$3,000. Last week' 'Arrowsmith' (UA) around \$11,000, winding up bouncing engagement.

agement.
Western (WB) (2,500; 50-\$1.50)
Man Who Played (3rd week). Reerved seat try ending to \$8,500;
ack to second runs starting Thursay (3).

#### FRISCO IS BRISK, WITH **ORPHEUM NEAR \$19,000**

San Francisco, Feb. 29. San Francisco, Feb. 29.
The Oriental, his history and habits, being the topic of general conversation these days FwC is sitting
pretty with 'Hatchet Man' at Loew's
Warfield. A murmur of opposition
to the picture by local Chinese was
seal in smoothed out. RRO, too, has
sall in mothe Oriental biz with Anna
May Wung in person at the Golden
Gate.

Gate.
Remainder of the town also clicking merrily, excellence of weather pulling crowds to the mountains and beaches, keeping grosses from what otherwise might be skyrocketing.

unerwise might be skyrocketing.
Estimates for This Week
Fox (5,00) 38-65)—Woman from
Monte Carlo' (FN) and stage show.
Below the line with 35,000. Last
week Two Kinds of Women' (Far)

it \$30,000.
Golden Gate (RKO) (2,844; 25-60)
'Secret Witness' (U) and vaude.
'Ith Anna May Wong in person;
ood at \$14,000. Last week Weaver

#### NEWARK FAIR

WB Reopening Mosque This Week

Newark, Feb. 29.

Newark, Feb. 29.
Emma, at Loew's, will clean up at \$25,000. Larry Rich at Proctor's ought to scale \$20,000. Nothing else probably high.

g else probably high. Warners will throw over 8,000

toria ought to scale \$20,000. Nothing slee probably high.

Warners will throw over \$,000 seats into the ring sagan by opening the Mosque Friday (4) with pictures only at 40c. top.

Betting the Mosque Friday (4) with pictures only at 40c. top.

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Betting the Mosque Friday (4) with pictures only at 40c. top.

Hatchet Mari (FN) and F-M unit. Ought to be good for \$15,000. Last week, despite excellent word-of-mouth, "Man Whe Flayed God (WE) very poor on \$12,000. Last week, 'Jekyll' (Par) and 'Three Wise Girls' (Col.) freat at \$5,700. Last week, 'Jekyll' (Par) and 'Three Wise Girls' (Col.) freat at \$5,700. Last week, 'Jekyll' (Par) and Three Wise Girls' (Col.) freat at \$1,200. Last week will be strong at hear \$25,000. Last week "West of Broadway" (Ad-O), will be strong at near \$25,000. Last week "West of Broadway" (Ad-O), will \$20,000. Newark (Adams-Par) (2,248; 15-25-56-60).—[Panna Flo' (Pathe) and vaude. Dressler with five and yands howd reach at Brothers with Woman Commande' (Radio) splendid at \$25,000.

Terminal (Skouras) (1,300; 15-25).—Prestige (Pathe) and 'In Line of Duty' (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram), with High Preservers of Short Capical on July (Mospogram) of Love (UA) and Sporting Chance (Capical) on July (Mospogram) of Love (UA) and Sporting Chance (Capical) on July (Mospogram) of Love (UA) and Sporting Chance (Capical) o

#### 'Greeks' \$8,300. Louisville. As Biz Holds Normally

Louisville, Feb. 29. Battle for supremacy looms as rumors are that Brown plans to rumors are that Brown plans to bring RKO vaude in competition with Rialto's Fanchon & units. But Rialto may want to go back to RKO sooner or later.

Strand created interest in 'Man Who Played God' by inviting all ministers to preview two days be-fore opening. Estimates for This Week

Estimates for This Week Loew's (3,252; 25-35-50-50) Greeks' (UA), Fair at \$8,300. Last week 'Freaks' (M-G) \$5,300. Strand (Fourth Ave.) (1,865; 25-35-30) And Was One of the Courth Ave.) (1,865; 25-35-30) And Was One of the Courth Ave.) (1,00; 35-50-60) Forbidden' (Col.) and unit. Will see \$8,300, fair. Last week 'Brown (2,100; 35-30-40) 'Hatchet Man' (FN). Fair near \$8,200. Last week 'Peach o' Reno' (Radio) \$6,000. Strand (Courth Ave.) (1,100; 15-25-40) 'Gay Caballero' (Fox). An average \$3,300. Last week 'Nice Women' (Fox) \$3,100.

Bros. on stage and Big Shot' (Pathe) pulled great \$17,000.
Orpheum (RRCO) (2,270; 35-60)—
Orpheum (RRCO) (2,270; 35-60)—
Death of the second week and building nicely at \$19,000. Last week Ladies of Jury (Radio) and Billington an okay \$14,000, much liger than house average. 25-50.—
Paramount (Posy (6,700; 25-50)—
United Artists (1,700; 25-50)—
United Artists (1,700; 25-50)—

Second week of 'Mata Hari' drew \$34,500. Artise (1,200. 25.40-69) — 'Arrowsmith' (UA) (4th week)—On \$7,000 good stays fifth week. Third week was \$8,500. (2,672; 30-69)—Warfield (FOX) (2,672; 30-69)—Warfield (FOX) (2,672; 30-69)—Warres allow. Near \$21,000 expected Last week Plumber' (M-G) swell, \$24,000. Warners (1,365; 35-50-60) — 'Man Who Played God' (WB). George Artise getting 12,000. Last week 'Expert' (WB) 1d \$8,000. Last week

#### Tacoma Average

Tacoma, Feb. 29.

Not so good this week, except for Arlies at the Blue Mouse. Playing day and date with Musio Box, Seattle, both Hamrick house. Playing attle, both Hamrick house.

Opposed the Armick of the State o

at \$3,600.
Risito (Fox) (1,200; 25-50)—Dance
Team (Fox), Ladies of Big House'
(Par), and Road to Reno (Par),
Three way split for \$4,000, fair Last
week 'Shanghai Express' (Par),
'Madelon Claudet' (M-G), and
'Cheat' (Par), a nice \$4,250.

#### Pitt in Despair: Neither Penn Nor Stan Over \$21,000

Pittsburgh, Feb. 29.
Gloom will continue here this week. Allbia flying thick and fast, from Lent to Ziegfeld's Hot-Cha, but abody has thought of the incompany of the continue of the continue

come tax.

One tax alone, is showing signs of the butth Lady With a Past. Opened Thursday moderately, but Friday and Saturday were two biggest days in month. Indications of an excellent \$9,250 and possibility of a holdis showing signs of

lent \$3,250 and possibility of a nou-over. In thing a two-year low with Treaks. Penn insured on comeback with Shanehal Express, but Diet-rich, despite rave notices, appar-ently hasgit caught on too strongly here yet and film signifies no more then ordinary \$2,160. Stanley with the nordinary \$2,160. Stanley with the rut either. May equal the Penn figure, but no more. Estimates, for This Week

Estimates for This Week

Davis (WB) (1,750; 10-15-25-35-0), 'Unexpected Father' (U). Will be lucky to reach \$3,000. Last week Reckless Age' (Par) slightly under

boom star \$2,860. Last week 'Girl of Rio' (Radio) and Cannon Ball Express' (Sono-Art) unable to better \$2,650.

Penn (Loew-UA) (3,800; 25-35-69-75). 'Shanghal Express' (Sept 10,500) and sold the star of the sta

#### P'LAND SEES NICE BIZ: \$12,500 FOR 'PLEASURE'

Picture Portland, Ore., Feb. 23.

The property of the property

#### drly. Estimates for This Week

Ing radrly.

Estimates for This Week.

Chit's Compleum (RKO) (2,000; 25-50)—

E Lady With Past' (Paths) and vaude.

E Lady With Past' (Paths) and vaude.

E Lady With Past' (Paths) and vaude.

Paramount (Fox-Portland) (2,000; 25-60)—Business and Pleasure' (Fox) with F-M unit Going for least 13,500. Last week "Shanghai Odo and moved to U.A.

Broadway (Fox-Portland) (2,000; 25-60)—Broken Lullaby' (Par). Doing rairly, 87,500. Last week "Freaks' Light.

United Artists (Fox-Portland) (1,000; 25-60)—Broken Lullaby' (Par). Doing rairly, 87,500. Last week "Shanghai Express' (Par). Okay at \$5,000. Last week [Hell Divers' (M-G), third week, 14 Hell Divers' (M-G), third week, 15 Hell

INDIANAPOLIS SLOW Witness' \$10,000 O. K.—'Fireman' at \$17,000 is Fair

Indianapolis, Feb. 29.

Indianapolis, Feb. 29.

Business is still slow. Warm
weather, however, is aiding. Arliss
film at the Apolio seems to be in
for a good week and may get a
chance for a holdover.

Last week VO One Man. (Par)ing of the German film. Private
Secretary. Patronage was fair after
change. Lyric, with all vaude bill,
sticks to fine attendance.
Indiana, now straight eound has
in Friday (4) for a full week.

Estimates for This Week

Fetimates for This Week

Lyrie (Fourth Ave.) vaudfilm (2,800; 25-35-50)—Silent Witness' (Fox). Will reach \$10,000, good. Last week 'Fine Women' (U) closed at \$3,500.

at \$5,500.

Apollo (Fourth Ave.) (1,100; 25\$5-50)—'Man Who Played God'
(WB), Will reach \$8,000, oke for this house. Last week 'Millionaire' (Fox) 'fell despite feminine pull; closed at \$5,000.

Accept 4, \$000.

Pales (Loow) (2,800; 25-35-50).

Pales (Loow) (2,800; 25-35-50).

Polly of Circus' (M.-G). May climb to \$7,500 because of Gable-Davies.

Last week Freaks' (M.-G): too heavy, closed at poor \$5,500.

Indiana (Publix) (3,300; 25-35-50).

—Fireman' (FN). May click for fair \$17,000. Last week Tanghal 322,000.

322,000.

Circle (Publix) (2,600; 25-25-50)

Safe in Hell' (FN). May take \$4,500, but will have to climb plenty. 'No One Man' (Par) pulled early last week got \$2,000; Private Secretary,' in two days, \$1,700.

#### **BALTO STILL SPOTTY:** 'EXPRESS' OVER \$19,000

Baltimore, Feb. 29.

Baltimore, Feb. 29,
The Rivoll, which goes on the
block March 8, is being rented out
meanwhile for a double bill of men
only and women only sex scenarios.
First time in history for this once
names at the combos, with stage
fare being played up ahead of
screen celebs. Loew is bringing on
Hollywood gersonalities; Keltiva
The Hipp has featured a number of
legit names. No doubt the competition is affecting straight film
spots.

spots.

Blz is fluctuating wildly here.
Stanley is the most erratic. 'Freaks'
last week dove to \$14,000 here but
'Shanghal Express' should get biz

Estimates for This Week
Contury (Loow-UA) Beast of
City' (M-G) (3,200; 25-60) and
stage show. Looks like good week;
Jean Harlow on stage and screen
a definite reason; possibly \$22,000.
Greeks' (UA) last week very much
okay with James Hall on stage;
\$23,500.

okay with James Hau on stage; 323,500, Locw Stanley-Crandall); 223,500, Locw Stanley-Crandall); Shanghai Express' (Far) (3,50); 25-60). While Dietrich no bo. riot here in previous pictures, timeliness of subject counted on to get trade; seems better than \$19,000. Last week Treak? (M.G.) too gruesome avalencia (Locw-UlA) 'Arrow-smith' (UA) (1,200; 25-35). Drew well at Stanley and looks satisfactory here; \$3,200. Last week 'To-morrow' (Par) got pretty fair \$2,200.

morrow' (Par) gu. 22.300.
Parkway (Loew-UA) 'Arrow-smith' (UA) (1,000; 25-35). Good film for this select uptown stand; should find nice \$4,200. 'Tomorrow,' last week, \$3,800.

Maw (Mechanic) 'Millionaire'

own. Jast week 'Lady with Past' on stage, '1700 with Leon Janney on stage, on stage, 'Rivoli (Rome) Fools of Passion' and 'Damaged Souls' (1800; 25-40). Sex double bill to segregated audiences; may get some trade for \$4,000. Freathered Serpent' last With the series of the series of

#### HOLMES' POETIC TROUPE Hollywood, Fcb. 29.

Leigh Jason series of famous poems shorts got started at Standard Studio. Helmes directs. Whispering Bill, with Chic Sale,

Lasca' with Hobart Bosworth, as 'Some Little Bug' with Loui Some Little Bug' with Louise Lazenda, are the starters, 'Casey at the Bat,' with James Gleason, will follow. No release set yet,

# **Burly Dancer** And **Lullaby** \$24,000, Minn.

Minneapolis, Feb. 29.

Business is going along very well, But the boys have been fooled too often by temporary spurts, so they're taking nothing for granted. Business was eminently satisfac-

Estimates for This Week
Minnesets (Publix) (4:200: 75)—
Broken: Juliaby' (Par) and stage
show. Picture sold heavily to public; Hindu Wausau, dancer from the
burlesque house here, making her
first appearance in a deluxe film
house and going over incely. Looks
like a good \$24,000. Last week
Shanghal Express' (Par) built incely and finished to good \$25,000.
Ornheum (RKO) (2.380: 50)—

iy and mished to good \$25,000.

Orpheum (RKO) (2,830; 50)—

Tady With Fast' (Pathe) and
vaude. Constance Bennett a card
and picture liked. May reach \$14,000, good. Last week Man Who
Played God' (WB) proved magnet,
around \$13,000.

around \$13,000.

State (Publix) (2,200; 50)—"Taxi"
(WB). Cagney gradually building
local following; should finish pretty
well for \$6,000. Fair. Last weck
'Millonaire' (Fox) around \$4,500,

poor. Pantages (UA) (1,400; 50). After months of darkness, due to lack of product, reopens with invitation preview of 'Arrowsmith' (UA) and then indefinite run starting midweek.

week.

Lyric (Publix) (1,300; 35)—'Gay
Caballero' (Fox). George O'Brien
and western spell coin at this
house; should hit \$4,500. Last week
'Unexpected Father' (U) almost Unexpected 6,500; trem nendous.

Aster (Publix) (900; 25)—'Makers of Men' (Col) and 'House Divided' (U), split. Maybe \$1,000, not so good. Last week, revival week, around \$2,500, fine.

around \$2,500, fine.

Grand (Publix) (1,100; 25)—'Mata
Harl' (M-G). Second loop run and
playing full week to about \$2,000,
good. Last week, 'Private Lives'
(M-G) and 'Forbidden' (Col), split,
\$1,400, fair. 'Forbidden' getting better play of two.

#### LOST SQUADRON' OKE IN CAPITAL—\$17,500

Washington, Fob. 29.

Rushed in on short notice Lost Squadron, at Keithle, is stepping out to run up a high total. Palace is also gettling back into its stride this week with Emma booked in week's bad showing of Freaker Earle, with 'Shanghal Gesture' and vaude, doing well, too.

Foz is trying to save things with a personal appearance of El Brender of the Brender o Washington, Feb. 29.

Estimates for This Week

Columbia (Loew) (1,323; 35-50), 'Hell Divers' (M-G). Into second week to about \$7,000. Last week \$13,000.

Earle (WB) (2,000; 25-35), Shanghai Gesture' (Par) and vaude. Should get about \$17,000. Last week 'Fireman' (FN), \$19,500. Last week Fireman' (FN), \$19,500. Fox (2,434; 25-35-50), (3ay Caballero' (Fox) and stage show. El Brendel in person; should run about \$20,000. Last week 'Millionaire' (Fox) maybe \$22,000, weak.

Met (WB) (1,624; 25-35-50-73),
Man Who Played God' (WB). In second week near \$7,000. Last week about \$11,000.

about \$11,000.

Rialfo—'Rue Morgue' (U). Second week about \$6,000. Last week near \$9,000.

Keith's (RKO) (1,875; 35-50),
Lost Squadron' (Radlo) and vaude. Lost Squadron' (Radio) and vaulc. Irene Rich on stage; headed for another big \$17,500. Last week 'Lady With Past' (Pathe) also strong near \$17,000.

# 'Polly' \$29.000—'Strangers' \$36.000: **Lullaby' Paces to Good \$26,000 as Chicago Picture Totals Level Off**

Chicago, Feb. 29.
Though the picture houses are picking up somewhat over the previous week the totals currently will not rate at anything more than average. Nothing in town with a

not rate at anyone average. Nothing in town with a sock tendency. The big Chicago will take the head spot. Show here is a last minute switch from the Oriental. Flicker is Strangers in Love (Par), formerly labelled 'Intimate'. Was spotted for the Oriental but changed when B. & K. decided its tone was a bit too smart for the Stapper trade the lesser logge.

ignitied for the Oriental but changed when B. & K. decided its tone was a bit too smart for the flapper trade at the lesser house.

Switch sent E. Other Clear's daylor of the chicage of

Discovery testdenee at fair enough \$14.500. Man Who Played God (WB) next.

Oriental (Publix-B. & K.) (3,200; 50-75-85)—Polly of Circus' (M-Go and stage show Gable bosneers also and stage show Gable bosneers also make the grade for \$23,000. Last week Cab Calloway band finished a fornight with the aid of 'Millionaire' (Fox) at pleasant \$23,000. Last week Cab Calloway band finished a fornight with the aid of 'Millionaire' (Fox) at pleasant \$23,000. Last veet Cab Calloway band finished a for State-Lake. Picture is getting the main ad say this week for the first time, since there's no Hope is to benefit by the personal Pola Negri made at the Orlental a couple of weeks ago. Fairly profitable session at \$24,000. Last week 'Shert Wilness' (Fox) didn't mean-any-band the control of the

current follow-up looks good for \$17,000. Ready to round out three \$17,000. Ready to round out three \$17,000. Ready to round out three the following the fol

#### B'klyn Minus Excitement; 'Lullaby' a Good \$45,000

Brooklyn, Feb. 29.
It may be Lent or the income tax, a both, but whatever it is business absent. Par looks best with broken Luliaby, and not very ex-

citing.

Estimates for This Week Estimates for This Week
Pararroum (4.00) 2.03-5.50-75.
85) Troken Laulaby (Par) and Satge show. Have notices and perships a good \$45,000. Last week Low with Nice Women' (U) \$80,000. Loew's Met (2.500: 25-35-50-60) Million (1.00) 2.000

#### VAUDELESS 'HAM

Trade Still Dull-'Express' \$8,000 a Alabama-Morque \$5,300

Birmingham, Feb. 29 First week without vaude any where in town, it having vanished from the Alabama last week. "Shanhal Express" and 'Rue Morgue' are tooning.

topping.

As a whole, though, business for

Estimates for This Week
Alabama (Publix) (2,800; 25-3550)—Shaighal Express' (Par), Certain to bounce up before week is
over: first week without vaude
\$5,000. Last week 'Broken Lullaby
(Par) was sicitly around \$5,000 with

\$9,000. Last week Broken Lullaby (Par) was sickly around \$8,000 with vande.

Ritz. (RKO) (1,800; 25-40)—Rue Mourae (1,000). Seel week at \$5,000 into the property of the prope

#### 'SOUADRON' AT \$15.000 FOR ALBEE IN PROV.

Providence, Feb. 29,

Providence, Feb. 29,
Picture houses are still having
heavy grief. Can't seem to escape
the Jinx that moved in when the
Albee went vaude. House has been
the leader for over a month, with
the leader for over a month, with
Fays, also using vaude.
Picture sites also have burlesque
at the Modern, to contend with
This theatre is doing exceptional
business, and furnishing some more
allibis for the explicitors.

albis for the exhibitors.
Estimates for This Week
RKO Albee (2,500; 15-60)—'Lost
Squadron' (Radio) and yaudeHouse continues lead by confortable
margin! this week's screen and
show strong and house aiming for
fine \$15,000. Last week 'Lady With
Past' (Pathe); a fine \$15,000.

show strong and house alming for fine \$15,000. Last week "Lady With Past' (Pathe); a fine \$15,000 me Man Fay'a (1,000 and 100. With Buck Jones in person with his picture; should reach \$7,500 easily. Last week "Gay Caballero" (Fox) and Glida Gray on stage, another swell week, \$7,200. Circus" (M-G). Clark Gable may get this house to an even break for first time in five weeks; business has been very low because of strong competition; nor weeks; business has been very low because of strong competition; not have been break for first time in five weeks; business has been very low because of strong competition; not have been been been been weeks; business has been very low because of strong competition; nor sild terribly; low at \$8,000.

Paramount (2,200; 15-50)—5 (Strangers in Love" (Fax). Last Rasquette in person swelled house for \$8,700.

Majestic (Fay) (2,200; 15-50)—Millionaire (Fox) and Subway Sally: First feature doing all week "Man Who Played God" (WB), \$9,000.

RKO Victory (1,600; 10-35) Explorers of World. All acuts of tup; crashed in on fact that one copy; should do aroun; \$5,000. Last week "Private Scandal" (Tiff) and Without Honor, Just mild, \$2,700.

CARROLL NYE BANKRUPT

#### CARBOLL NYE BANKRUPT

CARRULL NIE BANARUFI
Hollywood. Feb. 29.
Carroll Nye, actor, has filed bankruptcy, listing \$1,100 in liabilities,
including a promise to pay his
mother's rent of \$140. Assets of
\$385 includes \$500 in life insurance.

#### FEMME NAMES IN N. O.

Dietrich's \$17,000 Leading-Polly

New Orleans, Feb. 29. Marlene Dietrich, Constance Ben-nett and Marlon Davies are in a box office duei here this, week. Dietrich and 'Shanghai Express' are in front. But 'Lady With a Past' is bringing the Orpheum its best business in

the Orpheum its best pussures — months.

Miss Davies has Clark Gable to aid in 'Polly of the Circus' at Loew's, although the combination is just about managing to make the graduction of the combination of the production of the combination of

#### Estimates for This Week

Sanger (3,000; 60) — Shanghal Express (Par), Looks like \$17,000, excellent. Last week 'Man Who Played God (WB) \$15,000, good. Clause (AF), 100, good. Clause (AF), 100, good. Clause (AF), 100, good. Clause (AF), Will see fair \$13,000, with Gable's popularity helping. Broken Lullaby' (Par) also \$13,000 last week. (2,000; 60)—Lady With Exploration (Connic Bennett a draw here and business may run to fine \$14,000. Last week 'Rue Morgue' (U) a fair \$3,000.

Strand (1,800; 50)—Willionaries (Fox), Willionaries (Fox), Willionarie

#### ST. L. HOUSES RUNNING **EVEN AROUND \$20.000**

St. Louis, Feb. 29.

Ideal spring weather over week-end filled the golf courses, congested the automobile drives and emptide a lot of seats in the picture the-atres. Nothing particularly out-standing on the week's bills and doesn't look as if any one house will stand out this week. Estimates for This Week.

stand out this week.

Estimates for This Week
Losw's State (Losw's) (3,000; 25-35-50)—Greeks' (UA). Doing fairly
well and may get \$15,000. Last week
Freaks' (MA). Ooling tairly
well and may get \$15,000. Last week
Freaks' (MA). Giff Edwards on stage and about \$21,000
due. Last week (Shaighaf Express'
(Par) got big \$31,000.
Fox (6,000; 25-35-50)—Gay Caballero' (Fox). Charley Chase in person, also Eddie Peabody; may brind;
(Col). \$23,000.
St. Louis (RKO) (5,000; 25-35-50)
—Tmpatient Maiden. Helen Kane
as vaude headliner but only around
Fig. (Patile. 22, 26,500; 25-35-50)
—Strangers in Love' (Par) and (Secret Witness' (Col). Frederic March
naine in former may put week's
gross up around \$11,000. Last week
Behind Mask' (Col) and "Tree
Wise Glis' (Par) got \$3,800.

#### Philly Improves a Bit; 'Fireman' Near \$39,000

Philadelphia, Feb. 29.

Business was terrible last week after Monday (Washington's Birthday), with most of the larger downtown film houses taking it on the thin plenty. This week an improvement is expected in some during the thin plenty. This week an improvement is expected in some more light trade.

"Man I Killed, S-W playing the new title, Forken Lullaby," down as small as possible, got rave notices. May not hold up to its originate and the proof of \$20,000. Joe Brown's Fireman is the Mastbaum picture and the town's biggest film house again has a stage show lacking names and getting little attention in the billing. Problem of the proof of the pr

Box looks none too strong with Ben Lyon's personal appearance given precedence over the film 'Cheaters at Play.' 'Man. Who Played God' is doubtful of a third week at the Boyd. The Earle has one of those 'local product'. shows which are always hard to figure. It's called 'The All-Philadelphia Prolic, staged by Victor 13/4". There are five uage hat is a short of the stage of the st

week at the Boyd.

The Earle has one of those local product' shows which are always hard to figure. It's called the hard of the state of the figure in the state of the

# Blame Lent and Income Tax as N. Y. Films Droop: 'Lupin' Is Up Front. \$73.000—'Express' \$40.000

DENVER ORPH., \$17,500

Publix Denver \$15,000 on 'Lullaby

Denver Feb. 29. Denyer, Feb. 29.
This is third week of new
Orpheum and with the Denyer, only
first runs here with stage shows.
Getting closer together to grosses.
Manhattan Parade nose dived at
Riaito for record low for three days
and yanked. Shanghale Love finish
week. Perfect apring weather week.
Estimates for This Week
Lepting people in open.

Lepting Huffman) (1508: 35-50-

Estimates for This Week
Aladdin (Huffman) (1,500; 35-5075)—Impaticut Malden' (U). Fair at \$5,000. 'Man Who Played God' (WB) big last weck and will be given run at Riaito within week or

two.

Denver (Publix) (2,300; 25-40-50)

Broken Lullaby (Par) and unit.
Looks for good \$15,000. Last week
\$15,500 for 'Shanghai Express'
(Par).

Looks for good risks, which is a state of the first of th

#### FAIR TRADE IN CINCY: **'POLLY' AROUND \$9,500**

Cincinnati Feb 29

Cincinnati, Feb. 29.

Exceptionally rood plctures at the downtown houses this week, but returns indicate only fair business. Ziegfeld. Follies, at Erianger-Grand, and Jack Dempsey hippodroming at Music Hall Thursday night (3) won't help cinema patronage.

Estimates for This Week

Estimates for This Week
Albee (RKO) (3,300; 35-65)—
Panama Flo' (Pathe) and vaude.
Camel radio act an aid for fair
\$26,500. Last week 'Fireman' (FN)
\$25,000.

Camel radio act an aid for fair \$28,560. Last week "Fireman" (PN) \$28,000. (RKO) (2,600; 20-50)—
'Arrowamith' (UA). For fair \$15,000. Last week 'Shanghal Ex ress' (Par) \$31,500. Last week 'Shanghal Ex ress' (Par) \$31,500. (1,285. 30.56)—"Man Lyrie (RKO) (1,285. 30.56)—"Man Lyrie (RKO) (1,200; 30.50)—"Polly of Circus' (M-G). An average \$3,500. Last week 'Strangers' in Levith's (Libson) (1,600; 25-40)—"Polly of Circus' (M-G). An average \$3,500. Last week 'Strangers' in Levith's (Libson) (1,600; 25-40)—"Porbidden' (Col). Good on \$4,000. Last week 'Piumbor' (M-G) \$6,500. Strand (RKO) (1,30); 25-40)—"Porbidden' (Col). Good on \$4,000. Last week 'Piumbor' (M-G) \$6,500. Last week 'Piumbor' (M-G) \$8,500. Last week 'Cock of the .iir' and Jack Dempsey short \$3,000. 15-25)—"Family RKO (1,000; 15-25)—"Family RKO (1,000; 15-25)—"Family Last (1,000; 15-25)—"Resher) and 'Cannonball Express' (Pif), \$2,700.

#### AFTER GIRRONS' 'NAP'

AFTER (HBUONS Novel, AFTER GROUPS)
Floyd Gibbons novel, The Red Napoleon, is being angled for by major companies with road show intent.
Written three years ago as a magazine serial, story has run through several editions as a novel. Gibbons is now in China for Hearst.

Third week of the Lenten period is getting in its damaging licks along the big states white income and the state of the st

has been spending plenty on the picture. Britures are vacating runs in the work of the property of the propery of the property of the property of the property of the property

#### NEW HAVEN POLICIES

Fox College Dark-Poli's Twin Bill \$14,000 This Week

New Haven, Feb. 29.
Fox Poli into straight double feature at 50 cents top policy currently, with the reaction favorable. House concentrating on neighborhood advertising.
Fox College went dark last Fox (26), Teaving only four major houses, but of the policy of the consistency of

Paramates for This Week
Paramount (Publix) (2,353; 55)—
Shanghai Car Dan dunit. Near
Shanghai Car Dan dunit. Near
Tow (Par) \$11,900.

Roger Sherman (WB) (2,200; 55)—
Taxi (WB) and vaude. Headed
for satisfactory \$10,500. Last week
Maj Dho Played God (WB) okay
All Dho Played God (WB) okay
Poli (Fox) (3,040; 50)— Arrowsmith (UA) and Cheaters at Play
(Fox). Should get line \$14,000. Last
week "Lady With Past, and final
week "Lady With Past, and final
Mask and Cock of the Air." Probably good \$2,800. Last week Cabailero and Racing Youth same
figure.

figure.
College (Fox) (1,565; 50)—House
now dark. Last week 'Business and
Pleasure' (Fox) fair at \$4,300.

#### Netter's Sick Leave

Instead of returning to Public after his recent liness, Leon Netter has been forced to Piorida to recuperate. He's in Miami. The manager of the Publix film blooking department under Dembow is brying to avoid a Kidney operatory which has been threatening for some time.

# **Stock Price Movements Nominal** In One of Dullest Days of Year; **Loew Backs Away From 32 Again**

news from Washington furnishes inspiration for a campaign one way the other.

Prices Static

news from Wasnington durinises inspiration for a campaign one way or the other. Prices Static For a change picture stocks held relatively steady with fractional gains and losses evenly divided among the active issues, while the general market lost growth of the state of the sta

way the cat will jump, the clique prefers to mark time.
Picture business at the box office last week and the week before was couragement for any operation for an advance based on developments within the trade, that is to say, on business conditions as distinguished from a technical market position.

The state of the

(Continued on page 25)

### **LUDWIG-SKOURAS**

New Div. Mgr. to Head Publix Skouras Group in N. J., Pa., Va.

L. J. Ludwig, by reported arrangement between Publix and the Skouras Bros, will be in divisional operating charge of the Publix Skouras group of theatres. He will make headquarters with the Skourases in New York and devote all blatters. The properties of the public time to operating superiories. his time to operating jurisdiction of the 23 P-S houses in New Jer-sey, Pennsylvania and Virginia for the Skourases.

Until recently Ludwig was Pub-lix's divisional director at the home office for the entire middle and northwest. He rose to major operat-ing duties in Publix from an audit-

By AL GREASON  Price movements of the amuse- ment shares on the Stock Exchange backed and filled again yesterday (Monday) in meaningless manner, clustively to professional floor trad- ers. Turnover for the day was well below 1,000,000 shares, one of the smallest sessions of the year. Loew repeated its former top at	Sales. High, Low, Last chee. 300 Cons. F. 98, 84, 36, 36, 36, 36, 36, 36, 36, 36, 36, 36
32 early in the day, but for the third time backed away from that level, ending the session at 31, once more suggesting that there is plenty of stock for sale at all levels above 31. Theatre bonds about held their own with trading confined to very the configuration of the configuration. A number of moderately active entertainment stocks both on the	11.400 RCA 946 5% 3 - 4 500 RICO 544 541 534 - 4 1.700 W. D. 545 544 56 1.00 W. D. 545 544 56 100 De Forest 1 1 1 0.000 Gen. Th. pf. % 16 16 100 De Forest 1 1 1 0.000 Gen. Th. 546 51 34 12.000 Fen. Th. 346 51 34 12.000 Fen. Th. 346 51 34 12.000 Fen. Th. 346 51 34 1.000 W. B 69 50 32 32 32 32 41
Big Board and on the Curb didn't come out at all, but there was considerable activity, all on the down side, in General Theatres preferred, which eased off on sales of 6,000 shares to My repeating, its previous low of early January.  The day brought forth no news either way, and the tendency throughout the Industrial little seemed to be to mark the previous of the company of the control of the company of the control of the prices Static	STOCK-PROMOTED CO. TO FILM SHORTS IN DET.  Detroit, Feb. 29. A new outfit, Liberty Pictures, has opened up here with announced intentions of producing shorts. Adv. In the papers for people the day in the papers for people and adventure of the people of Percy Knighton as

# TO FILM SHORTS IN DET

A new outfit, Liberty Pictures, has opened up here with announced intentions of producing shorts. Adv. in the papers for people to act, then the applicants are solicited to sell them voice training, dramatic training, etc. Outfit is under the direction of Percy Knighton as director general. Promotion of a man amed Murgi who has interested a group of local Italians in the venture. Stock money is deposited in escrow to prove the intentions to produce a picture or more. Although the Better Business Bureau has investigated they have found nothing worns. Fees have found nothing wrong. Fee start from \$50,

#### **DESPITE DIV. PASSING** FOX WILL HOLD ROXY

Although with the passing of the dividend due March 1 control of the Roxy would be placed in the hands of, the Class A stockholders, it is probable Fox Film Corp. will continue in operation of the de luxer. It is said a new contract will be for the control of the deliver. It is said a new contract will be controlled in all likelihood with the control of the contro theatre.

Present agreement on operation becomes automatically abrogated through passing of the regular divi-dend on the Class I stock.

### Reputation Hurt, Avers

Johnson, Suing Again

Hollywood, Feb. 29. Joseph Johnson, Sheehan exec locked off the Fox lot by D. B. McIntire, has filed sult against McIntire, E. R. Tinker, and Fox Film Corp., for \$200,000 reputation balm. Johnson's previously filed suit against Fox for \$49,500 breach of contract has been transferred to

Johnson's previously filed suit against Fox for \$45,050 breach of contract has been transferred to federal jurisdiction by Alfred Wright, Fox attorney, on grounds that Fox is a foreign corporation. Johnson in his new suit, charges McIntire and Tinker with conspiracy to wreck his standing as an exec in the industry, and asks \$100,000 cor character damages and \$100,000 exemplary damages. With no apparent bearing on his current charges, Johnson's complaint includes a charge that Fox committed an act of bankruptcy in preferring Buddy Desylva and others by settling their contracts, while ignoring his claim.

#### 'Creation' Again

Hollywood, Feb. 29.

Testing of players has started as Radio for the long-delayed pre-historic animal story which had been called 'Creation' Fay Wray and Robert Armstrong are in mind for parts

and Robert Armstrong are in mind for parts.

Picture will be modern, but with the prehistoric stuff as a so-quence. Edgar Wallace wrote the story shortly before his death. Film has been on the list of possibilities since 1930 at Radio, studio spending a lot of time experimenting with the machine operated animals similar to, those in The Lost World

#### **BUFFALO SLIDES**

\$20,000 for 'Lady'-'Cheaters' \$6,000 at Century

Buffalo, Feb. 29.
Takings are sliding off currently, with no excitement anywhere along the line.
Estimates for Thia Week

the line.

Estimates for Thia Week

Buffalo (Publix) (3,60c; 30-40-65)

—Lady With Past (Pathe) and
stage show. Should get \$20,000.

Hipp (Publix) (2,40c; 25-35-50)

—Plumber (M-G.) Probably good for
around \$12,000. Last week "Wayward (Par) \$14,000.

At \$17,000 if pace is maintained.
Last week "Man Who Played God'
(WB) neat \$14,500.

Century, (Publix) (200; 25-35-60)

—Charty (Publix) (200; 25-35-60)

—Century, (Publix) (200; 25-35-60)

Lafayette (Ind) (3,40c; 25-35-60)

Lafayette (Ind) (3,40c; 25)

—De-ceiver (Col). Indicates about \$7,500.

Last week "Run Around" (Radio) and
Bing Crosby short good for over
\$1,000.

#### NABES' FOREIGN FILMS DISPLACE TWIN BILLS

Foreign talker policies are threatening to invade purely residential meighborhood sections around. Nexuella the property of th

#### Foreign Film's Rights Halts RKO's Booking

RKO has temporarily abandoned booking efforts on 'Sunshine Susie,' British musical bought from Calna-borough, due to a claim on the pic-ture made by Capital Film Ex-change, Indie distributor. Test booking for Boston Thursday (3) holds, however.

holds, however.
Capital advised RKO that it owns a rights to Privatsecretaerin, German musical of which Sunshine Susie is an English version. Since Susic is an English version. Since the film was originally made by Greenbaum-Emelka, with the same actress, Renate Mueller, and the same songs and action as 'Sunshine Susie, Capital says the version will be an infringement. Capital's con-tract with Greenbaum-Emelka calls for 'all rights' to the picture. No legal action.

#### Farnol, After London. To Reorg. UA Coast Pub.

To Reorg. UA Coast Pub.
Lynn Farnol, accompanied by
MYs. Farnol, salled Friday (26) on
the Maurétania for London to supervise the advance publicity-adpervise the advance publicity-advertising campaign on 'Arrowsmith'
(UA) which opens a run at Tivoil,
London, April 4:
Immediately on. return to the
States, Farnol will leave for Hollywood to organize a special press department for Goldwyn.
Farnol is expected back in the
U. S. the second week in April,
leaving London immediately 'Arrow of the companied of the companied of the
U. S. the second week in th

CHEVALIER MAYBE AT \$2
Chevalier picture. 'One Hour darkened Criterion, New York, for a \$2 run.
One group in Paramount Publix after seeing white another wantate or white another wantate white another wantate picture. The properties of the properti

#### SEATTLE ORDINARY AS 'PRESTIGE' GRABS \$9.500

Auto show cutting in some opictures this week. Seth Parke film was pulled after two days at the Collseum, looking like miser able \$3,000.

Estimates for This Week

able \$3,000.

Estimates for This Week
Fifth Ave. (Fox) (2,300; 35-80).
Beast of City' (M-9). Maybe a slow
\$9,000. Last week 'Man I Killed'.
(Par) no click at \$8,000, new low.
Orpheum (RKO) (2,700; 25-80).
\$9,000, fair. Last week 'Man I Killed'.
\$9,000, fair. Last week Lady With
Peast (Pathe), \$1,1200.
Blue Mouse (Hamrick) (\$50-25).
'Cock of Air' (UA). Good at \$2,700.
Last week 'Unexpected Father' (U).
Music Box (Hamrick) (\$00; 2550), 'Man Who Played God' (WB).
Big at \$8,500. Last week second of 'Arrowamith' (UA). \$8,000 Herbergo'.
Idour' state rights). Near \$6,000,
good. Last week 'Pocatello Kid'
(TIF), \$5,800.

Paramount (Paramound Silent Warden).

Paramount (Paramound Silent Warden).

Faramount (Paramound Silent Warden).

Week (Chance' (Fox) and 'Beau
Hunks' (M-G), \$8,000.

#### MONTREAL SLOW

Fair \$11,000 for 'Man' and Twin Bill About Best

Montreal, Feb. 29. Fourth week of Lent with heavy sport schedules isn't going to be any too good for the film houses. Nabes are doing poorly.

Estimates for This Weel His Majesty's (CT) (1,900; 50-\$1.50). Legit, Dark this week Last week All-British vaudeville show possibly got \$7,500.

show possibly got \$7,500. Palace (FP) (2,700; 75), 'Man Who Played God' (WB). George Arllss will attract the literati and doubtful of more than fair \$11,000. Last week 'Lovers Courageous' (M-G) had a poor reception; couldn't get above \$10,000.

get above \$10,000.

Capitol (FP) (2,700; 80). 'Business and Pleasure' (Fox) and 'Slient Witness' (Fox). Nothing special, but maybe \$11,000. Last week Dance Team' (Fox) and 'Chan's Chance (Fox) an unexpected hit, \$12,000.

Loew's (FP) (3,200; 35-60), False Madonna' (Col) and vaude. Liable to hold up at \$13,500. Last week 'High Pressure' (WB) \$14,000, very good for time of year.

Princess (CT) (1,800; 35-60), Men of Chance (Radio) and Ladies of Jury (Radio). May do fair \$8,000. Last week all-British bill of 'Sher-lock Holmes' and 'Chance of Night Time' failed to get much above \$7,000.

\$7,000. Imperial (FP) (1,900; 25-40), Woman from Monte Carlo' (FN) and Big Shot' (Pathe). Nothing out of the ordinary here, \$2,800. Last week 'Left Over Ladles' (Tiff) and 'Branded Men' (Tiff) dropped to \$2,500.

Cinema de Paris (Ind) (600; 25-50), 'Ma Cousine Gaby' (French) Possible \$1,800. Last week 'A Nous La Liberte' (French) about \$1,600.

#### W. F. Canavan's Duties With Publix Defined

WITH FUDIX Dennes.

Contrary to earlier reports, William F. Canavan, former president of the I. A. T. S. E. densand.

operators), will be importantly accreded in his new Publix connection with labor matters. They will be of a general scope, it is said, and in no way interfere with the status of Harry Sherman. Latter, under title of director of special relations, is in charge of general labor negotiations, contracts, etc., for the chain.

chain.

Canavan will act as contact between Sam Dembov, Jr., and Sherman on all labor questions coming up, it is indicated. Since up to now Dembov has been Sherman's immediate superio. on union matte it is presumed Canavan will be it is presume. Canavan will be directly over Sherman for Dembow.

Latter, recently placeć in dual operating charge of Publix with John Balaban, considerably increasing his duties, has been chairman of the committee representing all major chains excepting Fox in annual and other union negotiations. Canavan will take most all of this detail off Dembow's shoulders, it is presumed.

### COLUMBUS' BRISK FIGHT

'Polly' at \$16,000—'Express' \$12,000 and 'Morgue' \$7,200

Columbus, Fcb. 29,

Columbus, Feb. 28.
A good fight this week with three theatres battling. Ohio, Palace and Broad are the combatnits set in two years with a def We Press of God' and held over for first time, two years. 'Freaks,' at Broad, was pulled after six bad days, being supplanted by 'Shanghai Express,' of Saturdays.

Estimates for This Week Palace (RKO) (3,074: 25-50) 'Pne

Palace (RKO) (3,074; 25-50) Rue Morgue' (U). Should hit \$7,200 Last week 'Lady With Past' (Pathe) only \$6,300.

Last week 'Lady With Past' (Paths) only \$8,300.

Dilo (Loew-UA) (3,000; 25-50) Polly of Circus' (AI-G). Joe Cook Polly of Circus' (AI-G). Joe Cook (AI-G). Joe Cook (AI-G). Last we': Beast of Circus' (AI-G) and Jean Harlow on stage looped 'em for \$20,400.

Broad (Loew-UA) (\$500; 35-50) Shanghal Express' (Phr). Should hit very good \$12,000. Last week the cook (AI-G) and (AI

Grand (Neth) (1.100; 15-35) 'Man Who Played God' (WB), First holdover in two years; should get fair enough \$3,500 second weck. First week was \$7,200.

Majestic (RKO) (1,100; 15-25) Ladies of Jur ' (Radio). Just average \$2,400. Last week 'Panama Flo' (Futhe) \$2,500.

#### TRADE ALL RIGHT IN K. C.—POLLY' \$17.000

Kansas City, Feb. 29. No trouble to find amusement at the picture houses this week. All are offering strong bills and early openings Indicate better reports. Estimates for This Week

Loew's Midland (4,000; 25-50)—
'Polly of Circus' (M-G). Liked and expects close to \$17,000, pretty good. Last week Freaks' (M-G) new low, \$8,000.

\$8,000.

Mainatreet (3,200; 25-35-50-60)—
Ladies of Jury' (Radio) and vaude,
Nearly all space allotted to Nick
Lucas, in person; oke for \$18,000.
Last week 'Lady With Past' (Pathe)
\$18,000.

\$18,000.

Newman (1,890; 25-35-50)—'Man Who Played God' (WB). Around weak \$9,000. Last week 'Shianghal Express' (Par) reported \$15,000, best for months; picture sent to next door Liberty for seçond week.

Liberty (1,000; 25-35)—'Shanghal Express' (Par). Probably near \$5,500. Last week 'No One Man' (Par), \$4,500.

(Par), \$4,500.

Pantages (2,200; 20-35)—'Murder at Midnight' (Tiff). Only shadowy hand thriller on street this week; may lure for \$5,000. Last week 'Smart Woman' did \$4,800.

Apollo (1,200; 35)—Bottom of World' and 'Last Company.' With these two first runs on double bill should do \$1,400, medium. Last week 'Merry Wives of Vienna, \$1,200, weak.

#### RKO THINKS 'KILLED' TITLE IS BETTER B. O.

RKO does not believe the substituted title of 'Broken Lulla for Paramount's 'Man I Killed'

for Paramount's 'Man I Killed' is good box office. Accordingly, when the circuit plays the picture Man. 12, in all 'lfs houses under the Par franchise, it will exhibit it under the original title.

Especially for the Greater N. Y. houses, it is said RKO is of the opinion the strength of the Criterion opening and portion of run under 'Man I Killed' title is of siderable benefit in itself.

#### Chi Valentino Club Gets Closer in Mindlin Chase

Chicago, Feb. 29.
After months of litigation and investigation the Chicago Valentino Memorial Club has had Alike Mindlin, New York sure-scatter operator, arrested on a warrant for misappropriating funds from the club.

According to information here
According to information here
Mindlin is being held in New York
in \$2,000 bonds. Named as the complatinant is Adeline Linnell, secrettary of the club, which entered into
a deal with Mindlin some time ago
whoreby the latter agreed to open
a theatre, here and exhibit revivals
of Rudolph Valentino's pictures.
Club alleges, that Mindlin, clut
went back to New York and forgot
about the whole thing.

A MARINE WAR





# SQUAD' ASKY HIGH SMASH

M O R E BIG ONES COMING Depression cracks up as Radio's careening sensation brings back the mobs in three trial engagements...

# ROCKS THE RAFTERS

Another "Cim" Smash from Radio



NOT JUST AN AIR PICTURE BUT

# OF THE SHOW WORLD



WASHINGTON, PROVIDENCE, SYRACUSE, IN TICKET BUYING RIOT AS RADIO'S JUGGERNAUT OF THRILLS SWEEPS TO NEW HIGH ALTITUDE RECORDS!

Solid, Substantial, Mortgage-lifting Smash!
Opens 23 More Keys at Once! Then
on to Grand International Clean-up!

AN AIR PICTURE IN THE MAKING

# Mows Em Down!

wings of "Lost Squadron" comes the sublime Connie in a topping hit! Don't miss RKO's lively ad campaign . . . fast, punchy, vital, presenting Miss Bennett with distinction and geared to stimulate a lethargic clientele.

# Constance BENNETT

"LADY WITH A PAST"

BEN LYON DAVID MANNERS
CHARLES R. ROGERS PRODUCTION
Directed by Edward H. Griffith

Way beyond average grosses everywhere . . . two week stands in biggest keys. Sell it hard . . . sell it fast . . . Miss Bennett will do the rest.

# U. S. Figures Show Big Increase in **Negative Film Exports, Positives Drop**

U. S. and some 600,000,000 in all other parts of the world. Export tables for the first nine months of both 1930 and 1931 present the status of America's foreign film

both 1930 and 1931 present the status of America's foreign film trade. This comparison reveals:
Silent versions are washing up throughout the world almost asrapidly as they did in the U. S., but all foreign countries have practically doubled their importation of negative sound prints, though they have lopped a large slice off the purchasing, to a gradual independent of the purchasing the stablishment of home tevelopment centers.

'A marked increase in the amount of raw film shipped to foreign countries is also noted. For the initial nine months of 1930, 3,508,667 feet of silent negative, at a value of 1930, 3,075, and 59,089,911 feet of silent positive, with a valuation of \$1,702,109, were shipped in 1930. For 1931 the figures were cut to 1,723,166 feet of negative, at a value of a control of the silent positive, with a valuation of \$1,702,109 were shipped in 1930. For 1931 the figures were cut to 1,723,166 feet of negative side assessed at \$64,207 feet and positive the assessed at \$64,1192.

Raw film exports took a leap of about 1,700,000 feet in the past two

tive is assessed at \$541.192. Raw film exports took a leap of about 17,000,000 feet in the past two-years for the periods considered. In '30 the figures were 60,098,322 feet, at \$1,341,543, while during '31 for the same period (nine months) they were 74,926,896 feet, or \$1,620,-820.

#### Pos and Neg Totals

Foreign trend for developing American negative is strongly illus-trated in the comparisons between positive and negative sound ex-

ports. Negative shipments have almost doubled in the past two years, going from 5,208,310 feet (\$690,408) in nine months of '30 to 9,744,069 (\$823,365) for as many months of

By the same token shipments of positive spund film have decreased, although not to so great a percentage as the negative. These figures for '50 were 132,239,581 feet (\$3,464,594), compared to 117,588,529 feet \$2,672,508) in '31.

#### UA TAKES UFA FILM AND SPANISH FEATURE

United Artists has closed for one German and one Spanish pictures German and one Spanish pictures in Congress Dances' (Ufa), with UA. tagking the U. S. rights only on a percentage basis with a \$50,000 guarantee. It's a direct shot English version, and stars Lillian Harvey with a cast including Conrad Veldt and Lil Dagover. Understanding is that UA will release it exited the private of the Control of the Cont

#### 'Emma's' London \$36,900

Emma' (Metro) garnered about 38,900 in its first week at the Emplre are its being held over.
Figure is slightly below the crosses of previous Dressler films over here, but is still considered great.

#### KELLY ON BOARD

James Kelly, who joined Radio recently, is back with British and Dominions.

He's a full fledged director now.

#### Writer to Reader

London, Feb. 29.

Elizabeth North, U. S. script writer, has been switched from Associated Radio Pictures to RKO's London staff.

#### About one billion feet of film is No Worry for U. S. Films Over Censor Threats

England's threat to go hard on American pictures stressing sex is not worrying Haysites to any ex-

If a picture is okay for the U. S. It a picture is okay for the U. S., with its present varied censor de-mands, certainly it should be right with the rest of the world. That's the psychology expressed, anyhow, with the 'reminder that anything forgotten by American censors can be clipped out by English or African overseers without any alarm to.

# 24 INDIE FILMS FROM GERMANY

Capital Film Exchange has concluded a deal with Cinema Filmver trieb Gmbh of Germany for 24 German talkers to be brought over with in the next few months. Capital already has about 18 German films or hand, the new deal making the com-

hand, the new deal making the company easily the most important foreign film distributor on this side.

Ginema Filmvertrieb is a German distributor on this side.

Contract with the American company names 30 pictures, with Capital to choose 24 of that number. Cinema paying the freight both ways on rejected pictures.

Among the pictures involved in the deal are 1914, "Berlin-Alexanderplatz," Mein Leopöld and Graefity on Monte Cristo.

Ufa and Tobis, the only other big German distributors in New York. limit themselves to about 20 pictures maximum each.

#### HINDENBURG SNUBS UFA. FOX GETS FILM SPEECH

Berlin, Feb. 29.
President Von Hindenburg made
a speech Saturday evening (27) for
Fox newsreel purposes. Talk is intended for German consumption and
was shot in the President's private

home.

It's a scoop for the Fox reel, the Ufa-Paramount reel losing out because of Ufa's nationalistic tendencies. In view of the coming local elections it's considered an import-

#### No Italian Beery

Carlo Boeuf, in charge of French and Italian synchronizations for Metro, left for the coast Friday (23) after a month's stay in New York, where he interviewed or French (25) after a month's stay in New York, where he interviewed or French (25) after a month's stay in New York, where he was not provided to the contract of the will probably be contracted within the next two weeks. Boeuf, in charge of French

wo weeks.

Boeuf is taking all tests back to the coast. He's pretty sure, he says, that he's got a Garbo and Shearer vocel for Italians, aithough a Beery vocal double still remains unfound.

#### Miss Universe's Bit

Brussels, Feb. 20. Leonce Perret, producer of 'Apres l'Amour' (Pathe Natan), is in Brus-sels taking exteriors for his next picture, 'Grain de Beaute' (Beauty

Spot'). Spot).
Netta Duchateau, from Namur,
Belgium, who was proclaimed Miss
Universe, 1931, has a small part in

#### THE RUSSE IDEA

Berlin, Feb. 20.

London staff.

New Job is reading material for RKO.

Associated is the local producing branch for RKO.-Pathe.

#### **Funerals Opposition**

Buenos Aires, Feb. 17. Buenos Aires, Feb. 17.
Metro salesman who specializes in the smallest of smallizes in the smallest of smallizes in the smallest of smallizes in the smallest of smallest or from the town of Cruz
Aita. Contract had a clause reading that "Saturdays and Sundays would be played, providing there is no funeral or wedding." wedding.' Either of these events, says

the local owner, competes seri-ously with the cinema.

#### Paris Weather Socks All Show Biz: Par Film. French-Made, a Smash

Paris, Feb. 29.
Frozen sunshine over here. Pleasant but cold, with receipts off everywhere, and legit especially hit.
One exception is the new Paramount-Joinville picture, 'Il Est Charmant' ('He Is Charming'), at the Faramount. Looks like a smash, the Paramount. Looks like a smash, as the paramount of the property of

Print of II Est Charmant has arrived in New York. It may be given national distribution by Paramount on this side, with a special staff handling the exploitation.

#### M-G CAN'T GET SOVIET FOOTAGE FOR FEATURE

Hollywood, Feb. 29

Metro's efforts to get photographic material in Russia as background for its proposed Soviet film failed when that government forbade a Metro cameraman from taking any

footage.

Inability to obtain the material was reported on the return here of Oscar M. Carter, former newspapes correspondent in Russia, who, with

correspondent in Russia, who, with a cameraman, was assigned to pro-cure the needed footage. Carter is now working in con-junction with scenarists on the story, which has had a score of scribbiers laboring on it at different times.

#### Loew-Dowling Sail

Survey of the foreign situation is taking Arthur Loew, for Metro, and Ambrose S. (Bo) Dowling, for Radio, abroad. Both sail March 4.
M-G-M is loaded up with theatres and an elaborate exchange system abroad, while Radio distributes through sub-agencies in the various countries. Do be the saddled with the countries of the countries of the countries of the countries. The second of the countries of

#### Germany Second to U.S. Film Exports to Hungary

Film Exports to Hungary
Of \$62 films shown in Hungary
during 1931, only 524 were talkers,
438 being slent. Almost half of the
films were of American origin,
U. S. pletures exported to that
country during the year numbered
278 sound films (no distinction being
made officially between talkers and
350 sound films (no distinction being
made officially between talkers and
350 sounds, German was second in imnortations with 224 sound films and
56 silents, despite the fact that most
Hungarians also speak German.
French films were third with 24
sound features and 62 silents.
Censors in Hungary were pretty.

Censors in Hungary were pretty busy during the year banning 91 talkers and 59 silent films for a total of 7½ percent rejection of films submitted.

### Stage Cast for Screen

London, Feb. 20.
British International is to produce a talker version of For the Love of Mike, the Bobby Howes play at the Saville.

Probably will use the same cast.

#### HARRY KAHN FOR METRO

Berlin, Feb. 20. Leo Kann signed Harry Kahn as

supervisor for Metro's German ver-sions for Hollywood. Kahn, well-known dramatist and prominent Berlin critic, is a former collaborator of Max Reinhardt.

# **Dwindling Grosses, Legislation** And the Quota Among Many Things Which Disturb Foreign Film Cos.

#### GREAT IDEA, ANYHOW

Par. Rep' Talks Studio for Egyp But It's All New to Par.

Cairo, Feb. 29. Man named Jacques Schwartz and Man named Jacques Schwartz and describing himself as a representative of Paramount has gone back to Paris after negotiation with Talaat Harb Pasha, local film magnate, for establishment of a studio in Egypt. Project contemplates making of Oriental films here, idea being to compete with American, German and other foreign imports on exhibition in this country.

Paramount's New York office knows nothing of plans for any ac-tivity in Egypt and is inclined to doubt such a possibility. Jean Schwartz is unknown to Par in New

# THREATEN U.S. FREEZE-OUT IN PARIS

French producers, supported by film talent, are still on the warpath against dubbed product and are atagainst dubbed product and are at-tempting to freeze out American distributors, despite protests of ex-hibitors. Intended quota now be-ing framed would allow two French talkers made abroad and one locally, dubbed to enter the country for every four local made French pic-jures.

Means the French producers would be able to supplement their local-mades by versions made in Germany but Americans, with the exception of Paramount, would be barred. Paramount gets the break because producing locally. Chances are, however, that there will be no decision before June, thus agravating matters considerably.

Par Marking Time

#### Par Marking Time

Parking matters considerable.

Par Marking Time

J. H. Seldelman, Paramount foreign head here to watch things, says that he does not intend to get together, with Bob Kane and his other local exces for purposes of mapping next season's product uning definitely. Means p the minds definitely. Means p the minds definitely. Means p the model and the mapping next season's product uning definitely. Means p the minds definitely. Means p the minds definitely may be kept closed in the quota as outlined goes through it is felt that the resultant film shortage would force independent exhibs to either quit or line up with the big circuits.

American film-men here for the time being figure it's their game to keep quiet and let the exhibs do the protesting, meanwhile curtailing expenses and watching things closely.

#### RIGA, LATVIA'S 100% PROTEST VS. TAXES

All of the theatres in Riga, capi fal of Latvia, have closed in protest to admission taxes. There are 32 houses in all, according to cable advices to the American film in-

this is the first 100% protest closing so far in any part of the world, film heads are advised.

#### Argentine Tax Reform?

Buenos Afres, Feb. 19.
Season will open early March, with plenty of releases scheduled for all houses, but matter of increased government dues still a bugbear to the trade.
However, the new government comes in next month and it's likely that the state of the state

Continental film industry is en-tirely upset for several reasons. Following the dwindling of grosses, the majors have soft-ped-alled production, resulting in a scar-city of product, and necessity to compress the cost of whatever was to the malter.

compress the cost of whatever was in the making.

Indies have immediately taken advantage of this situation to turn angels' money into sex films, of which there is currently a craze, and aimed to cash in quickly. Our control of the cost of the co

larger profit.

Some countries, such as Yugoslavia, Austria and Hungary, have
established a quota to try and favor
local production. A similar attempt
was nipped in the bud in Latvia,
American producers have unanimously agreed to take concerted action in reference to these quota
countries by stopping business there
pending negotiations. larger profit.

countries by stopping business there pending negotiations.

Complaint Reasons
In the meantime, French talent, through fear of losing jobs, raised objections to dubbing through the local Equity, and succeeded in enlisting the aid of local producers to fight dubbing of American films. Local producers, however, join the local Equity less to avoid dubbing of American films than to get themselves the possibility to dub them by agreement with American or German producers, so as to get the benefit of the dubbed product to enhance their own distribution. Dubbing of German films comes under the same heading.

Result of this agitation is that the French Cinema Control Board, recently appointed by the minister, has now decided on a quota for all dubbed product, meaning (a) that even French producers who want to dub Imported foreign product, will.

(Continued on page 42)

(Continued on page 42)

#### **DUTCH BAN ONE METRO** AND TWO GERMAN FILMS

The Hague, Feb. 20.
Dutch censors after appeal of importers against banning of German Elektrafilm, 'Unter Geschaeftsauf-sicht,' re-reviewed the reel and kept up original banning. Board also objected to German Excelsionlim, 'Kinder vor Gericht' which deals 'Modern Jape.' (In additional Constitution of the Modern Age' (considered a bit too advanced)

Board also meddled with some titles of films which were not con-sidered to be in good taste.

#### Fight Local Censors

London, Feb. 29.
Cfnematographer Exhibitors'
Ass'n, representing independent
exhibitors has offered to back the
picture theatre men of the town of
Ecckenham in a fight against the
local censors.

Beckenham in a light against the local censors.

Municipal censorship has crippled the theatre business of the town, a situation duplicated in many Finglish towns, and the Beckenham move takes on importance as the first stand against the nuisance by the film trade itself.

#### Auten as Indie

Auten as Indie

Capt. Harold Auten has resigned as European representative of RKO-Pathe and is back in New York to open offices as an independent distributor. He got in on the Berengaria Tuesday (23), with a half dozen foreign films.

Among the first features brought over by Capt. Auten is, the new Rene Clair film, 'A Nous la Liberte' (Tobis).

#### Metro Keeps Twardowski

Hans Helniywood, Feb. 29.

Hans Helniyhood, Feb. 29.
German import, had an opton
picked up on his contract by Metro.
Actor appears both in English
and German versions.

Theatre Advertising as Indicated in Various Cities on Week Days



PHILADELPHIA



"BOODMAN MAYMAS POWER SISSESSEE & THISTILE, ENCOUN IS WELL RESPONDED IN THE SUPERS FORTHATAL THAT PLANER, POOLS GRIVE. THE ROLE."

THE ROLE."

THE ROLE."

MEN NORK



BROWN & HENDERSON MUSICAL COMEDY

ZIEGFELD PRODUCTION

LAID IN MEXICO

BERT LAHR-LUPE VELEZ MARJORIE WHITE-LYNNE OVERMAN

JUNE KNIGHT JUNE MACCLOY VELOZ YOLANDA
FLEANORE POWELL BOB GLECKNER 'TTO CORAL
\*\* ALL STAR CAST \*\* and
\*\* AND GROUP TO MAKE TO BE STAR CAST \*\*

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BUDDY ROGERS
75-MOST BEAUTIFUL SARRIER GIRLS-75

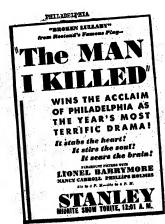
LEW-BROWN, RAY HENDERSON, MARK HELLINGER Sparred by the Mark And Old Sparred Connect Splits Keepin Dances taked by BOBBI CONNOLLY.

Screen by JOSEPH URBAN
Dilustrated by Honey Honey Connect Splits And Advanced Splits Connect Splits Connect Splits And Advanced Splits Connect Splits And Advanced Splits Connect Splits Administration Connect Splits Conn

Didays upped bland Lilling Committy Charles Lividian AL GOODMAN and his ORCHESTRA
SEAT SALE TOMORROW 7:50

SEAL SAILE HUMMUMINUM THE MAIL ORDERS WITH CHECKS NOW TO SAIL THE SAIL OR ALL TICKETS AT BOX OFFICE WITHIN THE REACH OF ALL TICKETS AT BOX OFFICE THE SAIL OR THE SAIL O















#### EXPLOITATION By Epes W. Sargent

Hooking Up

Mail order house is conducting an essay context on George Washington with substantial merchandise prizes. In one town where practically every family has a catalogue, a manaser is not town where practically every family has a catalogue, a manaser is not in the late of the house who gets into the prize into the prize won. The softening determined by the size of the prize won. The same size of the prize won. The same size the manager has complete the manager has complete the manager. The same idea can be applied by small towns to contests by city papers, and if it can break into the newspaper it's worthwhile.

#### Using Hats

Using Hats

The exhibitor who does not utilize hats in some way around Easter is losing one of the property of the state o

and other advertising into hat win-dows, and if you want a laugh getter stage a hat trimming contest for men, giving the entrants 10 or 15 minutes in which to do their work before the audience and re-quire each man to supply a model to wear his creation after it is com-pleted. It will kill one dead night:

#### Avoid It

Avoid It

Every Easter exhibitors get the idea to give away day-old chickens or rabbits to the children. Almost without exception the gag does more harm than good.

If chicks are used there is no assurance that they will arrive all arrives at the control of the

death.

In the case of rabbits a hutch must be built and there is almost always a demand for another to keep it company. Which makes no hit at all with the parents.

#### Added Equines

Added Equines

Free admissions for all who come to the theatre with dogs has been offered many times, but Mitchell Connery, of Kingston, Pa., went this one better for Back Home. He offered free mat tickets to any child wile came to the theatre with a dog, horse, donkey, cow or pony. He had to borrow a vacant lot next door.

The odd collection of beasts in the center of the town had everyone coming for a look, and Connery saw to it that they had ads as well as the menagerie to look at.

#### Spotting Billboards

If you can't spot your billboards advantageously do not use them. Paper costs money. So does board rental.

rental.

One small chain manager recently made a tour of his circuit, hitting a town where six billboards had recently been installed. Before he went down to the theatre he wandered around town. He could spot only one board, and that in an alley, before that it was 'visible to strength on the could be to the could be

tion.

In another town a manager killed six boards in order to get the money for a single stand in a better location.

#### Newspaper Party

With a number of newspaper stories coming along which do not slam the craft, it's a chance to throw a party for the newspaper men. With

n. f properly done it should be th much more than its cost in er fayors.

#### Save the Papers

Those who have 'Shanghai Ex-press' booked should save the news-paper headlines about the far east situation.

situation.

But do not make the error of trying to sell the picture as one based
on the current trouble there. Bepond, using the newspaper backgrund, sell Dietrich rather then
the locale.

round, sell Dietrich rather than the locale.

Colored Washington

Dirit C. Austgen, of Lewys, gotta thook in when he found that the hook in when he found that the strip cartoon of the life of Washington in 12 instalments. Just a regular syndicate feature, but Aust-

gen sold the paper the idea of offering prizes for the best colorings of the set of 12 strips.

Three school children doing the best art work got a pass from Loew's and a picture from the paper, and a thestre party was given the entire class which showed the Teachers approved because it makes the pupils linger over the set of pictures and they can't help absorbing the facts.

#### Got Firemen

Got Firemen

Danbury, Conn.

By inviting the members of the paid and volunteer fire companies

Fireman, Save My, Child, Manager Harold G. Cummings of the Palace secured plenty of advance publicity for the film. In acknowledgement of the invitation the volunteer companies paraded through the business night before the film opened. With sirens serceching and belis ringing the fire trucks were driven through the fire trucks were driven through the first trucks and the first services and the first trucks were driven through the first trucks were driven through the first trucks and the first trucks

#### Working Hard for \$5

Mrs. Audas, manager of the Empress show, Amhrest, N. S., staged a baby parade in the lobby and a baby contest on stage. Ballot given with each ticket. Bables were paraded in the lobby, and over paraded in the lobby, and noone, in and out of their carriages; prize \$5. First baby coutest held in Amhrest in over 20 years.

#### Girl Proposes

Newark.
The Banford, Ledger and local
merchants staged a leap-year contest culminating in a wedding on
the stage. House offered furnishings for a home and clothes for the
pair.

pair.

Best letter written by a girl proposing to a man and winning an acceptance gained the wedding and
gifts. Letters were published in the
Ledger, while the merchants got
mention from the screen and in the
paper. Their wares were displayed
mess was not very good during the
contest at the theatre, but might
have been worse without it.

#### Drum Corps

Drum. Corps
Following the dancing and other
types of schools, one house is cleaning up with a drum school, object
being a drum corps in the grade
and the school, object
being a drum corps in the grade
in the school object
ya local from one to the other.
Ya local drummer gives an hour's
lesson every Saturday, before the
matines and boys buy a ticket for
the show before entering the school.
This more than pays the salary of
the teacher.

Selling 'Lullaby'
Whether it is called 'The Man I
Killed' or Froken Lullaby', the picture is going to be difficult to sell
from the title. But that difficulty
is a apot on which to base a contest for a better title.

If a newspaper can be interested,
so much the better. Affords an excuse for telling a lot about the picture and its players.

#### Unique Signatures

Unique Signatures
Trailing Ripley, a theatre is offering prizes for odd signatures similar to those seen in the Belleve It Or Not cartonns. Tickets good for one, the seen of the seen on the theatre will make a big noise.

#### Elections Monthly

A Mickey Mouse club at the Earle admits all youngsters under 12 to a special morning performance. Tommy Charak, manager of the Earle, is back of the club. Officers will be elected and will be changed monthly.

#### Tab Amateurs

#### Clothing Club

Clothing Club

Williamsport. Pa.

Williamsport. Pa.

Williamsport. Pa.

Williamsport. Pa.

Bushine Sammy, on the vaude
bill at the Capitol, was tied up in
a Booster club with a local department store. Store was opening a
a following with the organization of
the club in 'The Shack', the clubhouse in one corner of the store.

Sunshine Sammy and his times partiShack' and then adjourned to the
Capitol for a morning matinee. The
club meets every Saturday morning
at the theatre for a small admisat the theatre for a small admisclub members do their stuff on the
stage. Ad hookup in newspapers
between the store and theatre.

#### Copies the Fronts

Minneapolls.
Buzz Bainbridge figured that per aps front flashes similar to thos haps front flashes similar to those used in the picture theatres might lielp legit stock company business. He built up a similar lobby display for 'once in a Lifetime' and caught two big houses the first day. Now he's going to continue.

#### Amateur Critics

WB working up a lot of local interest with an amateur critic conterest with an expensive of the conterest with a conterest with an amateur critic and a con
with a conterest with an amateur critic and a con
with a con-

#### Front Caught Them

Front Uaught Them
Value of putting up a good front
was demonstrated in a new fashion
in Pennsylvania the other day.
A group of miners loaded deniScranton to enjoy a picture show.
On their way they passed through
Duryea, a small town, and the front
of the Pastime caught their attention. The bus was parked and the
of going on to Scranton.

Unseen Act

Hazleton, Pa.

Ben M. Cohen, of the Capitol, filled out a recent show with an unseen singer who did his stuff over the non-sync. House went dark and the annuclators displayed a large question mark while a similar mark to green and up and down the proseenium arch.

Cohen did the singing himself, for he was trained by his father, a cantor in New York.

#### Beats Hankies

Newton, Mass.
Crying handkerchiefs for sob
stories were popular long before the
crying towel was invented, but J. N.
Snider, of the Paramount, had a
new one for Trankenstein. He offered smelling salts to the femines.

Schlaifer's Assurance. Under L. J. Schlaifer, new head for Universal, no ch head for Universal, no changes will be made in the executive per-

Ted Schlanger will continue as eastern division manager while Harry Lorch will remain in charge of the west.

# BEHIND the KEYS

Wheeling W. Va.
Colonial theatre leased by the
Conservative Life Insurance Co. to.
S. M. Relichibum for a 10-year
period commencing May 1. Reichblum plans opening as second-run
film house.

Trenton, N. J.
Rebuilt Capital (RKO) opens Friday (4) on vaudfilm policy. 'Lost Squadron' (Radio) as film.

Reading Pa.

The old Savoy has been sold for manufacturing purposes. It was last operated by Warner Bros.

Kenosha, Wis.
Floyd D. Morrow, formerly of
Warner's Strand, Akron, O., transferred to same company's Kenosha ferred to same co

Opera House, St. George, N. B., as gone sound. E. J. O'Neill, lessee and manager; program change thrice weekly.

Mystery Show Deal On

Walter Wanger left for the coast last week for his first visit to the Columbia studios since joining that organization. He was accompanied by Harian Thompson, who will direct one picture for this company. Deal was closed just a day prior to Wanger's departure on Friday (26). Thompson, co-producer and director of current play, New York play, Blessed Event, may write as well as direct the script he will do for Columbia.

Wanger-Thompson West;

Columbia

Before leaving Wanger was close Before leaving Wanger was close to buying Bobby Newman's Trick for Trick,' another recent Broadway legit entry. If this proposal matures Newman will trek west to supervise its presentation before the camera. Production on this work is intended for spring.

#### AUDIO CINEMA'S REORG.

AUDIO CINEMA'S REORG.
Under a reorganization, Audio
Cirema, resarded as a pleture production unit\_of Western Electric, is
also known by the title of Eastern
Service Studios. Capt. Baynes, formerly head of the Kinograms newsreel, is in charge of Eastern.
Arrangement is such that Audio
solicits business and the studio
facilities are then turned over to
now on, it is claimed, will produce
releases of its own.

#### MASSEY U DIRECTOR

Raymond Massey left for Holly-wood yesterday (Monday) to begin on his directorial work with Uni-versal.

versal.

English stager was supposed to leave several weeks ago, but was delayed because of iliness.

#### 10 % Admission Tax

(Continued from page 5) (Continued from page 5) political factors, it is understood. The purpose of this will be to prove to the legislators that the money they may expect to garner from the boxoffice dust isn't there and that instead of the tax yielding \$20,000.000 to the sate treasury. New York will be fortunate if it collects \$5,000,000.

will be fortunate if it collects \$6,000,000.
Independent leaders, following the weekond meetings, stated Monday afternoon that a flat 25% oct the 1,500 theatres in New Yes to the 1,500 theatres in New Yes the 1,500 theatres in New Yes the 1,500 theatres in New Yes theatres in New Yes theatres in New Yes the 1,500 theatres in New Yes the 1,500

Compared to it, the Federal measure of a 2% tax on gross rentals is admitted so minor that the industry is declaring a recess or that until after the Albany issue is decided.

The Albany move Monday took the industry unawares. Lobbyists

family theatre there. Joe Alex der has taken over the Majestic.

Charlestown, W. Va Charleswan,
Pitts-Jefferson theatre was open
reb. 10. Operated by B. T. Pitts
redericksburg, Va.

Following theatres in this territory have closed: Sagauche, Sagauche, Solo: Folly, Denver; Frincess, Ault, Colo: Auditorium, Limon, Colo: Lyman, Lyman, Neb., and the State, Lewellen, Neb.

State theatre, Jackson, Tenn, operated by the Jackson Amuse. Co., destroyed by fire.

Columbus.

B. F. (Dinty) Moore, local RKO elty manager, left for Lima, O., last week to take over new post with Warners.

Uniontown, Pa. change thrice weekly.

Columbus.
Lou Holleb, manager of RKO Malestic, transferred to Cincinnati and run pieture house.

for the past few weeks had ex-pressed themselves confident that New York would not hit at the New York boxoffice.
Legit Protest Stand

Feeling was expressed yesterday (Monday) that another executive (Monday) that another executive the second of the

Senate and Moskowitz and Brady, following their hearing with the Governor Friday (28), were referred to the two leaders who sent them back to the Governor on the claim the proceed tox was his responsibility.

posed tax was his responsibility. Entire legit field is united in protesting the newly threatened levy testing the newly threatened levy with all unions, including Equity, filing telegrams at Albany. Sunday (28) there were about a dozen speakers, including actors, actresses and producers, in a broadcust over WOR. It is stated that should the tax measures be passed, the legit end of, show business would probably show a 50% drop in the already sub-normal amount of production, employment, etc.

#### Lubitsch's Analysis

(Continued from page 2) moving camera shots used at pres-ent result only from the director's ignorance of cutting and his desire ignorance of cutting and his desire to take up footage with action because he has no other resources, Illegical camera angles distress him too. They're just a means of bewildering the audience, a futtle trick to seem artistic, unless there's an excellent, sensible, necessary reason for using them.

#### Dialog's Important

Dialog's Importance
Though adept at telling his stories
by suggestion, Lubitsch places great
importance upon dialog. No rule can
be made on how much or little dialog should be used in pictures, but
only for what purpose it is employed.
Mr. Lubitsch is calm only on the
surfore, and bothers cats thin se-

Mr. Lubitsch is calm only on the surface, and nothing gets him so flery as dialog used to tell the story. What do we have the camera for? he exclaims. Why talk about things that happen, or have happened? Show them! Mr. Lubitsch is quite Angio-Saxon in his talloring but his volatile temperatment remains Vicnnese. Let the camera build up the sequence—for which, the dialogue is the climax! Sound and dialogue are invaluable tools for the director, but they must

Sound and dialogue are invaluable tools for the director, but they must be used with sensitive discretion: First of all, the writing of dialog is an infinitely delicate problem, Mr. Lubitsch realizes. It is a difficult task to write serious dramatic dialogue that satisfies New York and yet is comprchensible in the smallest hamlets. In slient pictures cash individual member of the audience provided his own dialogue. ence ence provided his own dialogue when he watched the actors talkwhen he watched the actors talk-ing. If he was a truck driver watch-ing a love scene, then his Imagina-tion supplied the words 'You're a swell dish, haby?' If he was so-phisticate, he imagined a sophisti-cated phrase. But now that the au-dience can no longer use its own-judgment, and must listen in-stead, dialog should be of such sim-plicity and inculigence that creary was the supplied of the such sim-plicity and inculigence that creary was resulted. ceptable everywhere. At least, sa Mr. Lubitsch, that's the dialog ideal.

Mr. Lublisch, that's the dialogue ideal.

Lublisch can aftr up quite a bit of indignation at the word cycle, too. Cycles in picture trends are so stupid, they've proved so disastrous, that he wonders they still continue. A group of pictures on one theme, with one locale, must sate the audlence where just a single picture would intrigue them.

There, is just one thing that

would intrigue them.

There is just one thing that makes a picture go, and that its entertainment value. It's as ridiculous to announce that all pictures must have songs as was the subsequent announcement that all pictures must not have songs. Each picture should be an individual effect.

It's the frenzicd copying of a sucit's the frenzica copying of a sac-cessful forcunner that's so boring to audiences. Forget trends, advises Mr. Lubtisch. Strive for individu-ality. The break and butter fac-tory of pictures is dead.

# HOLLYWOOD

\*\*\* Johnny's first picture
"Disorderly Conduct" is a product
that any director in the business
would be mighty well pleased to
sign his name to.

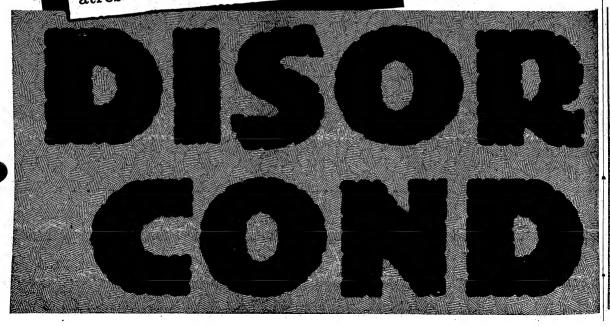
\* \* \* "Disorderly Conduct" is a fast moving, well directed, highly entertaining screen play that gave the audience at the Santa Monica Criterion plenty of laughs and thrills the other night when it was given to them as a surprise preview.

Bill McGuire had a hand in piling up success for the picture by turning in a logical well motivated story. Del Andrews furnished some snappy dialogue. Spencer Tracy and Ralph Bellamy look like a new team for Fox. They carried the action along in a first class manner.

"Disorderly Conduct" will be good news to the managers of Fox theatres throughout the land.

CROWDS WOWED AT COAST PREVIEW

> Clipping from Hollywood Herald



# SENSES A HIT

# WORD-OF-MOUTH...

has started working for you. Help it along with

# **EXPLOITATION...**

and here's a title wide open for it (see Fox Press Book for 16 socko stunts).

# START PLANNING...

for big business . . . and start your planning by setting your date NOW.

# SALLY EILERS · SPENCER TRACY EL BRENDEL

Dickie Moore Claire Maynard Allan Dinehart Ralph Bellamy

Story by William Anthony McGuire

Directed by JOHN W. CONSIDINE, Jr.

# FOX PICTURE

Released MAR. 20th



SALLY BUSINESS



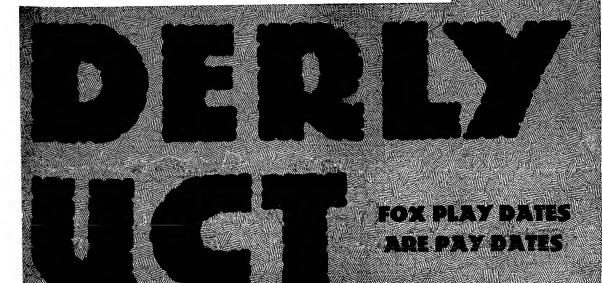
SHENCER TRACE



EL REENISE



DICKIE MOORE



# Talking Shorts

FORD STERLING

FORD STERLING
'it Ought to Be a Crime'
Comedy
D Mins.
Beacon, N. Y.
Will enough made and attacking
the risibilities with sufficient pottency to ment; play-dating on beat
of first-run shows. Ford Sterling, to
the demonstrate how near wife-beating a husband can approach as a
result of unreasonable actions.
Short opens with the wife scream
fing as though her wife scream
fing as though her wife scream
ing as though her wife scream
gain and the scream
as a though her wife scream
wife was one of those home superintendents who had a pash for moving the furniture around all the
time, the judge, prosecutor, clerk of
the court and even spectators get
With that change, the material

the court and even speciators get chummy. With that change, the material turns satirical with anything liable to happen contrary to court procedure. Judge finally asks the dediction of the court procedure. Judge finally asks the dediction of the court procedure. Judge finally asks the dediction of the court procedure. Judge finally asks the dediction of the court procedure. When finally His Honor suggests hubby and his pain so into his chambers to make up, the wife moves the chair from behind former and the fight status all over again, joint Beebe, Charles Halton, Jed Prout, Walter Fenner and others. Albert Ray directed from a story by Nunnally Johnson.

TRAGEDY OF EVEREST

Scenic
30 Mins.
Roxy, N. Y.
Capitol
Three-reeler is a travelog scenic, deriving its tragic title from the futtle effort by two of the Capt.
Noel expedition to surmount the Beautiful scenically, the dramatic futility of man to best nature's stark handcapa, in surmounting the stark handcapa, in surmounting the five Everest, is hicely gotten across. Two two reels, and more effectively, seemingly did not occur to anybody. David Ross, radio announcer, does the spieling. He is effective if example to the stark thandcap and more effective if example that the start is a start by the start is effective if example that is example that is effective if example that is example that it is effective if example that is example that it is effective if example that is example that it is effective if example that it is effective if example that it is example that it is example that it is effective if example that it is example that it is example that it is effective if example that it is example that it is example that it is example that it is example that it

TRAVELAUGHS John Medbury

TRAVELAUGHS
John Medbury
10 Mins.
Mayfair, New York
Mayfair, Columbia
Travelog on natives in Haiti, customary street scenes and habits, are
touched up with sound effects and
John Medbury wisecracks.
A lot of people laugh with Medbury and a lot don't. Some of John's
bury and a lot don't. Some of John's
It takes a long time for the film
to get to where John says the natives are voodooing. Soene, then, is
just straight up and down dancing
with an occasional close-up of some
of the darker netherlimbs. Waly.
CLIBIOSITIES

CURIOSITIES 10 Mins.

CURIOSITIES
10 Mins.
Translux, New York
In his late Columbia
In his late Market Pitter shows
parts of Artizona where the drinking water has to be tested with a
coln: New Orieans' suicide oak
coln: New Orieans' suicide oak
Also treasure hunting in Mexico is
not overlooked.
Ilypnotizing a hen until it concentrates both eyes on a chaik tinc
Chinese fishermen using cormorants
has lain long in the vaults of the
average picture company. Waly.
TALKERIOON

TALKERTOON 'The Ropo. 10 Mins. Loew's New York Parar

10 Mins.
Loow's New York
Paramount
Carton with several hundrs and
dasher of Dimbo, the
character, has to knock out the carnival champ to get married. So, he
turns his auto into a robot.
Looks as though it night have
been inspired by Frankenstein',
been inspired by Frankenstein',
Waly.

BOB WHITE'
Grantland Rice
Sportlight; 10 Mins.
Mayfair, New York
RKO-Pathe

Some excellent camera work in this, and some even better perform-ances by pointing and retrieving dogs.

dogs.

It is a great short for the bird hunter, but the kind holding little interest for the average picture-goer.

Waly.

BURNS and ALLEN 'Babbling Brook'

BURNS and ALLEN
Babbling Brook'
Comedy
9 Mins,
Risito, New York
Paramount
George Burns and Gracie Allen
Intect much comedy to this sublate of the sublate o

MARJORIE BEEBE

MAJORIE BEEBE
Comedy
9 Mine.
Strand, N. Y.
Vitaphone No. 1301
Marjorie Beebe, heroine of innumerable Vitaphone two-reciers, is
subject which looks as though it
might have cost a good deal to produce. If so, it is scarely worth the
cost or footage.
Mies Beebe is a cigaret girl in a
night club, plemy of knockhard
here. Gets tangled up with an alk.
New Year's Eve revelor on the make,
leading to a struggle in a taxicab
later, pursuit by the police course
burlesque sequence in a police course
the distribution of the control of the cost
or get and a
burlesque sequence in a police course
the filtration idea.
Short has a
roughhouse finale, with judge, court
attendants and all going for more
explosive cigars for a rough-andtumble finale.
Machine-made clowning done in
a routine way. Just a filter.
Rudy.

MAGIC CARPET SERIES

(Fisherman's Luck'
10 Mins.
Embassy, P.M. Movietone
One of the most gripping views
of a rough sea, through a camera
perched on the deci, of a s. all fishing vessel, opens this episode. It
has to do with fishing off the Grand
Banks, which is distilusioning to the
ance of the grounds they just keep
throwing over 'o nets and pulling
them in until it is time to go home.
Shark fishing is more exciting.
A short clip on this subject, shows
big man-eater is pulled alongside.
Maiden pearl divers off the Japanese coasts are included. Trays of
pearls as they appear in store windows are obtained with little effort
in this region.

'SINO-JAPANESE CURSE'

SINO-JAPANESE CURSE'
Travel
15 Mins.
Strand, N. Y.

Cinephone
Made the subject of current interest, this old subject of indusers of the subject of induserties in Manichuria has been taken off the shelf and tricked out with a dubbed lecture by Norman Biokenshire, radio announcer.

Lecture is trimitly done; with influence of the subject is subject in the seat of the Sino-Jap affair does the rest to sustain interest, but subject is shortlived now that action of the real struggle around. Shanghal and screen.

WILD AND WOOLLY Podes

WILD AND WOOLLY Podes

I O Mins.
Losw's New York

Fete Smith, Metro's west coast press agent and one time leading press agent and one time leading lings, is turning smart in screen sound. Scraps of bull throwing, riding, and broncho busting are the targets for Pete's libes. Some of the cracks are as old as the ones present ago—and almost as had.

People in the New York grinds, however, are.still finding something funny in some of them. Waly.

THE VOICE OF HOLLYWOOD 10 Mins. Translux, New York Tiffany

Translux, New. 1078

Tiffany
New Idea In way of introducing screen stars and their homes is by locale suggesting television. Lew Ayres as the guest broadcaster in this offering is shown on the full start and the start of the start are seen that the start of the start are seen that the start of the start are seen that the start of the start o

#### Miniature Reviews

'Arsene Lupin' (M-G-M).
John and Lionel Barrymore's
first John screen appearance
which is sufficient. Acting
subordinates speed of detective story, but its box office
is gurefire on the name dis-

is aurefire on the name display. The Expert (WB). Chic Sale's old man characterization and a fine human interest story epolied by writing it down to level of vaudeville low comedy. Full of false values and mistreatment of Edna Perber original tale and its diet stage has Play (Fox). Elementary crook meller with Thomas Meighan and Charlotte Greenwood. Weak b. o. candidate best for middle class houses.

houses. 'Cross Examination' (Welss Gross Examination' (Weiss Bros.-Articlass). "Courtrom-dramá, put on rather effec-tively to solve a murder; thus making picture also a mystery. Weighs enough to hold down solo billing and ideal as and the court of the "Law and Order" (U). Horses and guins without a gal in the

and guns, without a gal in the cast or action. Walter Husand guns, whent a gain the cast or action. Waiter Huston's work good but restricted to an all-male audience.

'A Private 'Scandal' (Headline). Conventional india melo-

drama, good enough for the

double feature houses with some more editing. "Final Edition" (Col.) A newspaper story with the newsmen getting the best of it and doing up the gangsters. Plenty of action and a gen-erally good production with Mae Clarke scoring another

hit. 'Land of Wanted Men' (Mond gram). Western story with plenty of action, hard riding and several good fights. Story not particularly well done, but lack covered up by action.
'The Dragnet Patrol' (Ac-

'The Dragnet Patro: (Ac-tion). Cheaply produced, poor-ly directed, simple theme with a cast of names that doesn't

a cast of hames that doesn't mean much.

Sein Scheidung sgrund' (Ufa). Very poor German musical. No name players don't help even for strictly. German housea. Subway' (Ac-tion). Mild crook story on an old framework, with Dorothy Revier in for the name and Jack Mulhall and Blanche Ma-haftey making zood bersonal haffey making good person scores. Nothing whatever do with subways. Merely girl's gang name.

WAIT TILL THE SUN SHINES'
With Round Towners Quartet
Max Fleischer Cartoon
8 Mins.
Rialto, New York

Rialto, New York
Paramount
One of the Max Fleischer Betty
Boop' song strips. Round Towners
quartet, a radio harmony team, is
featured on the song end two main.
Short opens with the two main, and falling through the local
situation and query of Betty Boop
as to what they shall do leads into
the old song 'Walt Till the Sun
Shines, Nellie, which he quartet
handles. Latter are garbed at a tinWarbling is good and is depty
cued with the lyrics and cartoon
action shown on the screen.
Oke song cartoon filler.

ARSENE LUPIN

MANDLINE LUTIN

MG-M production and release, co-starring John and Lionel Barymace: directed
by act two decedes or so age by Maurice
by act two decedes or so age by Maurice
Leillane and Francis de Croisset. Adaptatype of the Control of the Control of the Control
Control of the Control of the Control
Control of the Control of the Control
Control of the Control
Control of the Control
Co

prestige of the players and their compelling hindiling of two roles to compelling hindiling of two roles to the control of the

way to escape by Jumping from the bridge they are crossing and swimping they are crossing and swimping they are considered to the second they are the they are the they are the they are they are they are they are they are the they are they are the they are the they are the

#### THE EXPERT

Warner Bros. production and release, starring Charles Chief Sale, directed by starring Charles Chief Sale, directed by Man Minick, by 5dan Ferbert does into slage play by the author and George S. Kaufman and produced in 1924. Adaptate Man Maude Howell. Cameranan. Bub Kurie. Assistant Directora. Al Albiora and Jack Salestant Directora. Al Albiora and Jack Standan. New York, Feb. 26. Running Umo Strand. New York, Feb. 26. Running Umo Strand. New York, Feb. 26. Running Umo Strand.

95 mins.
The Expect Charles (Chio) Sale Dickie Moora Nettle Minick Lais When Nettle Minick Lais When Crawley Rull Harothe Sade Adrienne, Dors Adrienne, Dors Adrienne, Dors Adrienne, Dors Minis Crackenwald Elizabeth Partiersion Mins Crackenwald Dalsy ..... No Miss Crackonwald .... Elizabeth

Responsibility for an inferior re-lease with Chic Saie rests with the story selection. It is best adapted to the lesser houses.

to the lesser houses.

Everything that could be done with the material has been done by the production staff and the cast, but the fact is that the subject doesn't the fact is that the subject doesn't like the constitution of the subject of the subject in the impossibility of the subject in the s

ienture. It's still comedy relief and no dramatic vigor behind it for relief and no dramatic vigor behind it for relief and the proposes. Separated widely from both the Edna Ferber short story original and from the stage play based upon it. Probability is that the studio tried to make the story original and from the stage play based upon it. Probability is that the studio tried to make the story original and from the story and play, and bringing in the new element of a company's The Start Winted war around the story and play, and bringing in the new element of a company is the story and bringing in the new element of a company is the story and play, and bringing in the new element of a company is the story of the form the story of the callades of two well-intentioned generations who get on each other's mother-in-law joke, with a setf-willdent old man in place of the self-willdent old man of the wife. The ones of the self-willdent old man of the wife. The ones of the self-willdent old man of the wife. The ones of the self-willdent old man of the wife. The ones of the self-willdent old man of the wife. The ones of the self-willdent old man of the wife. The ones of the self-willdent old man of the wife. The

# The Woman's Angle

upin' (Metro). Feminine enjoyment of this amiable, unexciting detective yarn depends entirely on the Brothers Barrymore. Though the film provides Bro. John with an elegant role and apple opportunity to display his classic profile, neither brother's present b.o. standing overcome a filmsy, fabulous plot.

'The Expert' (W.B.). Incompatability of the older generation and the new is an idea which must be treated with sincerity in order to sustain a picture. Here it is gagged up, resulting in an unrelated chain of superficial incidents that deprive it of conviction and thus interest for forms audiences. No box office names to saye it.

'Cheaters at Play' (Fox). Old fashioned crook stuff that will leave the flaps cold. However, presence of Thomas Meighan and nimble telling of the tale salvages it for the moms and kiddies.

'Cross Examination' (Supreme). Repetitious flashbacks deaden narra-five and diminish feminine interest in the testimony at a murder trial. No personality in the cast for the ladies to become greatly concerned

over. "File No. 113" (U). Title, or no interest to feminine audiences, will spare most fanettes the necessity of sitting through this duli recitat of a Parislan robbery. Plot doesn't establish sympathy for any member of

VARIETY

# here is too good, drawing the sympathy that should go to the old man and the same is true of Earle Foxes the younger Minick. Rush.

#### CHEATERS AT PLAY

Fox production	and release.	Ecoturee
Thomas Meighan a	ad Charlette Gr	non wood
Thomas Melghan a	na Charlotte Gr	een wood.
story by Louis Jos	ienh Vence, ucre	oon 'nlav
M. S. Boylan; C	Daniel	On laneau
M S. Boyman; C	amera, Erneet	Faimer:
Juaper Billion Di	anning time 58	nilne
week Feb. 26. Rt	attime cime, oc	
Michael Lanyard.	Thomae	Melchan
Mrs. Crozler	Charlette C	macon miss of
Mrs. Crozier	Charlotte G	rectiwood
Maurice Party	William	Rakemen
Tonaddio Tantilith		Morgan
F.Leddio vadarens	Postor	a Waales
Freddie Isquith Fenno Crozior	*************	W
Secretary	Olla	Howland
Secretary	Tomas	Vielenice
Detective Crane	James .	WILK MODE

Solitor (Secretary Control of the Control of Control of

bound for New York, and only cued by Charlotte Greenwood's attempt to bring in the Jools sans declaration of the John State of the John St

# **CROSS-EXAMINATION**

vealed as the mother of the boy on trial, confesses on her deathbed to the crime. Something of maudin sympathy is wrung in through the housekeeper-mother part. It is done by Sarah Padden, but at no time threatens to crack open as the-

threatens to crack open as the-atrical.

Counselors are well cive by H. B. Warner (defense) and Edmund with the control of the country is a surenile with excellent pos-sibilities. Saily Blaine has little to do and does it perfunctorily. In a technical way as well done as most product of major producer-distributors. Char. Char.

#### LAW AND ORDER Universal production and release. Stars

Raiph Ince and Raymond Hatton. Direc-
tion Edward Cohn; story W. R. Burnett;
ecreen play, John Huston and Tom Reed;
photography, Jackson Rose, At the Hip-
photography, Jackson Rose, At the hip-
podrome, N. Y., week Feb. 27. Running
time, 70 mine.
time, 70 mine. Frame JohnsonWalter Huston
Ed Brant
Deadwood
Deadwood
Luther Johnson Russell Hopton
Poe Northrup
Walt Northrup
Wait Northrup
Kurt NorthrupRichard Alexander
Fin Elder Alphonz Ethler
Johnny Kineman

done.

Edward Cahn, who directed, did Edward Cahn, who directed, did a pretty handsome job, everything taken into consideration. Huston was oke and Ray Hatton hands in his usual act again. The other men do quite all right, but added up, it's still a candidate for only double feature houses and the coupled with film having sufficient sex appeal.

#### Unter Falscher Flagge

('Under False Flag') (GERMAN MADE)

(GERMAN MADE)

Universel-Toble production and Deutsch between the production and Deutsch by Max Kimmich. Die production and Deutsch by Max Kimmich. Die roction. Johannes Meyer. Market Manager and Market Ma

CROSS-EXAMINATION

Supreme Features production and Wesself Programs of the Control of the Contro

#### BLONDE CAPTIVE

Produced by Northwestern Australian Nonnierthal Expedition Syndicate, released Wiltington and Clinton Childe, Raibh P. King and Clinton Childe, Raibh P. King and Linus J. Wilson, camera; Thornton P. Dewburgt and Goorge L. Crapp, cound; Nathan C. Brauntein, editor, dialog Clinephone, recording, Deluxe premier at Liberty, New York, Feb. 23, followed by nine-shew grand for run. Renning line.

There is a blonde in the ploture, but the captive portion of the title seems largely a matter of faith. Primarily this is the photographic record of an expedition into the comparatively undeveloped north-western portion of Australia where the aboriginal bushman, regarded by ethnologists as the closest approach to primeval man still existing, is to be found least debased by intermixture with other blood strains.

for the public, not particularly interested in the Naenderthal man.

Picture opens in the Explorers'
Club in N. Y. with members dise.

Breaks to the expedition with shots of various native tribes in their dances and occupations. Toward the close a yellow-haired boy is districted to the series of various native tribes in their dances and occupations. Toward the close a yellow-haired boy is districted to the control of women's drawers—the only one of several hundred natives shown who wear more than a gee string.

Tracking him, in a series of apparently rehearsed scenes, the white She is undentably of the Caucasian race in face and physical contour, and explains herself as the widow of a sea captain. Presumed public the white woman practically unclad, though a heavy tan causes her to resemble a native as to color. She is not physically attractive.

to resemble a native as to color. She is not physically attractive. In the earlier scenes a few cuts show the fauna of the country, with a closeup of a turtle laying its eggs mit close and rather nauseating photography. Another slap at the squeamish is the heart of a turtle which continues beating for some hours after removal from the carthe kangaroo and a picture of the duck-billed platypus, which lays eggs yet suckles its young. Some of the native dances his the verbal efforts at humor are generally strained and ineffective. The photography is often poor and never rises above average, landscapes being that and without brilliance, with a numerone of musical accompaniment. Picture may be good for short runs if intensively sold on the white carties for the general public, all it carries for the general public,

# Le Rosier de Mme. Husson

C'Mrs. Husson's Virginity Prize')
(FRENCH MADE)
(FRENCH MADE)

Ormuda production. Comploire Francais
Clorus production. Comploire Francais
Entrance Declaration Musical Adaptation by
Maupassant. Froduced in Epinay, recorded
Toble Klangthim, Musical Adaptation by
Elysee Gaumont. Partie.
Elysee Gaumont. Partie.
Elysee Gaumont. Partie.
Simon, Marcel Carpentler, Mady Perry.

Simon, Marcel Carportier, Mady Perry.

This film, a local smasher, got a champion panning from the critics, who didn't so much object to the scenario as to its treatment. Reviews appear included quito of an acting angies being vastly superior to 90% of local releases, as demonstrated by attendance. It is the first release of a new corporation, leaded by Andre Haguet, formerly assistant to Adolphe Osso, which also includes Grinieri, locally well known in picture financial clitters.

which also includes Grinieff, locally well known in picture financial circuit, with the property of the proper

cellent, with reminiscences of sultable tunes, according to situation.

Story shows a French hick town, where, according to custom, a young girl of acknowledged virtue is to be prize. French word for such a girl is rosiere. In this town it happens that no girl can be found of unimpeachable virtue, so, guided by a supercilious lidty who bosses the girl strosiere. In this town it happens that no girl can be found of unimpeachable virtue, so, guided by a supercilious lidty who bosses the girl can be supercilious lidty whose underly a supercilious lidty of the supercilious lidty in the supercilious lidty in the supercilious lidty who had be missing, a general covered to be missing, a general covered to be missing, a general covered to be missing, a general following supercilious lidty supercilious lidts who had been supercilious lidts who had been

#### Ein Steinreicher Mann ('A Tremendously Rich Man') (GERMAN MADE)

(With Music) Berlin, Feb. 18.

Tobis-Universol production and Deuteche Universal Film release. Manuscrint by Eugen Szatamyr and Bries Wolft, Direction, Stafan Szekely, Freduction management, Stafan Szekely, Freduction management, Stafan Szekely, Freduction management, Stafan Szekely, Freduction management, Stafan Max. Molycham Szekely, Freduction Management, Stafan Max. Molycham Szekely Szekely

on Tobis-Kianglim.
Cast: Curt Bole, Dolly Hane, Adele Sandrock, Lieslotte Schanck, Eugen Brosig, Fritz Ley, Paul Horbiger, Willy Schur, Paul Blensteld, Margarete Kupfer, Friedrich Ettel, Rothauser, Anni Ann. Funning time, 73 minutee. At Atrium, Berlin.

rich Ettel, Rothauser, Anni Ann. Running time, 13 minutes. At Airum, Berlin.

Not a success.
Stefan Seekely has proven already that he can do things and has made successful pictures, but it is his fault that the present picture is a minker. The suthers, Ernst Wolfer and the manuscript conception contextaining and full of changing situations, but Szekely has made a mixture out of the whole which can an aport young seweler's employee swallows a very preclous diamond. He is jealously cared for sand watched by the thing situations, but the sewel of the seam of his trousers.

Szekely had very good actors at seekely had very good actors at Szekely had very good actors. Szekely had very good libustrator. Szekely had very good libustrator. Wax Kolpes lyrics were witty but the average. It again shows that he is not a creator but a good illustrator. Max Kolpes lyrics were witty but the average music did not allow.

Sound reproduction and photography average.

a creator but a good illustrator. Max Kohges lyrics were witty but the average music did to the average music did not allow the average music did not allow the average music did not good and the second of the policy of the production and photography average.

PARTNERS

IRKO-Pathe, production and release featuring from Keene, directed by Fred Alica. Dave Lewis; Harry Jackson, camera, Richard Tyles, sound, Walter Thompson, film and the production of the police. Also, Dorothy Farram and Maurice Barber, who have caught its special angle of life, mode of living and innate contempt of the police. Also, Dorothy Farram and Maurice Barber, who have caught its special angle of life, mode of living and innate contempt of the police. Also, Dorothy Farram and Maurice Barber, who have caught its special angle of life, mode of living and innate contempt of the police. Also, Dorothy Farram and Maurice Barber, who have caught its special attempt. The Fifra production company was promoted by Maurice Barber, who have aught in a familiar fashion. This time he is suspected of having stilled a pedietr whose grandson he turn the life of a doubt being on the product the surface of the produce themselves, but agreeling on delivery of specified product to distribute same, and davance immediates the produce themselves, but agreeling on delivery of specified product to distribute same, and davance immediates the producers from the wastern and they live happy ever after with his little, partner. Nothing never interest of the producers from the wastern and they live happy ever after with his little, partner. Nothing never interest of the producers from the wastern and they live happy ever after with his little, partner. Nothing never interest of the producers from the wastern and they live happy ever after with his little, partner. Nothing never interest of the production was desirable to spend more money than schedule.

Story takes too long to get under the production was desirable to spend more money than schedule. Story takes too long to

#### FINAL EDITION

Columbia production and release. Peaturing Pat O'Brien and Mac Clarke; doory
Derothy Howelly diverse by Howard Higgins, Benj, Kline, ennears, Edward Bernda,
drome, New York, week or Peb, 20. Hunning time, 60 mins.
Anno Weedmann. Mac Clarke
Patry Kling, Mary Doran
Anno Weedmann, Mac Clarke
Patry Kling, Mary Doran
Nell Selby, Morgan Wallace
Preddig Mary Mary Selby Mary Mary Selby
Mary Doran
Nell Selby, Morgan Wallace
Preddig Mary Wallace
Reddig Mary Wallace

Developing along the lines of the newspaper-gang theme. Columbia offers a brissly-paced story of a girl of the story of the latest crime development for her paper. It's a theme which will be run ragged presently, but it still has a punch, and this to overcome the frequently implausible incidents. Not strong enough for the deluxers, it should develop satisfactory grosses below that and at the same time gire audience sat overcome time growth of selby who operates through his man Maivern to control crime revents. When the new police come of selby who operates through his man Maivern to control crime revents. When the new police come of selby who operates through his man Maivern to control crime revents. When the new police come of selby who operates through Just how is told in a manner to hold.

Save for the wildle section, which goes society as the girl reporter does her vamp stuff, the story moves briskly and with pienty of action while avoiding the gang some some conforming to the power of the story of t

#### COEUR DE LILAS

(COEUR DE LILAS

(Lilac)
(FRENCH MADE)
(FRENCH MADE)
(FRENCH MADE)

Fira production, distributed by United Artiata Directed by Annatole Livak, Music by Maurice Yvain. Dising by Berge Weber Paramard and Charles Henry Hirsch. Cominuity by Dorothy Fornum, supervised by Male Paramard and Maurice Barber. Made May Despending the Paramard Manufacture March 1997. In mine. Collect. Paris. Ph. 1816. Romes The Datcetive Andre Luguet The Potective Andre Luguet The Tough. Jean Cobin The Fough. Jean Cobin The Accused.

Thundering

**Out of Today's Seething Box Office Profits!** 



# SHANGHAI EXPRESS

**CLIVE BROOK** 

**Anna May Wong Warner Oland Eugene Pallette** 

Directed by JOSEF von STERNBERG

The timeliness of the story; the fascination and allure of the screen's most beautiful actress; the excellent acting of all the cast; the expert direction of von Sternberg and matchless photography make this the outstanding screen success of months. Every engagement tells an extra profit storyl Every box office is a gold mine! Exhibitors are shouting with joy! "Shanghai Express" The mighty record-wrecker! GET IT! BOOK IT WHILE IT'S HOT!

# PARAMOUNT Extra profits

#### Picture Possibilities

'They Don't Mean Any Harm'—Unfavorable

so thin and unconvincing it figures to be passed up. Of Eng

"The Inside Story"—Favorable

THE INSIDE STORY" (Melodrama, A. H. Woods, National),
Play with sensational events involving conspiracy between the rackets
and poilties. Not actually new but dramatically effective. Iboc.

'RIDDLE ME THIS' (Melodrama, John Golden, Golden).
Hollywood seems to yearn for mystery or detective mellers and should take to this one.

\*Thea.\*\*

#### FOX WRITING STAFF COAST'S SMALLEST

Hollywood, Feb. 29. Fox way lists 13 writers on its staff, only three less than of Nov. 1, 1931, about the date when the 931, about the date when the studio shakeup started. The lo, however, no longer has its or writing staff, this having habolished.

been aboilshed.
Policy of not releasing publicity
on writers is still in effect, though
probably a little more lenient. Because of frequent changes in writers
assigned to certain stories, Fox had
been witholding names until the
picture was completed. In cases
where writers are sure to stay on a

where writer are sure to stay on astory, the studio may release their
names in communication with it and
many the studio may release their
names in communication.
Writers now on Fox payroll are
Edwin Burlee, Barry Conners, William Conselman, Al Cohn. Philip
Klein, Guy Bolton, Sonya Levien,
Sam Behrman, Mauvine Watkins,
Gail from the old regime? and Elmer
Harris, Leon Gordon, Irene Kuhn
and Richard Carroll. Miss Watkins
was at Warners on two stories, and
was recently put back on Fox's
staff. Miss Kuhn was promoted
from the junior writers and Carroll was formerly assistant story
editor.

Names scratched from the writers Names scratched from the writers, payroll since Nov. 1 are Tom Barry, Dorothy Fletcher, John Peter Leister, Quinn Martin, William Anthony McGuire, Neal O'Hara and Harry Ruskin. Martin is now in an executive capacity at the studio. Fox has the smallest writing staff of any of the major studios, and will probably start to build up its enrollment to handle coming production.

#### **Author Holds Release** On WB's Hero Satire

Hollywood, Feb. 29.

Belleving it has a clicker in 'It's
Tough to be a Hero,' Warners intended to release it at once but ran

nto a snag.
Rereading the contract with the Rereading the contract with the author, Mary McCail, it was dis-covered the film release had been held back until after May 8 to protect the serial in Pictorial Re-view and the publication of the novel from which the picture was taken.

crutte is a sattre on the American public's worship of periodical heroes with Douglas Fairbanks, Jr., playing a palpable Lindbergh. Title in its serial form is 'Sea of Glory,' but 'Goldfish Bowl' as a novel

#### FLEEING MGR. NABBED

New Orleans, Feb. 29.
William M. Mahoney, former nanager of the Strand here, who with \$718 of Saenger-Publix money, was captured at Alpine, Tex, and has been returned for trial. Mahoney left in a car from one of the local parking lots and may have to face a charge for this also. fled with \$718 of Saenger-Public

Races attributed to be the cause of Mahoney's downfall.

#### Herman Shakes Plaster

Los Angeles, Feb. 29.

'Love Bound,' Al Herman's production for Peerless which was plastered up for a couple weeks under a commission claim instigated by Jacques Kopfstein of New York, has been released for a settlement in negotiation for Herman by Sam Wolf.

Kopfstein activation

by Sam Wolf.

Kopfstein claimed \$1,000 was due
him as first installment of 16 grand
for his services in arranging a deat
for: 6 pictures between Herman
and Hollywood Pictures Corp. Contract was taken over from Hollywood by Pecrless Productions, Inc.

### Star Dust

Hollywood, Feb. 29.
Indie producer, proving how all-star his cast was, said:
Why, I had eight doubles on the payroii.

#### Korda's Co.

Berlii, Feb. 20,
The Hungarian film director Alexander Korda, for many years in Hollywood, recently arrived here, and the state of the

from Paris.

Pictures are to be produced in English in London, the French version to be made by Production Film Korda in Paris. Plans to make six

#### Steal a Safe in Mass. **Epidemic of Robberies**

Salem, Mass., Feb. 29.
Safe robbers, preying on theatre
in Massachusetts for the last fe
weeks, made their biggest haul la when they obtained \$1,300 week when they obtained \$1,300 from the Plaza theatre here. \$306, containing the money, was slid downstairs from the second floor, wheeled through the auditorium and out a rear exit to an auto which also had been stolen. Car was found, but no safe.

was found, but no sate.
Robbers didn't have much luck
at the Publix Egyptian in Brighton
They were frightened away, though
the door of the safe had been
knocked off.

In Reading the Reading theatre In Reading the Reading theatre was robbed of \$302 after the safe had been opened and the Wakefield theatre, at Wakefield, was broken open and \$539 taken. An attempt to break into the Empire, Fall River, failed.

#### MANTA LEAVES WARNERS

MANTA LEAVES WARNERS

Thicago, Feb. 29.

Alex. Manta, Indiana division
other for Warners, has left the organization, turning over his sector
to Max Slott, who recently was in
charge of Wisconsin.

charge of Wisconsin.
Manta originally sold out his the atre holdings in Indiana Harbor, Whiting and east Chicago to Warners, then accepted the job to run the entire territory.

#### FOREIGNS IN IND.

Circle theatre, Indianapolis,

Skouras-Publik house, switched to foreign films for two days a week. 'Merry Wives of Windsor' (Capital) was the first German film. House has a regular tri-weekly change policy, with one of the tri-dates now to be continuously for-

#### Gene Raymond Back at Par

Hollywood, Feb. 29.
Gene Raymond, formerly Raymond Guion, of legit, will report on the Paramount lot tomorrow Has been east negotiating his re-

### Buckingham on 'Justice' Universal City, Feb. 29

After completing 'Brown of Culver,' starting soon, Tom Buckingham will direct 'Young Justice' for

Story by Jerry Horwin, P. J. Wolfson and Allen Rivkin, is for

A. S. Kirkpatrick Improving
A. S. Kirkpatrick, assistant general manager of equaction, is slowing recovering from a serious liness.

He has been confined for a month.

#### MONOGRAM'S PLAN

For \$2,400,000 Prod.-Reelects Sam

New Orleans, Feb. 29:

New Orleans, Feb. 29.

A \$2,400,000 production schedule, including eight specials, will comprise the Monogram program for the forthcoming year according to plans outlined at the convention of the Indie corporation held here.

W. Ray Johnson was re-elected president. Other officers re-elected were Trem Carr, v.p. in charge of prod.; Harry H. Thomas, v.p. in charge of 'exchanges; James V. Ritchey, v.p. in charge of foreign business; Albert Fiedler, treasurer; J. P. Friedhoff, assistant treasurer and M. S. White, secretary.

#### I. Jones as Own Theatre Owner: Ouits J. L. & S.

Chicago, Feb. 29. Deserting the firm of Jones Linick and Schaeffer, Johnny Jones is branching out for himself into the theatre operation husiness today (29) taking over the Alcyon in Highland Park, a Chicago suburb.

and Louis Lacimnle for 10 years.

Jones is now dickering for a number of other picture house spo Jones is now dickering for a nu ber of other picture house sp in Chicago and downstate. Johnny Jones had been in the L. & S. company, associated w his father, Aaron Jones, Sr.

#### Hakim's \$140,000

London, Feb. 20.
Eric Hukim unit making talkers for Metro with Fred Niblo directing has as its first picture, "Two White Arms," reported budgeted around \$140,000.

Latest is Diamond Whoopee, Menjou original story, with five scripts so far.

#### Insurgent Op. Union Taboos, Strikes, Bombs

Minneapolis, Feb. 29. A national independent motion plcture operators' union has been organized here to furnish licensed operators at a scale of \$35 a week,

as compared to the \$50 to \$60 scale of the A. F. L.

Burt Carlisle, one of the union's organizers and its business agent, claims locals already have been formed in many leading key cities. He further asserts that many members have been placed in certain Twin City theatres and in other wittes

as compared to the \$50 to \$60 scale

Carlisle says it is the only 'incor-porated union' in the country and the fact that it is 'incorporated makes it subject to all laws. Its own by-laws, he says, forbids strikes or bomb throwings. In the cases of disputes between members and theatre owners, he says, the matter is to be referred to an arbitration

#### Par's Plane Relays Beat Fox with War News

Fox with War News

San Francisco, Feb. 29.

Stiff competition between the newsreels for shots on the ChinaJapan war reached lits peak this week when a boatload of shots arrived here from Shanghai fought.

Father of the stiff of the state of the state screens, Far using three relays of planes with special pilots to get the stuff to New York for sound dubbling, getting the clips east about nine hours before Fox's.

No local labs are equipped to dub newsreels with all, sound effects such as gunfire. Because of this clips for all reels had to be sent first into New York.

#### Indie Warner's Travelog

Henry Warner, owner of the Egyptian theatre in Pasadena, is making an eight-reel animal picture with material filmed by the Former British consul in Burma as basis.

as basis.

Imported stuff features Indian animal life. Warner has engaged local actors for the dubbed in story part.

Par Options Bromfield Novel Par has taken an option on Louis Bromfield's 'Life of Virgie Winters.'

# Stock Footage in Common Use Among Major Producers After **Years of Heated Opposition**

#### Treason

Hollywood, Feb. 29.
It's less majesty but true.
Those recent unusual rainstorms cost the picture busistorms cost the picture business plenty, through a postponement of scenes when the
California sun pulled its prolonged hideaway.
Even the precautions of havlng a two-way schedule which
called for interiors if exterior
work, was impossible, didn't
advays work.
Chamber of course a worker

Chamber of Commerce won't admit' it but quite a number of interiors at the studios had to be temporarily postponed because heavy rains and hall pelted so hard on studio roofs that recording of scenes pro-duced a 'Sadie Thompson' effect.

#### **U Sets Stars**

Hollywood, Feb. 29.

Already set on Universal's program of 28 features for 1828-33 recovery four pictures seal store pictures seal store pictures seal store pictures seal store prox. Tala store

under consideration as a special, but

under consideration as a special, but decision to use the story is see-sawing between the execs, with nothing arranged.

Unfinished portion of U's program will be set in New York at confabs between the Carl Laemmles and the sales end.

#### Labor Fight Looms in Prov. Over Bill Posters

Providence, Feb. 29.
Major labor crisis in local theatre may develop as the result of the stand of the Providence Centra Federated Union to force exhibitor

Federated Union to force exhibitors here to recognize the newly organized Biliposters' Union.

Loew's State is the only house that has recognized the new union, and agreed to hiring only organized biliposters. The others are determined not to bow to union de-

mands.
Union men claim that hiring of non-union help in local theatres is getting to a point where it is hurting organized labor. A showdown must be brought about at once, they feel. With this point in mind, union officials here have also moved to fight Capt. Jacob Conn, local the-atre man, who is building a new combination theatre and hotel with non-union men

#### FREUCHEN'S IGLOO FILM

FREUCHEN'S IGLOU FILM
Mr. and Mrs. Peter Freuchen,
Danish Arctic explorers, arrived in
New York on the Roma yesterday
(29) for Metro. They go directly
to the coast.
In Hollywood, the Freuchens will
gather a crew and go off to Labrador to screen an Eskimo yarn
that Metro bought from Freuchen.

#### TRYS 'FIGITIVE'

First National has purchased 'I'm Fugitive,' by Robert E. Burns, Story is of the Georgia chain Story is of the Georgia channes and ran as a serial in a maga-

#### Champ Fights Film

Unamp rights Film
Hollywood, Feb. 29.
Dwain Esper has collected a
quantity of newsreel stuff covering
fights, going back to the NelsonGans scapa, and will weld them into
a four-reeler entitled "Socko."
Material will be kidded in dialog, with a musical score of the

honky tonky type.

Par's Novel Option
Paramount has optioned 'Windfall', novel by Robert D. Andrews.
Writer is on the staff of the Chicago 'Dally News.'

Major studios which formerly frowned on the general wholesale use of stock footage by the dependents have now accented the policy themselves as an economy measure and are finding it not only a money caper but effective

Several recent better-than average grossers have contained much of the synthetic film, thus proving to the bigger companies that the public doesn't know whether the stuff is filmed simultaneously with the story or not, and doesn't care. Fairbanks' Success

Success of Douglas Fairbanks'
'Around the World in 80 Minutes'
opened their eyes to what could be done with an ounce of the real Heavy use of stock material is also manifest in the younger Fair-banks picture Tough to Be a Hero

banks' picture Tough to Be a Hero, which has much newsreel material yet. of import to the picture that it would be impossible to procure any other way. Favoring use of stock footage is the help that can be afforded by the Dunning and other similar double exposure systems, enabling the pro-

Dunning and other similar double exposure systems, enabling the producers to get gennine background stuff and du in the characters. Stock stuff, previously spoken of only in whispers on the bigger lots, still has plenty of opposition, however, mostly among cameramen, Recently there was agitation among this group for legislation that would compel producers to state on each picture just how much of the footage was stock—a kind of a pure to the stuff of the state of the s

from the present trend on some major lots

Expeditions

Several expeditions are now in foreign spots getting background material for coming pictures. One left this week for Guatamala for film that can ril into Douglas Fairbanks proposed South Seas pictures where the season a Universal release.

Metro had a couple of similar outfils in Russia and Mexico for stock, but in both cases the purpose of the trips was nullified. In Russia the government wouldn't permit filming of present conditions and in Mexico the stuff brought backers and the stuff of the stuff of the conditions and in Mexico the stuff brought backers and the stuff of the stuff or foreign release only.

The change of complexion toward the stock stuff by the majors has enlarged the scope of speculators in stock material. This offshoot branch of the industry has increased the last few weeks, with several new flootage gamblers getting into the business.

#### O'Brien's Holdover

Westwood, Feb. 29. Westwood, Feb. 29.
George O'Brien has been given a new contract by Fox and will start "The Killer" March 21.
David Howard will direct the western, which is by Steward Edward Wilte.

#### **WB Renews Cartoons**

WB Kenews Cartoons
Hollywood, Feb. 29.
Contract to make 26 cartoons has
been signed by Warner Bros. and
Leon Schlesinger, who has been
producing the WB animations for
several years.
Schlesinger will do 13 Looney
Tuney and 13 'Merrle Melodie's durling the next year. Cartoons will
be made at Schlesinger's succept at Warner's Burbank plant.

Beck Assisting Goldberg Meyer Beck, long at the Strand, ew York, in general publicity work, has been made personal as-sistant to Lew Goldberg on all WB Greater New York theatre pub. and



# WHITE ELEPHANT

# BECOMES ROARING **LION!**



A TRUE STORY concerning the **PARKWAY THEATRE, Wilmington, Delaware** 

Clipping from Film Daily, issue of Feb. 24th, 1932

10-Year White Elephant
Put in Black by Loew

Wilmington, Del.—After being a white elephant's since its Parkway twhite elephant's since its Parkway to it, with a policy, inc. has peen turned into a parkway osition by Loew's, Inc. has undersition by Loew's for many changes of try at indoor gone many including a able to draw, and policy, including a able to draw. Incew bound the house as incompanies ago, put M.G. Jones as incompanies ago, put M.G. Jones manimonths ago, put M.G. Jones manimonths ago, put M.G. Jones manimonths ago, put M.G. Jones matiness agor, and it is now Even matiness capacity business. ager, and it is now doing practically capacity business. Even matiness up to the point have been have been have been have been have a downtown houses. nave peen punt up to the point.
Where they beat downtown houses.
Prices are the same as the main rrices are the same as the main Exploitation stunts have been an important factor in the success of the theater.

### "HERE'S WHAT DID IT!"

Wallace BEERY-Clark GABLE in "Hell Divers"

MARIE DRESSLER in "Emma"

GARBO-NOVARRO in "Mata Hari"

GARBO-GABLE in "Susan Lenox" Joan CRAWFORD-Clark GABLE

in "Possessed"

Norma SHEARER-Robt. MONTGOMERY in "Private Lives"

Wallace BEERY—Jackie COOPER in "The Champ"

#### EXTRA! AS WE GO TO PRESS!

Those BARRYMORE Boys LIONEL and JOHN!

They've taken New York by storm in their first joint screen appearance "ARSENE LUPIN." Get ready for typical M-G-M business!

# **METRO-**GOLDWYN-

It's a Pleasure!

#### Stock Market

(Continued from page 10)

(Continued from page 10)
In the Dow Fones industrial index
magire ground for the view that
effection in the group has gone as
far as it can go for the present. Up
to last week the tendency was for
the picture stocks to hang back
from advances in the general light
which because the control of the control
to the control of the control of the control
to the control of the control of the control
to the control of the control of the control
to the control of the control o

which type of behavior seems to have changed.

Developments Adverse

A few minor items of news came out, all of them bearish. One was the announcement of Rix. Of a Rectange of the seed o

ane recent issue of \$11,000,000 debentures which threw the voting stock majority into the hands of Proposal shad small effect upon the remaining voting RKO stock which moved in negligible volume and with small price changes, although the drift was indefined the property of the drift was indefined to the stock which moved in present the rew bonds, but even on that amount they slipped 3½ points to a new low since listing, representing porhaps income listing, representing porhaps gave land, buildings, equipment, improvements and equipment on leased properties, leaseholds and good will, etc. sas \$32,362,532; each was set after the stock of the stock o



WANTED Organist for London, England, Theatre (3,000 solois and broad-caster only required. State experience and salury. Must be English or Canadian citizen. BOX 75, Variety, New York.

35 West 45th St.

moters of the plan declare, there is every promise of extending or refinancing the leans trust idea are F. 2009. F. J. Robbins and W. C. Chandler, now serving on the board as a minority named by the 'A' stockholders. Bankers Trust Co. would act as depository for the stock and transfer agent of the voting trust esertilicates, if the program goes through. Roxy 'A' is the off a yeld basis, narrowing the dividend payers by that much and hanging another straw on the camel's back.

Par Does Fairly Well

Par Does Fairly Well

dend payers by that much and hanging another straw on the camel's back.

Par Does Fairly Well.

Paramount did fairly well, all things considered, climbing for the lings of the

NAT. SCREEN NET

Profits for '31 Equals \$3.64 a Shar

National Screen reports a net profit for 1931 of \$328,452.85, equiva-lent to \$3.64 per share on 90,111 shares. Net for 1930 was \$515,755.62, or \$5.23 per share on 98,635 shares.

Dealings in the stock on the Curb lately have been restricted and at lower prices. Under 20. Last week

#### 2D RUN FOREIGN FILM HOUSES IN EXHIB WAR

Miniature war has broken out among second run foreign film exhibs in New York for naborhood trade. Franchising of the Caniclino theatre, 78th street and First avenue, by Tobis and the 78th St. Playhouse, 78th street and Second avenue, by Ufa within the past couple weeks, makes three German houses for that immediate naberhood. 72nd St. Playhouse, off Second avenue, has been playing foreign films on an indie basis for about two years.

Ufa's move is the unexpected one, ralsing talk of a war all along the line. Ufa previously having strictly insisted that it will not give second runs to any of its films, perferring first run trade at a higher ferring first run trade at a higher ferring first run trade at a higher foreign of the block of controlled stempt in Section 1997.

first run trade at a higher bo. Joit. Understanding is that now all three of the big German exhibs, Tobis. Un and Capital, will attempt to sell as near as possible to each other's franchisch houses.

Attempt was made by the Europa, Broadway German house, to enter the squabble by offering free bus rides to its theatre from York-ville. Police frustrated this move, however, after the first night, by refusing permission for the Europa to park its busses anywhere in the naborhood desired.

Opening within the next few weeks of a new foreign theatre at 95th street and Broadway by the Springer & Cocalis chain is figured to cut into foreign film bookings at Loew's 83rd St., showing the Gurans on Saturday night because of the Cocalis chain is figured to date, but possibly dropping them because of the October 10 the 10 t

Same condition holds further on up Broadway, where the Lee Ochs circuit recently switched their Costello to foreign films with a Capital franchise. Tobis and Ufa are both understood looking for an outlet in the immediate naborhood, with Loew's Rio considered as likely one of the spots.

Summary for week ending Saturday, Feb. 27: STOCK EXCHANGE

Issue and rate.
American Seat.....
Consol. Film.....
Consol. Film pfd. (2)
Eastman Kodak (3)... CURB Columbia Picts. (1½+).
100 Do v.t.c. (1½+).
4,800 De Forest Radio...
7,700 Fox Theatres.
700 Gen. Thea. Eq. pf.
200 Technicolor
1,600 Trans Lux. BONDS Gen. Thea. Eq. 40.
Keith 6's, '40.
Loow 6's, '41.
Par-Fam-Lusky 6's, '59.
Par-Pub 5½'s, '59.
RKO pt. pd. 6's.
Shubert 6's.
Warner Bros. 6's, '39. ISSUES IN OTHER MARKETS Quoted for Saturday Over the Counter

# REILLYS

PARAMOUNT, NEW YORK, This Week (Feb. 26)

Direction-EDWARD S. KELLER, Associate BERT WISHNEW

#### Dubbing and Dialog Mixed in U's 'Flames'

Hollywood, Feb. 29. 'Mountains in Flame,' the Ger man made picture which Universal is revamping for American distribntion, will have dubbed dlalog a. well as regularly spoken dialog.

In the scenes which will not be remade, players are giving the line in English, the lines then being dubbed in synchronization with lips of the German players.

# Skouras' High Speed System Gets Going Pronto on Coast

Los Angeles, Feb. 29.

Skouras brothers swung into operation of the Fox-West Coast elecutiwith a bang, starting with their
entrance into the home office here
Tuesday (23). Managers of all their
trease in this territory were called
in individually at the rate of 20
daily, bringing their statements of
profit and loss, and the new group
began slashing expenses right and
left. In some cases, house managers were told to cut their expenditures as much as 50%. This will
affect all personnel considered not
absolutely vital.

At a meeting Thursday, with
Richard A. Rowland, W. C. Michel
and James R. Grainger of Fox
Films, the brothers considered the
entire future policy of the circuit,
with especial regard to the Los Angeles territory. In addition to
Spyros and Charles Skouras, Marco,
Edward Alperson, Sydney Towell
and James Schmidt were present.
Latter two are Fox Films comptroller and assistant.

Party moved on to San Francisco
today (29) to continue up the coast Skourse brothers swung into opera-

#### Incorporations

CALIFORNIA

Gar Flims, Sacramento, Feb. 22.
Gar Flims, Inc., Country of Los Assets Caleir, The Country of Los Assets Caleir, Caleir, Caleir Caleir, Caleir

Copy of Mascot Pictures Corp., City and State of New York.

#### Judgment

Joe Lewis, Inc.; Auftero Dress Co.

Elsine S. Carrington; Actors Fund of America; \$188., Oct. 6, 1931. Vacated Judgment Morris Holland and Grand Central Surety Co.; People &c.; \$100, March 3, 1931.

and into Montana, making similar revisions throughout. Will return Mar. 8 to meet Harry Arthur, due in from New York then.

#### Reductions

Reductione
Admission scale reductions went
into effect in the Danver division
Sunday (28) after conferences there,
with Gus Kohn, dilyision manager,
and William Agren, booker, also
here latter part of last week for
further talks. Also other division
managers in the Southwestern tertory, were present. Similar price
cuts expected here.

Skouras's also went into union labor scales with Mort Singer, RKO indion continct, and will not with him in alaining cuts up to 18% in Los Angeles, Oakland, and the northwest similar to the projection-istd agreement made in New York City Thursday (25). In addition to the cuts, contracts are extended in each ease for a year, terminating Sept. 1, 1933. San Francisce operators have already agreed to the proposition. With Ed. Peskay remaining in Kansas City, it is possible that Ed. Alperson will return to New York at the conclusion of the tour to operate the eastern Skouras houses with George Skouras. Brothers have made no move to union contact, and will work with

operate the eastern Skouras houses with George Skouras.

Brothers have made no move to close any houses now open and have issued a statement that no theatres would be sold or leased.

In the readjustment, many houses are expected to introduce vaude-ville and other stage entertainment, with Marco present at the managorial interviewing the local Fox-West Coast managers and ordering sweeping reductions in overhead, Skoruas Brothers are currently giving the Southern California division the same treatment before moving on to 'Frisco and Northwest territory, Joseph M. Schenck was in conference with the Skourase over the week end concerning operation of the former United Artists circuit of houses in which he retained an interest after the Fox-West Coast takeover.

# Don't let Hoarseness ruin your act

#### with LISTERINE gargle

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 varies—in the most dangerous and the sisterine 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 Lister-



#### KEEPING UP WITH F. & M.

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

#### Chinese Yank

Cininese Yank

Coast kiddles oughta lay off Jue
Fong, tenor of F. & M.'s "Cherry
Blossoms" Idea, with that gag:
"China is calling her reservists to
the common of the comm

#### Personal Appearance

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

Compson Happy
Betty Compson's F. & M. Idea has
started in blaze of glory and star
seems very happy to be on boarda
again. Doc. Howe on arrival, New
York from Coast, responsholter takite
stars to seek F. & M. engagement.
Manner in which Idea was produced
around Miss Compson, fitting her
like glove, has intrigued other Hollywood screen luminaries contemplating "dea"; return.

#### **Eunice's Start**

Brooklyn Engle Magazine article on Eunice Healy tells of her Manhat. success with Ziegfeld, Carroll and now Ed Wynn. Writer is Rian James, Engle of the Wynn. Writer is Rian James, Engle of the Rich of the William of

#### Lupe Et Al.

"Grad" Lupe Velez signed by Mr.
Ziegrield for "Hot Cha." "Grad,"
Jack Haley going into Lou Holtz's
famous Broadway vaude-kidfest.
"Grad" Eunice Healy getting more
nice notices for her work in support
of Ed Wynn. And they say. "Grad"
Harry Richman wants to go into
new Zieggy show now that "Grad"
Velez is prominent in the cast!

#### Leon's Sewing

Leoni's Sewing

Leonidoff is sewing up a new hit
Idea in "Stitch in Time," set down
for a St. Louis opening. Leon has
Tonimy McAuliffe, Five Decardos
and Carla Torney Dancers so farsigned. Other names ready for publication next week. McAuliffe is the
armless golfer who is a snap for
local publicity stunts right down the
line.

#### Winners Open

Winners Open

"World's Fair Idea" opens at
Loew's State. Los Angeles, this
week under direction of Gae Foster,
featuring Carlyte Bennett, Lucille
and Laverne, Beverly Gae and last
but not least the sixteen winners of
the Balaban & Katz-Chicago American contest put on by Lou Lipstone,
Bill Hollander, Bill Pine and Pubilsher, Herman Black of the American.

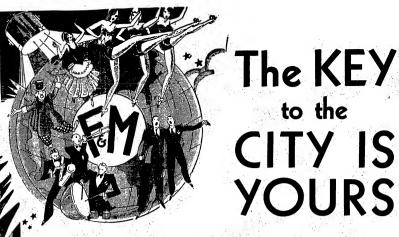
#### Contagious Bob

LONLAGIOUS DOU

BOb Hall, star of F & M's "Stage
Door" Idea, interviewed by Allen
Saunders, drama editor, Toledo
Newsbee, told how he learned to
talk in rhyme for Fanchon and
Marco audiences. Saunders so sold
black by the star of the

#### Fanchon Active

Conchita Mottneegro, latest of movie stars to join F & M, with "Round the World" Idea. Jimmy. Hadreas switched from "Five Races" to "Clean Up" Idea. Besides supervising production of four units at. Hollywood studio, Panchon finding time to produce "Veils" Idea, which will have Foley and Latour, singing comedians, Moroni and Corales, novelty act. and additional talent to wedians, Moroni and Corates, velty act, and additional talent to announced.



when you're lined up with Fanchon & Marco

ACTS on the Fanchon & Marco route don't sit in the hotel and twiddle their thumbs. The local theatre manager helps you get a kick out of your stay. While you're on the road you feel at home.

MANAGERS booking F. & M. acts get an "in" on many publicity stunts through F. & M. co-operation — stunts that would be impossible without the Sunkist Beauties and name personalities.

> It's a pleasure to work with world's friendliest producers...



MILWAUKEE NEW YORK SAN FRANCISCO SEATTLE HOLLYWOOD

#### Saperstein Again Voted III. Allied Exhib Head

Chicago, Feb. 20.

Amid a good deal of internal organizational strife and crossing Aaron Saperstein was re-elected president of the Allied Theatre Owners of Illinois. Saperstein's election to the presidency of the Al-Hed group here is understood to have been contested and fought by a left wing faction of the organization, which, however, failed to draw up an opposing ticket at the last minute.

Saperstein's position as undis-puted leader of the local indies was challenged by certain members of

"CUBAN HOLIDAY"

The International Comedy Couple

CLIFFORD

MARION

O'Hanlon - Zambuni

Binart and Sensational Dir. Charlie Yates

THE 3 GOBS

STILL WORKING HI-DE-HI

Dir.: Nat Kalelielm—Wm. Morris off

JACK REID

"SINCING THE BLUES"

Dir.: Alex Hanlon & Sem Shepard

the Allied, and is believed to have grown out of recent operators grown out of recent operators-indie fight over the one man in the booth rule. During that fraces, which lasted several months, Al Steffes, northwest Alifed leader, stepped into the fray for the an-nounced purpose of lending a help-ture head. me hand.

ing hand.

It was understood that radical members of the local organization wanted Steffes to run against Saperstein, thereby extending his jurisdiction over two states. It is reported that these left wing leaders canvassed iccal indic exhibs trying to get them to kick in for an opposition campaign fund ticket but nothing came of it.

Other officer newly sleated

Other officers, newly elected, are Edward Heferkamp of Chicago, and E. E. Alger of La Salle, vice-presi-dents; Hairy Lasker, secretary, and Sidney H. Selig, treasurer.

A LOEW PRODUCTION

Vaudeville Review 6th Edition

(Feb. 26) Palace, Washington

# BOB

DICK and DOROTHY

# SAMUELS

JOHNNY HYMAN "Word Magician" Dir.: Lyons and Lyons

DAVE TANNEN

"IMPRESSIONS OF 1932"

CHESTER HALE'S SENORITAS

WALTER DARE

# WAH

"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 FRANKIE FINN Chester Hale's Impression Girls

A LOEW PRODUCTION
"FROLICS OF 1932"
(Feb. 26) Penn, Pittsburgh

#### STEVE FREDA and JOHNNY PALACE

### Pasquali Bros.

JOYCE COLES

"The Dancing Charmer" CARLOS PETERSON NICHOLAS DAKS
"Twists and Turns"

Chester Hale's Frolic Girls

A LOEW PRODUCTION
"WHIRLIGIGS"
(Feb. 26) Valencia, Jamaica

# 4 FLASH DEVILS

W. WARREN C. C. GILL P. WADE C. A. BANKS "8 Feet of Flash" For, Dir. Harry Romm

#### BARTE and ARDEN

TYPES, TINTS and TEMPOS

La VERNE PAUL KEAST Dramatic Baritor Direction Lyons & Lyons Chester Hale's Whirligigs

### MURPHY

AL and RAY

Koo Koo Komik Dir.: Meyer North-Thanks Miss Gillman

Chester Hale's Vaudeville Girls

"MAKE IT SNAPPY"

### WOHLMAN

#### BERINOFF and CHARLOT

International Dancing Stars

#### HECTOR

"Let That Airdale Out" MULROY, McNEECE & RIDGE Dir.: Johnny Hyde-Wm. Morr

"STEPPING HIGH"

WM. and JOE

## MANDEL

"Qutet Please"
Bernord Burke: Jack Curtis Office

### FLO MAYO

Walking back from an Airplane Ride"

#### MILES and KOVER

"Adagio Exotique" LUCKY SEVEN TRIO EVANS—WEAVER—SAUNDERS
"Dice Novelty" Conceived and
Copyrighted by Dick Saunders

CHESTER HALE'S 'STEPPING HIGH' GIRLS

A LOEW PRODUCTION "GET GAY" BERï

# FROHMAN

"The Prince of Pep"

### THE GALENOS

"An Athletic Touchdown"

### MAUREEN RIO

"Personality Girl" DUGAN and HADLEY Chester Hale's "Get Gay" Girls

#### **NEW CASTLE HOUSE BURNS**

Capitol, Old Theatre, Demolished in \$250,000 Blaze

New Castle, Ps., Feb. 28.
One of the landmarks, of the American stage did a black out here last night (Sunday), when the Capitol theatre was completely destroyed by fire. Estimated loss is \$250,000 and origin of blaze unknown.

\$250,000 and origin or pinze un-known.
Built just after the Civil War, theatre had played all the stars of the American stage. Eight years as the pinze of the American stage. Eight years as picture house, it all made into a picture house, it and the into the pinze of the pinze

Genkinger, owner of building, says will not rebuild,

#### 2 Films, 4 Acts, 15c

Los Angeles, Feb. 28.

Bard's Hill Street, a block from the Faramount, is offering two features and four acts of vaudeville for 15c. This is a record for this part of

Only quantity competitor is a house on Main street with two features and six acts for a dime.

#### Operator's Home Bombed

Springfield, Ill., Feb. 29.
A bomb was thrown through
front window at the home of Edward Malsel, operator at the Strand,
wrecked by similar explosion last
December. The Malsel residence was

December. The Maisel residence was wrecked by the explosive and four members of the family, at aleep at the time, were injured, but none seriously.

Maisel was employed by Keracstes-Bros, who, with Burnstein, another theatre operator, have been rowing with the union over the size of staffs employed in their nabe houses.

#### COEUR DE LILAS

(Continued from page 21)

( the underworld, and somewhat
emindful of the Beggar's Opera'
lea. The other, a real underworld
ong, 'My Rubber Frail,' is also
ood.

song, 'My Rubber Frail,' is also good.

Direction is very good, and cleverly skips unsafe bits, such as the bottle by the sum of the bottle by the stuff flying around, and the surrendering of the girl to the police by her detective-lover merely shown by his taking up the 'phone, followed immediately by a newsplann by all liely be to utside France for any theatre where French original versions can be played, with every chance of drawing an audience reality interested in a true picturization of a 100% French cle.

A LOEW PRODUCTION
"FORWARD MARCH"
Week Feb. 26), Capitol, New Yer

### Terrell & Fawcett

"Falling For You" Dir.: Eddle Meyers

#### CANDREVA 6 BROS 6

Dir.: Cargill & Dobson

### ALF LOYAL

Dir.: Chas. Yates

CHESTER HALE'S FORWARD MARCH GIRLS

A LOEW PRODUCTION
"RHYTHMIC ILLUSIONS"
(Feb. 27), State, Syracus, New York

### THE **HOLLYWOOD** COLLEGIANS

assisted by

HELEN CARLTON

MARCELLE WILLIAMS

Direction: MATT KELLY

# **GUEST CONDUCTOR** CAPITOL

**NEW YORK** THIS WEEK (FEB. 26)



# PHII. **SPITALNY**

Exclusive Durium Recording Artist

An Excerpt from



CAPITOL, NEW YORK FEB. 19

"The 'Hungariana' presentation overture with Phil Spitalny as guest conductor gives it such a classic start . . . Spitalny's overture was an instrumental flash, with the maestro putting the baton-wielding act on in big style . and selling it in proportion." Abel.

# NEW ACTS

BARBARA STANWYCK 'Xmas' (Comedy-Drama) 14 Mins.; Three (Special) Palace

BARBARA STANWYCK
'Xmas' (Comedy-Drama)
14 Mine; Three (Special)
14 Mine; Three (Special)
15 Mine; Three (Special)
16 Mine; Three (Special)
16 Mine; Three (Special)
17 Mine; Mise StanFrant comedy-dramalet and is
recidited for authorship-staging. It
holds a sizeable cast, including
Henry Sherwood, John Miller,
James' Mack, Joseph Sweeney.
Three Yiller (John Miller,
Miss Stanwyck and Sax Mass time.
Department store manager's office.
Miss Stanwyck is the petty shoplifter of cheap toys. She's pinched
by hardbolled store dicks. Irate
vives her the toys and a job.
Somehow, despite its general
light weight, it's not as simple as it sounds, due to the sizeable cast
vistanwyck' and well the greeners of the standard of the

HILDA ROGERS (3) Singing, Dancing 13 Mins.; One Jefferson

13 Mins; One Jefferson Here's another of those vaudeville anomalies, all too frequent. Three capable performers so anxious to show off their class that they spoil a good act. In this case it's a language of the control of the contr

ence will be Impressed by hearing them talk a number of foreign languages.

Miss Rogers and one of her male assistants spend at least three minMiss Rogers and the set three minMiss Rogers and the least three minMiss Rogers and the least three minMiddish. All three with equally bad accents. It doesn't mean a thing to those in the audience who don't understand whe languages, and less to the few that do. All grades in the languages and less to the few that do. All grades with a called an imitation of Marilene Dietrich singing the song out of 'Blue Angel' in the original German, Only thing about the limitation that actually reminds of the original Rogers is a personable girl with a trim figure and clever at both song and dance. She looks a great deal commitmes, for good effect, even to wearing one of those costumes that just barely is okay under the law.

The two men with Miss Rogers are good steppers and fit, but that foreign chatter is so much varied time.

THE DE TORFEGOS (4)

THE DE TOREGOS (4)
Dancing, Singing
12 Minas, Full (Special)
Hippodrome
Hippo

BUDDY DOUGLAS (2)
Comedy, Song, Dance
Il Mine; Two (Special)
Palace, N. Y.
Buddy Douglas is a personable
midget coming on after its conmidget on the gob's shoulder
load. The midget is also dressed in
regulation sailor's middy.
Their ensuing patter is bright and
regulation sailor's middy.
Their ensuing patter is bright and
stardy deucer here.

Abd.

fall off is in the clatter. Kauf,

GUVER and DUFFY (1)
Comedy S. and D.
Jefferson
Buy aller with a character
Buy and pair with a character
Buy and pair with a character
Buy and Duffy (1)
Street drop in full shows an owl
seas. He exits and pair are on,
solves the condition of such that are on,
solves the condition of such that are on,
solves the condition of the condition

FRANK FAY 39 Mins.; Two

FRANK FAY
Comedian
39 Minas; Two
Palace
That staggering 39 mins, running
time isn't actually his own act, as
the staggering stage of the stage of the stage
course of it. For that matter, Fay's
working time can't be clocked. As
m. c. he's throughout the works,
punctuating aimost everybody's ack
me, he's throughout the works,
punctuating aimost everybody's ack
man and the stage of the stage
That his mc, stay at the Palace
this week will not equal his past
performance, or that of other Palace man and the stage
act of the stage
that he stage
that the stage

#### LULU McCONNELL (4) Comedy 17 Mins.; Full (Special) Jefferson

17 Mins.; Full (Special)
Jefferson
Lulu McConnell has been so consistently entertaining in her bridge
sistently entertaining in her bridge
sistently entertaining in her bridge
bling to call her new act not quite
as good. Maybe it's her fault for
having set herself too high a standard in her previous effort. Where
from the minute the curtain went
up, the best that can be said about
this act is that it contains a good
idea and a number of laughs, first
half. Miss McConnell has gotten
herself such a rep as a comedy stew
that she wants to have a drunk bit
in all her acts, as here, but not fifty
homebound from Europa with Miss
McConnell doing her siew stuff, but
referring just about a half dozen
too many times to mail-de-mer.
Curtain comes down for a minute
Curtain comes down for a minute
Curtain comes down for a minute

out many times to mai-ne-mers.

Out many times to mai-ne-mers.

Out and tightened it may be funnier.

Curtain comes down for a minute to allow Franceta Mailoy a song in one, then a new full stage set at the pler with inspectors looking over baggage. And from the stage of the pler with inspectors looking over baggage. And from the stage of th

ALLEN and EDDY
Song, Dance, Chatter
11 Mines; One
Jefferen; One
Jefferen; One
Two pleasant looking and talented lads who will do well in vaude
as soon as they get themselves an
act. As shown currently, it looks
like a patch-together of gags they
heard or saw. That they almost get
heard or saw. That they almost get
heard or saw. That they almost get
heard or saw that they
heard or saw that they
heard or saw that they
heard or saw. Th

PALACE

PALACE
Frank Exp. Barbara Stanwyck
heat a \$15,000 show at the Palace
which doesn't play like big money.
Easy to conceive how it would have
evolved into a happier sequence under the original plan of spotting
Benny Rubin and Spotting
Benny Rubin in a by no means the laft
marathon the Fay. Rubin-Haley trio
would have guaranteed it.
Show is ragged and punctuated
by marked let-downs. Over that
lightweight on everything in the
second half. Final stanza merely
comprises Irene Bordoni and Fay
doing his solo act with the aid of
Kliss Stanwyck and a fock of
All of the Stanwyck and a fock of
The Bordoni resumption was slow.

t Miss Stanwyck and a flock of your control of the minimum of the control of the

married you'll want for nothing, on which the lunch wagon voice breaks in with boloney. There's plenty of this, weakening on repeti-

benty of this, weakening on repeti-tion.

Some of wrangling gags between pair who talk tough, but dress neat, is tunny. Girl in long skirts does a sightly bit of minor stepping, and boy sings several pops in an agree-educe, when the boy for the first time reveals that he shakes a wicked No. 7½.

Well received here in No. 4 of a search till and will get over generated the state of the first of the state o

WALTERS, ROONEY and KAY Acrobatics 8 Mins.: One and Two Jefferson

defferent of the same and we shall be same a girl in a fairly good opening act, with the girl there largely for the effect of one trick only. First half of the act in one' with the two men doing very good hand-to-hand work, but apollow the same sort of comedy dozens of acts of this kind are doing, and not at all necessary, with both boys elever enough to do their work straight Girl is on for unnecessary tumbling, and boys come back in neater clothes for more hand-to-hand, with the heavy lad doing a neat pick-up this hands and the other on his fact for a sweet finish.

Kauf.

she hits her pace with the finale Harlem number, while Frances Stevens pulls a snakehips in sil-houette. All three girls finale tres

Harlem number, while #rances Stevens pulls a snakehine in elimonette. All three girls finale tree However and the property of the property of

informal to dress sult, plus topper and stick, for his second half rout. The double breasted tux shows up. Fay as having agreed a bit too well with the California climate, while Miss Stamwyck, after threat-ening at one time, on the coast, to take it big, looks well now, with no suspicion of excess. The control of the coast, to take it big, looks well now, with no suspicion of excess. The control of the coast, to take it big, looks well now, with no suspicion of excess, and the coast of the coast, and the coast of the coast, and the coast of the coast, with the coast of the coast. It is not coast, with the coast of the coa

#### Paramount, Newark Newark, Feb. 27.

Paramount, Newark

Newark, Feb. 27.

The change in booking hasn't hurt the august in booking hasn't hurt the august in booking hasn't hurt the august in aug

earms bows.

Brengk's Indian Revels is an outstanding spectacle. With nine Indians in a jazz band led by a slim; dans in a jazz band led by a slim; dans in a jazz band led by a slim; dans in a jazz band led by a slim; dans in a jazz band led by a slim; dans led by a jazz band led by a led by a

his hande and the other on his feet for a sweet finish. Kauf.

REEMS, RIO and KITCHELL
Dancins
9 Mines; One
Hippodrome
Two boys and a girl, all young and nimble on their toes. Okay deucer for almost any kind of house facuer for almost any kind of house is as is, and will build into a routine that can call for better specifies.

Called for, She's too pretty a kid to bother and comedy somehow, a coughe of falls wouldn't be so bad, but the cute stuff throughout hurts rather than helps.

One of the boys does an imitation also which could be dropped.

Kenf.

STATE

JOE Frisco tops the bill at the State this week, with Anatole Fried, land's 20th Century Revue as runner-up. Because of the frame-up of the revue Frisco does not jeet his indicated next-to-closing, but follows the dance flash and manages to get off on the right foot through smooth salemanship. Bill is rather smooth salemanship. Bill is rather short of good comedy, difficult to put together to the best advantage and yet getting over nicely.

Opens with the Asemos. Who of,

snort or good contends attacked to snort or good contends of the contends attacked to a snorth of the contends of the contends

Miss Carr. has a good personality, but does not use it to full advantage. Much of her comedy, is too the property of the audicince see how hard sile was working, she would silde over neatly. The planist handles a light song nicely enough, but lets the not downmomentarily with a heavier nummer than the same of the sam

#### PALACE, CHICAGO

Chicago, Feb. 27,

Chicago, Feb. 27,
This house is getting many films,
that were originally intended for
the sister run house, State-Lake, but
which on showing elsewhere, proved
the state and even them must have
the bolstering of a strong vaude
line-up.

to many nor more than a week's to bolstering of a strong vaude line-up.

Current Woman Cominands' (Radio) is one example, and the Anna the line was a strong vaude line-up.

Current Woman Cominands' (Radio) is one example, and the Anna the line was a strong to the line was larly good and that is indication. The line was larly good and that is indication. Regular five-neter, this samas impresses as consistent on the ends but saggy in the middle. The middle being lose liberbert and his stoores, noss here is the total familiarity, not only of the material but also the method. By the way, has the Interstante Commerce Commish, in order was the Commerce Commish, in order that every harmonica-player must give an imitation of a train? Opening was the Colleano Family, and in the carts billing. Culcano 4 clowning during the first half of the continued on page 30)

(Continued on page 30)

#### ROXY

With 'Cheaters at Play' (Fox) on green, the Roxy currently needs more than that added scenic three-reeler, Tragedy of Everest,' and Fred Waring's Pennsylvanians to keep its head up.

more than that acces seems thesereder. Trajedy of horvestan and
Fred Waring of the property of the control of

#### MASTRAUM

House doesn't need any stage mass to draw with Joe E. Brown's Charles and the stage of the stage

#### PARAMOUNT, N. Y.

New York, Feb. 27.

In less than a week after close of its \$2 run at the Criterion, Broken Lullaby (Far), formerly known as Man I Killed, is shunted known as Man I Killed, is shunted in here for a week at de luxe scales. It's brief clearance between the two runs and for Criterion is nar-rowing down of protection until it

rowing down of protection until it hardy means anything.

If this becomes habitual, the publication of the control of the cont

let back on in flame-crimson gowns for restrained cross-formations and high-klocks in slow tempo. Constance Evans, blonde and personable, out for acrobatic solo, making entrance down staincase. Into flips and back-bends, with fan-dance, line-up behind for grouping. Registered.

sntrance down staircase. Into fine sind back-bends, with fan-dance, and back-bends, with fan-dance, and back-bends, with fan-dance, and back-bends with fan-dance, and combo nut-travesty on interpretive dancing and hand-to-hand feats, and the stair of t

#### CAPITOL

New York, Feb. 26. New York, Feb. 26.
How completely the Broadway de luxers have turned to the specialty type show is, forcibly illustrated at the Capitol in this week's arrange-ment, when an animal turn, and not an especialty elaborate one, takes one of the few full-stage spots with a special set of drapes in a spot that would represent the No. 3 in a

vaudeville bill.

There are only two other strictly specialty turns in the running, and both work in 'one,' while the full space is reserved for ensemble dances either for the house line of for the 12 American Steppers, a ling sa a turn in addition to the Chester Hale regulars who are resident.

dent.

It isn't an especially inspiring frameup, entirely lacking in popular name lure and playing poorly as to entertainment pattern. It's no fault of the people concerned, but start build to a crescendo. House may have figured that the feature—'Ar-sene Lupin' (M-G) with the two Barrymores—would turn the boxoffice trick regardless of the stage dolings.

floe trick regardiess of the stage done of the distinct letdown on the Candreva Bros., on in 'one' and disciosing the six boys all playing cornets varied with mild stepping as they play. Spotting six male compared to the stage of the stage

Well-known Russlan dance and "Dyling Swan' went over big."
These Riley kids followed, with soft of the Sexter of the Conduction with though routine for a good hand, followed by Ben Bite, who introduced Lillia. Shade, singer of torch songs on Ethel Kerman own and striking appearance, her jet, black hair and vivid lips reminding to the better than an extra the conduction of Evelyn Brent. Sim, gracefus one of Evelyn Brent. Sim, gracefus one of Evelyn Brent. Sim, gracefus of the Conduction with the girl looking for a season of the Merchan of Conce, followed by "Minile, the Moocher," to which she exits erforttant, has a real voice. 'After You've Gone,' followed by "Minile, the Moocher,' to which she exits entrotant, has a real voice. 'After You've Gone,' followed by "Minile, the Moocher,' to which she exits entrotant, has a real voice. 'After You've Gone,' followed by "Minile, the Moocher,' to which she exits entrotant, has a real voice. 'After You've Gone,' followed by "Minile, the Moocher,' to which she exits entrotant, has a real voice. 'After You've Gone,' followed by "Minile, the Moocher,' to which she exits entrotant, has a real voice. 'After You've Gone,' followed by "Minile, the Moocher,' to which she exits entrohave a should be the state of the Moocher,' to which she exits entrohave a should be the state of the Moocher,' to which she exits entrohave the mooth of the state of the Moocher,' to which she exits entrohave the mooth of the state of the Moocher,' to which she exits entrohave the mooth of the state of the Moocher,' to which she exits entrohave the mooth of the Moocher,' to which she exits entrohave the mooth of the mooth of the Moocher,' to which she exits entrohave the mooth of the Moocher,' to which she exits entrohave the mooth of the mooth of the Moocher,' to which she exits entrohave the mooth of the mooth of the Moocher,' to which she exits entrohalm the mooth of the mooth of the mooth of the Moocher,' to which she exits entrohalm the mooth of the mooth o

## **NEWSREELS**

#### **EMBASSY**

Superior program currently at the Embassy. Best camera study of Rockfeeller in sound and most complete picture of the Shanghai situation. Geneva matter is also covered in detail; with real coloring afforded by Chinese and Japanese representatives.

ered in detail, with real coloring afforded by Chinese and Japanese'
representatives.

This is one of the first times that
John D. has consented to talk volubity for sound, and hen to only does
audience is inclined to laugh when
John D. in answering Sir Malcolm
Campbell's query about conditions
in America, points skyward, saying:

"Ye are to be properly about conditions
in America, points skyward, saying:
"Ye are to be properly about conditions
in America, points elseward, saying:
"Ye are to be properly about conditions
in America, points elseward, saying:
"Ye are to be properly about conditions
in America, points elseward, saying:
"Ye are to be properly about conditions
in the group renders an unaccompanied solo titled. God Will Take
Care of You." He arises and leads
the chorus when his favorits, Passit covers everything from a spy tled
old retugee falling in the street
from weight of her pack. Here and
there a corpse is seen, while all the
time soldiers are scattering about
taking pot shots at an invisible
Russia, Japan and China take
their turn at Geneva. This episode
is the most interesting so far shown
on this subject. As a follow-up, an
Berlin for another interview, in
which he states Germany today is
not in a position to defend herself.
King Levinsky and his sister get
laughts when the scrapper is inter"Senator Wagner helps the Hearst
newspapers by endorsing a Washington essay contest the publisher is
sponsoring.

"Senator Wagner helps the Hearst
newspapers by endorsing a Washington essay contest the publisher is
sponsoring.

newspapers by endorsing a Wasnington essay contest the publisher is a Wasnington essay contest the publisher is a Wasnington's Little of the contest of the

gram.

Florida comes in for its outboard races in both theatres, but the Em-

TRANSLUX

Cameramen for all reels got one of their best breaks for a spectacle of their best breaks for a spectacle of their best breaks for a spectacle of the state of the s

TRANSLUX

through the routine for Pathe.

The way Chick Mechan demonstrates the new game before a Pathe camera ther, work be much path to the path camera ther, work be much gain and the same and th

and the state through, street nordes Manila sufficements arriving from Manila sufficements arriving to the state of the street o

explosion.

Both newsreel theatres are showlng Sir Campbell breaking his own
record on the Florida beach speedway.

Waly.

bassy adds a clip for measure on girls. Those F-H cameramen down in Florida are getting their focus more and more off the faces. Work entailed in Literary Digest's prohibition poil is indicated by employes and mailbags. Walts.

Walu.

#### **MICHIGAN**

Show titled 'Fent House Blues,' with the song as the theme, is staged very prettily. The continuity misses and the show runs very slow, but gets going with Block and Sully. Show in the show runs very slow, but got to the Michigan in a half-way sort of an mc. The boy, who seems very young, is named Frank Farrish. The only other act beside Block and Sully is the Four Vander-Marian. Detroit, Feb. 26.

poots and suity is the Four Vandérbitts.

Parrish has a legitimate squawk. As used here he sings a couple of sets in the same state of the

Stown opens with Parrish sitting in one with one of the best looking girls from the line. While he sings Pent House Seronade, the Brenkert effect creates an optical illusion as the cleavor shadow in the center of the creates an optical illusion as the cleavor shadow in the center of the creates and the conduction of the song the drop goes up to reveal the pent-house setting, with the bands on the stage and the line line into a routine.

Four Vanderbilts cut in a comedy number and several straight. Nice entertainment, but failed to get any superlative degree of applause. The Four Vanderbilts cut and back to contine with masks on the back of the head and the familiar reverse number.

Up to this part of the show there

the head and the familiar roverse number.

Up to this part of the show there is nothing to nep things up, With its nothing to nep things up, With its nothing to nep things up, With its the last new th

#### FOX. BROOKLYN

Brooklyn, Feb. 27.

Fast moving and pleasing stage show current. Art Jarrett, featured single, opens the flesh entertaintra has a chance to warm up the audience toward the stage element with an overture. This was done on the permise that since there is idea Black and White, it would be better for Jarrett to open first and spot the overture between the singer and the Idea. However, it days and the Idea. However, it days and the Idea. However, it days are the overture between the singer and the Idea. However, it days are the post of the single and the Idea. However, it days are the building a rep for himself in Chicago, is in on a four weeks booking at \$750 per, with F.&M. holding an option of four weeks for the single sin

#### PALACE, CHICAGO

(Continued from page 28)

(Continued from page 28) turn while the girls are tossing off their specialties is hurting their effectiveness. There's plenty of time in between numbers for the funny business. Family still rates as class on the acrobatics in the second portion of this act, the risley and teeterboard work delivering a rapid-fire series of ace stunts.

Thi took the next to the stalling for the discharge and for the control of the co

comedy, is getting across the footlights more like stalling for this
audience.

Trini cook the next to closing in a
scene spanish dance, but
managed to get variety into the serles by a couple of next ideas. When
she got going on her third Spanishola it looked like just another repeat, but turned out to be the sock
but turned out to be the sock
strong the service of the sock
of the service of the service of the
of the service of the service of

#### **JEFFERSON**

A bill sans impressive names nevertheless delivers full value to this clientele, principally because it is fast moving and strong on the comedy end. Five successive laugh turns lead to the flash revue of Karavaeff, which closes. Layout is varied and blends satisfactorily. Make this mob laugh and they come again. They came in numbers at this early Saturday afternoon show, to the extent of a standup down-stairs before 2 o'clock, a packed loge section and the shelf well popu-lated. George Dormonds.

waried and blends satisfactorily.

Make this mob laugh and they come again. They came in numbers at this early Saturday afternoon show to the extent of a standay downestion and the shelf well populated.

George Dormonde, comedy unlevole idea, opens. He uses a gird assistant and has an excellent fitted to be a start. All should wheel. That's the best of the act talk at the opening being entirely blah. Finale, with trick laugh bits in the riding and polo play against the gird were and the two prince of the contrast of a blank play and the broken strings on his harp, and soft pedalling the straight music, fitted nicely in the following spot, but was minutes here and that was overtime, though they like the spirit of a hillbilly turn like this, but they did, probably getting, the kick out of the exaggerations of rube swiwardness the act uses by the Sis Hopkins girl's nasal voice enjoyable, as they did the coon shouting trio and the close harmony finale. The plaints, second girl, deserved more than she got for entire the contrast of a blood of the surper of the strainty of the served more than she got for enjoyable, as they did the coon shouting trio and the close harmony finale. The plaints, second girl deserved more than she got for enjoyable, as they did the coon shouting trio and the close harmony finale. The plaints, second girl deserved more than she got for enjoyable, as they did the coon shouting trio and the close harmony finale. The plaints, second girl deserved more than she got for enjoyable, as they did the coon shouting trio and the close harmony finale. The plaints, second girl deserved more than she got for enjoyable, as they did the coon shouting trio and play the same than the girl and her smart handling of several straight. humbers helping, much the best of the novelty frame up.

Hunter and Percival took the next to closing jook no cinch with the account of the straight of the plaints, second girl, described the straight of the plaints, second girl, described the plaints, second girl, described the

costumes with American jazz dur-ing Karavaeff's Russian song, Girls seem to be graduates of one of the de luxe precision lines, whose rou-tines two of them have glorified into a flawicss stepping specialty, girls for this but being an eyetul in cos-tumes resembling black lace step-lus.

for this bit being an eyeful in costtimes resembling black lace steplins. High light of the turn is Karavaeff's sole blending of Russian national dancing with tap routines,
with Russian pirouettes and hock
steps executed to the rhythm of
the taps. A good bit of miniature
production splendor goes with the
number Gops and a marvel of flash
for the number of people concerned,
all working up to a fine whirlwind
finish with Karavaeff all over the
stage in cavira acrobate dancing,
Principals among the girls are
listed as Bertha and Gerte Demar"Murders of the Rue Morgue (U)
the feature and business at a peak
even during, the first show, with
the gate down to two bits and 40
cents for the loges. Russ.

#### DOWNTOWN, L. A.

(10-Act Policy)

Los Angeles, Feb. 25.

This house is one of Warners' headaches. In the past six months it has switched from day-and-dating first runs with the first runs with the first runs with the first runs with two acts of vaude, and later second runs with the same number of acts. Now it is 10 acts with second-run pictures.

With the latert

Now it is 10 acts with second-run pictures.

With the latest switch comes a change in prices. House is two bits until noon, when the admission to the orchestra is tilted to 10 central control of the co

Vaude is budgeted at \$1,200—
about the same as the house paid
for its five-act, bills. Where Bert
Levey and Ken Dalley dug up the
current show is a mystery. Of the
current show is a mystery. Of the
Co.—has been seen before locally.
All acts are limited to six minutes.
Bill is full of hoke and appealed to
the Brown followers.

Bee. Ho Gray opened with his
wip-cracking, knife-throwing and
comes on for the finish with a tap
dance.

#### HIPPODROME

Almost a European music hali layout at the Hipp this week. Two acrobatic turns, two silent dance acts and a roller-skating trio on a program of eight turns is unusua in American vaude. And it's pretty good entertainment.

acts and a roller-search to the program of eight turns is unusual in American vaude. And it's pretty good entertainment, and the profit of the

#### RKO, L. A.

Los Angeles, Feb. 25.
With the budget getting a trim, yaude bill currently is down to five vaude oil currently as down to five acts. Bob and Gale Sherwood with their flash band act is the locally booked turn. Rest of the stage entertainment is the usual four-act eastern unit consisting of the Varcelater or team; Yorke and Goldle, roughhouse comics; Billy Wells and the four Fays, and Emile Boreo,

the four Fays, and Emile Boreo.

Booking of the Sherwood act to close this particular bill was a mistake. A number two act really was needed. Hoke work of Yorke and Goldie In the deuce spot and Billy Wells, following, is too much alike. Yorke and Goldie had to battle for everything they got, with the Wells' act also surfering.

act also suffering.
Sherwoods using the same act
they have had for years. Only
change is the family walks down
the alsie playing instruments for
the opening. From then on it's
their familiar musical and singing
numbers. The five kids are strons
a good showing along with their
parents, who still retain much
showmanship.
Attendance only fair at the sec-

Attendance only fair at the sec-ond show Monday night, with the feature Girl of the Rio (Radio). Pathe news completed. Call.

#### **ACADEMY**

Here's the Academy of Music, on 14th street, going in for the mc. idea, with Mitton Berle as the head man. But where mc.'s in the other work with, at this 14th street spot the impression seems to be that Berle can do it all himself. He can't. Nor could anyone else under the circumstances.

can't. Nor could anyone else under the circumstances.

Five acts on the bill, outside of Berie, and not one that really lends itself to building by a conferencier. However, the conferencier of the conferencier of the conferencier of the conferencier of the conferencier. On the conferencier of the conferen

third.

Six people in this dance act, all fairly capable, but the act lacks lustre and taste. Possibly it's the empty stage that is annoying. This flaw could be corrected by a plane player or better scenic backgrounds. At the country of the count

Atton Roundup consists of a dozen girls in usual line routines. Gen-erally a couple of specialty workers with them, who don't appear here, so

amounts to?

Berie is a clever youngster and can easily handle himself. They liked him when he was or allow the control of the layout to work with Hail did a little piece of business with him and he called on Bubbles Crowell, from the deuce spot, for a couple of numbers, 12 hat finished it. What mobabily hannered was that

What probably happened was that the booker figured on Berle alone, and filled the rest of the bill with whatever came along.

Kauf.

#### **ORPHEUM**

Denver, Feb. 24. The RKO vaude offering for the second week of this new house was better than the first and held the house up to a fine gross. 'Pop' Cam-eron and his family with their slapstick comedy hold the ace spot, but are hard pressed for the honors by a couple of the other acts, judging

a couple of the other acts, judging from the appliause.

Pop introduces his family one by one—two boys and a girl. Girl is the decorative member, one of the lads the unruly one and the other the dude. Femme has good line of chat-ter and does some acrobatic dancins, the dude does novelty shuffle.

the dude does novelty shuffle.
Ferry Corwey is back with his standard act used in a F. & M. unitat the Tabor a year or so ago.
Comes in inside huge femme dummy, peeks out of suitcase, window and walks out of door at rear. Plays table of bells and also eight bands, each pitched directly of the peeks out of the peeks out of the peeks out of the peeks out of the peeks o

Add Brown of Hallelujah' fame pleases local ear drums with her, blues singing, and crown of Hallelujah's fame pleases local ear drums with her, blues singing, and crown of the Hallelujah of th

#### FOX, BROOKLYN

(Continued from page 29)

(Continued from page 29)
hoofing and a touch of song patter, but the rowdy antics is the many continued from page 29.
hoofing and a touch of song patter, but the rowdy antics is the many continued from the first page 20.

Makes good use of a few acrobatic stunts. They work fast, are personable and got over nicely here.
Another girl group number followed, this one set before a gardendrough the first page 20.

Another girl group number followed, this one set before a gardendrough the continued for the girls used in the line in crinoline dresses, each with a girl behind her hidden by the wide hoops. The bustles were later detached with all 12 girls going into a routine. A good now the girls was girls and using the same number in a Helen Kane manner. She followed this with a short hoofing bit. George Dewey Washington, coldinit. Washington as an arrefunced singer with a powerful pair of pipes, proved by the fact that his voice carried practically as well as Jarrett's, amplified. Washington did two miners, both as ong chosen by the audience. This was 'Chief.'

A novelty group number, in which the girls covered with a luminous.

was Chloe.

A novelity group number, in which
the girls covered with a luminous
substance and working on a darkened stage, assumed various formations against the backdrop, closed.
This number is evidently performed
on a lattice drop or serial bailet
mechanism unseen on the dark
in the air one minute and close to
the stage the next.
Capacity audlences for the first

Capacity audiences for the first show Saturday, 'She Wanted a Mli-lionaire' (Fox) feature.

#### CHICAGO

CHICAGU

Chicago. Feb. 26.
For no obvious reason, this stage show was switched from the Oriental, and the Gable-Davies film. Folly of the Circus, 'originally set for the big house, moved to the smaller one. Where's the percentage? Oriental, known as a special attraction house, could have used Lilyan Tashman this week, leaving the Eavles picture and the attendance of the Communication of the Communication

probably what's the diff?

Usual opening show discrepancies.
Stage waits, stalling, wrong cueing, etc. That's to be expected where stage units open cold with little or no rehearsal. This shought has been mulled over time and again, but no practical solution could be found, tributable to a production oversight. It's practically impossible to get 100% out of a show built for one

Berle works in front of the line and is the only thing that saves it from plenty binds in the only thing that saves it from plenty of headaches trying to set modified completely binds but why not string the two girls, numbers through the show, since that's all it amounts to?

Berle is a clever youngster and can easily handle himself. They had been production department has but like him when he was an finding but like and the layout to work with the same than the considering on the small margin it does. This beat with him and he called on Bubbles which Will Harrls did a nifty job, Crowell, from the deuce spot, for a 'After handling every type and sort After handling every type and sort of stage presentation for B&K for almost 10 years. Harris is endowed with many production ideas, angles, and twists that are of value to a

and twists that are of value to a theatre.

Specialty show is what this frolic took the control of the control

paper poop for a nest acro specialty.

Of particular interest is this Raymor Lehr chap. He was at the Oriental a few weeks ago, marking his first appearance around town. Lehr is by no means a novice on the platfler of the paper of the period of the platfler of the period of

John State Bough. With Leading as the plane-singing due of llomay Balley and Lee Sims. This pair hamt been seen around for come the seen around for come that the seen are seen as a standby prima in picture houses and cares, but her improvement in doubling up with Sims' cyclonic plane to the seen and cares, but her improvement in doubling up with Sims' cyclonic plane to the seen and cares, but her improvement in doubling up that Sims' cyclonic plane to the come of the seen around the come of the seen around the

ting. After all, the femme anger in the clother in the clother in the clother with Miss Tashman's exit. Usual charles in a basent, leaving a charles and the control of the

#### STANLEY

STANLEY
Pittsburgh, Feb. 26.
Horace Heldt getting to be a frequent Visitor at this spot, but the manner in which this afternoon's mob fook to his stuff indicated he's still welcome. The stuff indicated he's still welcome has guite California and projects himself only when it's necessary, leaving his boys grab off as much of the spotlight as he does. Stanley has surrounded. Heldt with regulation presentation frilis, Fowell, house's regular in. c. and Nancy Kelly, personality miss who works with Fowell. In addition, Heldt has added Pansy, the Horse, and a dancer to his act this season and a dancer to his act this season here this week runs too long.
Heldt's act, when left to its own-resources, is tried and true, runs rapidly and is over before you have a chance to realize it. Build up olisy when a stage band turn needs when a stage band turn needs meed it. Too many 'In-ones' slow down the 'Proceedings and speed, after all, is Heldt's stock in trade.

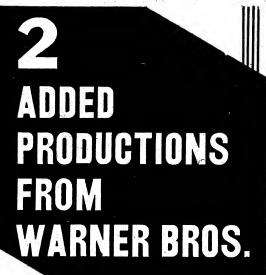
Presentation of band proper is divided into two sections, with prin-

auer an, is neitits stock in trade. Presentation of band proper is divided into two sections, with principal sock coming in final session. First part could stand a better build-up. Chorus opens in one in a well-lighted and well-executed routine, full stage a minute later revealing the Heidt outht which clicks

(Continued on page 62)

ou don't know the HALF of them . . Wait till WARNER BROS. tell you the Whole Thrilling **Truth about** them in . .





# RUTH CHA THE RI ALWAYS

First lady of the screen . . . for the allure enhanced . . . her box-office in a sumptuous portrayal of sensuous de luxe Park Avenue and Paris sett best-seller by E. Pettit. And a cast of GEORGE BRENT, First National's ne

# JAMES JOAN BI THE CROY

The Pay-Off Pair...iogether again of Teamed for a clean-up, in a big-so office values... Lifting the greates ways right off the track onto your scr

Dialogue by Gla
Eric Linden in performances that wi
direction by the genius who gave ye

HOWARD

# TTERTON CH ARE WITH US

first time in ALL her glory. Her gic multiplied by First National in ciety and modern morals. Superigs. A scintillating story from the added with star names, including star find!

# GAGNEY ONDELL DROARS

the sensational separate triumphs.

ale production teeming with boxthrills of the world's great speeden! It's a matter of life...and death!

Mon and Bright Ann Dvorgk and

mon and Bright. Ann Dvorak and I make new names for them. And u "Dawn Patrol"

**HAWKS** 



EASY WAYS
TO MAKE
EXTRA MONEY
IN YOUR "A" TIME

BKO VAUDEVILLE INTACT 77 THE ORANTOS id's-Only-Double-Perch

MARTHA MORTON and EDDIE PARKS

e Slick Soap Salesman on of Thos. J. Fitzpatrick) "LIVING JEWELRY"

> DON ZELAYA

The Philosophical Pianist of Weber-Simon

HKO VAUDEVILLE INTACT 78 (Wook Feb. 28) Spokane, Wash. VERNON RATHBURN "The Prince of Rhythm"
AND HIS SAX-O-TETTE
(Dir. Harry Ward-Max Gord

EDITH BOW With Her "MAN TROUBLE"
Songs by Jean Paurel
(Direction of Lee Stewart)

THE ELECTRIC TRIO

Wes and Lisa Adams Bernice Mershon (Direction of Harry Fitzgerald)

DOCTOR

ROCKWELL

QUACK-QUACK-QUACK

(Direction of Harry Fitzgerald)

RKO VAUDEVILLE INTACT 78 (Week Mar. 5), Seattle, Wash. HAZEL MANGEAN'S GIRLS with ADELITA TATALI
4 SPEEDS—AND NO BRAKES
(Dir. of John Hickey-Jack Curtis) HOWARD--FINE--HOWARD

THE THREE LOST SOLES' JACK WALSH (Direction of Blondell & Mack) DECEITFUL ENTERTAINER

FRED KEATING

"The Great Alexander" Dir. Chae, H. Allen—M. S. Bonthan

ADELAIDE HALL

The Crooning Blackbird Personal Mgt. Nicholas Gyory (Direction of Weber-Simon)

BEO VAUDEVILLE INTACT 74 BOB STICKNEY With LILLIAN AYLIN
in "UP A TREE"
(Direction of Harry Fitzgerald)

MAKER and REDFORD

"The Ear Bender" (Direction of Jack Curtis)

THE WORLD FAMOUS

SINGER'S MIDGETS OF 1932

(Direction of Weeden-Sc

RKO VAUDEVILLE INTACT 78 (Week Man. 5), Portland, fire. FORTUNELLO and CIRILLINO 'The Happy Hooligans'

HOPE VERNON "Singer of Romance"

(Direction of Jack Weiner)

MARTY MAY

riend of Thousands, Annoyed by Jean Carroll
(Direction of Chas, Morrison)

ANATOLE FRIEDLAND'S "SHOW BOAT"

Marty May Jean Carroll and a supporting cast, composed of a shipload of Abatole's Beautiful/Sallorettes (Direction of Chas. Morrison) RKO VAUDEVILLE INTACT 82
(Week Feb. 27) Dayton, 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 CRANGLE

(Direction of Phil Offin) CASS. MACK and OWEN

> "On the Up and Up" (Direction of Sam Tishman)

HALPERIN

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

BKO VAUDEVILLE INTACT 81
(Work Mar. 5), Milwauke, Wis.
ANN BOTH Songland's ProJOY FINLEY Revelation
in Rhythm MARY DUNCKLEY

WALTER (Mouse) POWELL "RED" PEPPER The Cayenne Con

The Three Playboys
DENNY LYNCH
MYRL ALDERMAN
RAY EHRHART

BENNY MEROFF

and His Famous Orch Personal Mgr. George Wood Bill McCaffery-Leo Fitzgerald)

REO VAUDEVILLE INTACT 80

EBONY FOLLIES
"A Musical Comedy Rom
from Alabam"
(Direction of Harry A. Ror

WILL and GLADYS AHERN with Brother Den "Arizona's Fun Spinners" (Direction of Milton Lewis)

Vaudeville's Popular **HEALY and CROSS** 

"The Stage Salesmen of Songe"
(Direction of Charles H. Allen)

ARTHUR and MORTON HAVEL

"Hot Water"—By H. C. Greene
With Helen Lockhart, Denise Dooley
and Bud Williameon
(Dir. Jess Freeman—Chas. Morrison)

RHO VAUDEVILLE INTACT 79 (Week Mar. 5), St. Paul, Minc. THE AVALONS A Thrill a Second (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"
of Jeff Davie & Billy Jackson)

**CLARA BARRY** 

ORVAL WHITLEGE

He Dossu't Know the Music and She Dossu't Know the Words" (Dir. of Thomas J. Fitzpatrick)

BRO VAUDEVILLE INTACT 28 (Week Feb. 27) St. Paul, Minn. CHAPPELLE - CARLTON

"On the Stairway"
(Direction of Marty Forkins)

KRUGEL - ROBLES

'DRUNK AGAIN'
on of O. L. Oz-Morris & Oz) DON RUIZ and BONITA

The South American Dancers With Sultana and Vivera Marie Patri—At the Plano Direction of Harry A. Romm

FRANK LIBUSE

The Colonel of American Nuts with Hyrtle Lansing (Personal Mgr., Jesse H. Martin)

COMPLAINS ON ADS

Detroit Biz Bureau Hears Kid On 'Girl Crazy' Exaggeration

Detroit Feb 20

Detroit, Feb. 29.
Complaints reached the Better Business Bureau regarding the advertising used here on 'Girl Crazy' presented at the Michigan theatre by Publix. While there have been complaints from time to time about complaints from time to time about various shows, this is the first in-stance of their reaching the B.B.B. on a charges of fraudulent adver-

Opening day ad stated that the show was direct from \$4.40 and 51 weeks in N. Y. and Chi. It also said that there were \$2 people in the cast. It was admitted that the cast only numbered 50.

RKO VAUDEVILLE INTACT 87 (Week Mar. 5), Syracure, New York

The Dark Cloud of Joy

BILL ROBINSON

"HOT FROM HARLEM"

WITH
JOHN MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG

"THE BROWN BUDDIES"

Chorus of Eighteen (Direction of Marty Forkin BEO VAUDEVILLE INTACT 86 (Week Mar. 8), Rechester, New York

PORCELAIN ROMANCE' injou Brothers and Louise Gay (Direction: Chas. Morrison)

BOB RIPA

Denmark's Juggling Genius (Direction: Jenie Jacobs)

HURST and VOGT

OUT OF THE MARINES'
By H. C. Green
(Direction; Chas H. Allen)

**DIAMOND BROS.** 

HUGHIE-TOM-HABOLD

(Direction: Chas, Morrison BEO VAUDEVILLE INTACT 84

The Mirth Provokers LSE JOHNSON

"ATROCITIES OF 1932"

22 Nuts of All Kinds With One Idea and One Purpose — To Make You Laugh— BATA and BESSIE KAPPLE BATA and BESSIE KAPPLE
"Tro Beantiful Danoing Singers"
The Bight Miss-takes
"Restling in a Bonquet of Idiots"
With Moore and Shy, Geo. Moore,
Joe Perry, Sidney Gibson, Gibson,
Gibson, Gibson, Gibson,
Also "Speedy" Faterson
And Sundry Nats—too
And Sundry Nats—too
Anderous to Mention!

REO VAUDEVILLE INTACT 83 (Week Mar, 5), Dayton, Ohio ROSETTE and LUTTMAN In "Dance Stories"
With GRACE & BEATRICE WYLIE
(Dir. of Max Tishman, Plunkett office)

DE VITO and DENNY

DOT STEVENS in "Lady Harrower's Reception"
(Direction of Chas. Wilshin)

LITA GREY CHAPLIN

"The Charming Chantress" Personal Mgt. Nicholas Gyory (Booked by Weber-Simon)

Jeff, Franklin, 🚁 Royal, N. Y., to Go Straight Pcts.

RKO's Jefferson, Franklin and Royal theatres in New York, all vaudeville houses for many years, will change to straight pictures March 12. RKO expects the new policy and greater economy will show a profit, whereas with vaude-ville the New York trio have been losers of late. The Jeff on 14th street is reported to have been in the red for around

to have been in the red for around \$4,000 a week for the past couple of months, while losses at the Franklin

monthe, while losses at the Frankin and Royal average between \$2,000 and \$4,000 weekly.
Further loss of playing time will be suffered by the RKO vaudeville book when Spokane, a three-day stand on the intact route, drops vaudeville on March IT. Slouz City and Des Moines, former an RKO first half date and latter a Publir split week, but RKO-booked, go from four to three acts March 5 and 12, respectively.

Spokanes drop-out trims the in-

Spokane's drop-out trims the in-tact route to 21 weeks.

Chorine Glamor Fades on Coast: F&M Feels Pinch

Hollywood, Feb. 29.

Shortage of girls for chorus work is felt by Fanchon & Marco, which is running ads in the classified sections of several dailies and preparing to insert them in nearby small town rags to get prospective line telest. Hollywood, Feb. 29.

towards to get prospective interactions that drain on local sources for dancers during F & Ms years in the business has about dried them up, resulting in a real pinch for girls who can do the stuff demanded in the circuit's choruses. Streams of newcomers who used to come here seeking picture work has stopped to a great extent. Many of these girls had dance training and, failing to get a film job, would fall back on an F & M berth. Publicity sent east. by the Chamber of fall back on an F & M berth. Publicity sent east by the Chamber of Commerce and Hollywood organizations detailing how tough the studio situation is here for outsiders has kept these girls from leaving the home freside.

800 Girls Working

800 Girls Working
Increase in number of F & M
units, each demanding 16 girls per
units, each demanding 16 girls
each demanding 16 gi

Ed Lowe's \$25,000

Five weeks of Fox picture houses, starting in about two weeks, will be played by Edmund. Lowe at \$5,000 per. Lyons & Lyons booked.

Lowe's theatre dates commence upon completion of his talker work the present the property of the property of the property Lowe's Leane studio.

at Paramount's Long Island studio. He's working in 'Sensation' (Par).

Linder Picks Up 2 ssy. Portchester, Embassy, Portchester, N. Y., which recently returned to a comb. policy, is shifting from the Dows to Jack Linder Friday (4). Plays

five acts on a split week.

Linder has also acquired booking of the Melrose, Bronx, for five acts on three day weekends. RKO INTACTS

ORIGINAL PHOTOGRAPHS

ith Box-Office and Publicity App Size 8x10 \$50.00 Glossy or Dull Finish

Studia 212 West 48th St. Tel. CHickering 4-3960

An Open Letter To Messrs:

> J. H. LUBIN MARVIN SCHENCK

c o Loew Booking Office NEW YORK CITY

GENTLEMEN:

Pérmit me, please, to here-by offer my profoundest and sincere gratitude for your con-fidence in my ability to entertain in your most important theatre, Loew's State, N. Y., in the most critical spot on the program.

I hope I have lived up to the belief you had in me by booking the act on the strength of past performances, even before seeing my new material.

Sincerely,

EDWARD J. LAMBERT

A Few Press Notices

"Variety," Feb. 23, at State, New York Fork

Eddle Lambert (New Acts) has reverted to the classy billing of Edward J. Lambert. That he did so well in 25 minutes despite much superfluous material spoke highly of the natural talent the act posesses. It's a sweet next-to-closer.

NEW ACT NOTICE
"VARIETY"

EDWARD J. LAMBERT (1)
Comedy
26 Mins.; One and Two (Spetial)
State

State

Back from the Coast and making an eastern vaudeville return,
Eddie Lambert has appended a special song and situation to he pianolog opening, with the satirical recitations now out. It should work litelf into a sock comedy

work itself into a such a such a common of the partial sa aga girgoi song and dialog sequence whose Parleian drop takes Lambert from 'one' to 'two.' If changes to a common of the commo

ticular, combine to sell the turn carly, many time is the only flaw Running time is the only flaw Running time is to correct. With that done, Lambert should have no trouble. The tall, blonde support girl, working in the last number only, looke and performs satisfactorily.

THE BILLBOARD

At State, New York

Edward J. Lambert went oven
bigger than House, thie crowd
taking to his dialectic monelog,
hoke plane work and 'cut-rate
gigolo' bit like a duck to water.

Loew's Orpheum, New York
Edward J. Lambort panicked the
crowd. This hoke planist is a
big shoes to his baid head. After
13 minutes of his dialectic lonecome on the stage he does the
'Cut-Rate Gigolo' bit with a blonds
looker.

Personal Direction AL. GROSSMAN For the Past 12 Years

# PLATE PASSING FOR N. V. A. **AGAIN**

It looks like the major circuits and any independents participating will have to pass the plate again for a week this spring, due to inability of the NVA Fund members to find a substitute means of raising the money. Because feeling against audience collections through charity appeal has become practically unanimous lately, it was expected the plate system would be out this year.

year.

The only other alternate plan represe under consideration is the
addition of a 5c. tax on all variety
and picture theatre tickets for an
entire week, but this is said to be
lacking welk of the property of the said to be

incking sumeent support for acoption.

The NVA Fund executive committee comprising Sam Dembow
of Par-Publix, Majarman Lee of the
V.M. Majarman Lee
V.M. Majarman Lee
V.M. Majarman Lee
V.M. Majarman Lee
V.M. Majarman
V.M. Majarman
V.M. Lee
V.M. Majarman
V.M.

Too Late for Film

Too Late tor Film
Only a few weeks semain for advance work and the actual drive
week. This will preclude chances
for production of a commercial talking short of the type that provided
a large share of the NVA drive colne last year.

lections last year.

Under present conditions it is felt that the NVA will be fortunate in collecting \$100,000 this year through plate passing alone. As at least collecting \$100,000 this year through plate passing alone. As at least \$300,000 is needed for maintenance of the New York social and Saranac sanatorium phases of the organization, there may be a large de fict unless another means besides audience solicitations is found.

#### Green Will Run for Presidency of the IATSE

It is becoming more definite that although Richard (Dick) Green has not announced his candidacy, he will run for the presidency of the IATSE. Situation shapes as Green being drafted through petitions of the locals.

Green originally started in Chi-Green originally started in Chicago as a business agent of the organization. He has been a vice-president of this union group and also secretary and treasurer.

The LATEE convention is to be held June 6, in Columbus, O. There are 800 delegates, the organization

June 6, in Columbus, O. There 800 delegates, the organization including the moving picture

#### TELLING HOW

F. & M. Asks Employees for Hints On Operation—But No Actors

Los Angeles, Feb. 29. Los Angeles, Feb. 29.
All employees of Fanchon, &
Marco will be given an opportunity
to suggest ideas for company operation under a new weekly confab
system established by Fanchon.
First meeting was held last week.
Lowest salaried help can get the
floor but performing talent isn't ineluded.

#### FOLLY RESUMES ACTS

FOILIY RESUMES AUIS
FOILY, indle Brooklyn house, returned to yaudeville Thursday (25)
with five act bills booked through
the Morris office. Shows will split
thrice welkly.
Al Friend goes in with the policy
as vaude mgr, and exploiter, in addition to a regular house manager.

#### JENIE'S COAST TRIP

Jenie Jacobs has a Coast trip
Penciled in for this or next week.
Coast jaunt will be to set a new
Agency rep in Hollywood for the
Jacobs office. Rebecca and Silton
Agency was the former Pacific
connection.

Agnew-White Team

Agnew-White leam
Thelma White and Bobby Agnew,
new team, opened Wednesday (24)
In New York for RKO.
Miss White, formerly of the
White sisters, was more recently
with Roscoe Alis. Agnew is a
former silent picture actor.

#### Holtz Doubling

Lou Holtz at the Hollywood. Lou Holtz at the Hollywood, New York, frequently goes into the box office. Answering the phone he says: Holtz speak-ing."
He shares with Warners in the profits of the Hollywood vaudeville venture.

#### **B'KLYN INDIE STAND USING NAMES ON %**

Savoy, Brooklyn, indie vaude house, is going big names with Harry-Green heading a five-act bill this week on a 50% of the gross basis. Sophie Tucker may be the next attraction. Current bill, besides Green, holds Andy Rice, Jr. Peggy Hope, Roscoe Alis, is Salters and Ora.

#### Agents Want Benefit Cleanup Too. Chiseling

Benefit angle is also now worry ing the straight-laced agents. Latte ing the straight-laced agents. Latter are complaining against those who are pocketing without paying the acts who work on the supposition there's no pay.

The up-and-up agents claim the chiselers are gathering plenty through taking whatever is offered by those running a benefit and then are the states of the

securing the talent gratis,

Vaude booking offices are now investigating all benefit angles, as also the big radio chains which have banded against these requests

#### Spars with Vaude

Chicago, Feb. 28.
Earl Mastro, 22, contender for the featherweight boxing crown, has thrown away his gloves and put on dancing shoes for a vaude career.
Embarking on the vaude fing with the boxer is his wife, formerly in show business. They're breaking in the act around Springfield, O, home of Mrs. Mastro.

#### Portland's Blind Local **Psychic Given Route**

Prychic Given Route
Portland, Ore., Feb. 29.
Local paychic discovery, Blind
Ann Snyder played the Fox Riatto
on her first show engagement. The
blind psychic is fairly well known
local future-gazer and never before
been associated with show bit
New the control of the control o

#### Beacon's Psychic

Robert Niles, psychic, opens a two weeks' engagement at the Beacon, New York, March 4. Niles will be the only stage attraction beside the Paul Tremaine band

Booking is Niles' first show date. Heretofore he has lectured. Booked through 'Taps.'

#### KLEIN GOING FILM

Arthur Klein, agent, goes to the oast in April to delve into the gency field there.

Coast in April to deve into the agency field there.

Besides its being Klein's debut on the western end in connection with pictures, it will also be his first glance at the Pacific.

#### DROP FIRST HALVES

Two Warner booked houses dropped vaudeville on their first halves this week. Houses are the Warner, Erie, Pa., and the Stanley, Utica, N. Y. Both theatres had

Sunday openings.

Theatres operate on a five-act policy and will continue to play the turns on the last half.

#### Twins for Minnevitch

Twins for Minnevitch

Pittsburgh, Feb. 29.

After kicking around here for years at private entertainments, night clubs and amateur shows, the le-year-old Magidson twins go with Borrah Minnevitch's act. They're touring with him now for RKO.

Kids are cousins of Herb Magidson, the songwriter.

Kids are cousins on, the songwriter.

#### HARRY GREEN FOR LONDON

Will Play Vaude and Attend to

Harry Green closes at the Savoy, Brooklyn, March 4 and catches the Berengaria' the same night for London to play the Palladlum (vaudeville) in combination with Green's deal for his own inde ploture producing company. He plans to set his British distribution at the same time.

Green has, 'The Shyster' stage play, which he will do for films.

# **WB HOLLYWOOD ANOTHER \$30,000**

In its second week, Warner's Hollywood, New York, with the Lou Holtz bill topped \$30,000 in gross for a total of well over \$60,000 for the two weeks. Washington's Birthfor a total of will over solvious to-tary, openedis. Washington's bird of any, openedis washington's bird opened bill's second week, helped fill out the gross. About \$4,500 was drawn that day, sufficient to cover an average decline of around \$300 daily the rest of the week. Warners now expects the same show to stick for six weeks and lant setting anything to follow yet, although. Ruth Briting and Cab Court Holtz on his second bill. Current Fay and Stanwyck-head-lined bill at the RKO Palace is for two weeks, with exception of Irene Bordoni, who will be replaced next week, when she goes to the Albee, Brootkyn.

Brooklyn. Jack Haley and Benny Rubin ha roned out their differences with RKO and probably will be on the next bill, opening March 12. Another possible entry in that line-up is the Paul Whiteman band. George God-frey, the new Palace booker, took up his duties yesterday (Monday) and will be responsible for the next

#### DOT MACKAILL'S \$4,000

Doing Act for RKO and Publix-Five Boys in Support

Hollywood, Feb. 29.

Dorothy Mackaill will open a vaude tour Thursday (3) at the Orpheum, Denver, then Chicago and Detroit for Publix and back to RKO for Cincinnati and Cleveland.
Film girl is working with five
boys and getting \$4,000. Booked by

#### Radio Pair's Option

RKO has exercised its four weeks option on Col. Stoopnagle and Budd, CBS comedy team. Team has been away from vaudeville for the past two weeks.

two weeks.

RKO is now negotiating with CBS
to route the pair out of town. Wire
charges for the broadcast will have
to be adjusted before they can leave
New York as the pair are on a commercial period twice weekly.

#### Club Booker Settles

Chicago, Feb. 29. Iarvin, local cli Marvin. Campbell Marvin, local club booker, hauled before the Illinois license commissioner on charges of the Club Artists Protective Ass'n last week, paid off all debts due to CAPA performers. Money was owed for dates worked for the Campbell office. Campbell

#### PSYCHIC'S RKO DATES

Gene Dennis, psychic who played three weeks at Warners Hollywood and one week at the Downtown opens at the Golden Gate, San Francisco, for RKO March 4 with the Orpheum, Oakland, to follow. Miss Dennis will play the two weeks on percentage.

#### VAUDEVILLIAN'S PLAY

Tom Swift, formerly of Kelly & Swift, vaude team, has co-authored a play Rosalle Stewart is considering for production. Earl Simmons it the other half of the authorship. No title selected for the piece.

Story deals with Broadway.

Part Time VaudSan Francisco, Feb. 29.
RKO units are out of the Plaza,
Sacramento, this week. House foes
straight films other than adding
four acts Saturdays and Sundays.
One or two unit acts to be used,
rest of show booked locally by Ellis
Levey of the RKO office.

# **RKO Booking Changes Spot Beck** As Head. Godfrey on N. Y. Houses: May Revive the Production Dept.

#### Comedy-Drunk

Los Angeles, Feb. 29,
Dancehall band in its Initial stage appearance was
trying out for vaude team at
a small town theatre. At the
end of each number the boys
went into a scries of clowing
agas that completely drowned
any chance for applause.
The frantic agent rushed
backstage and stage whispered
to the leader: Hey quit that
clowning after numbers. It's
killing your applause.
Thus to the applause came
back the jublant director, we
want to go over big.

#### SCHWAB-MANDEL SHOWS AS TABS IN FILM HOUSES

Tabloid rights to Schwab and Mandel's Follow Thru' and 'New Moon' have been sold to Joseph De-Milt and Gregory Raton'. Thru' will be done first for the picture houses along the same lines as 'Girl' Crazy', which DeMilt and Ratoff also han-

dled. Frank Mandell is preparing the script for the short version. Casting started last week.

#### 'Ouilt' Won't Tab for Coast RKO Orpheums

Tentative deal for the tab version of 'Crazy Quilt' to play the RKO Orpheums (pictures) here and San Francisco never got to first base. Nut on 'Quilt' would make it almost impossible to show a profit at the Orphs and, at that, only if the company played Our shops dull, with the company control of the company of the Comp goes into the northwest after San

#### **Agency Ruling Stands**

Motion to appeal the decision of the Appellate Division of the New York Supreme Court that employ-ment licenses are not necessary between an agent and an act when the agent has a managerial con-tract, handed down in the case of Johnny Hyde (William Morris of-fice) against Rosita, was denied by the Appellate Division, Saturday (27).

(27).

Rosita moved for the appeal on the ground that decision overlooked certain provisions of law.

Hyde is suing Rosita for \$22,000 for breach of contract. He is represented by Julius Kendler.

#### Publix Will Try Stage Fare in Lynchburg

Lynchburg, Va., Feb. 29.
Stage shows will get a try at the
Paramount here for the first time
when Ches Davis' 'Chicago Follies,' company of 20, plays a week. Date not yet announced.

not yet announced.
Same show has been booked into
the Paramounts at Charlottesville
and Newport News, Va. Units have
never been tried at the Paramount
hore, but Publix has been putting
on occasional wild west and hillbilly acts at the grind, Academy,
across the street.

#### GAMBLE FOR ROUTE

Riley and Comfort turned down 1990 a week at the Roxy, New York, to open tomorrow (1) at the Ford-ham with a 16-week vaude tour for RKO in view. Comfort is the son of Vaughn Comfort, vet performer.

DROPS JERSEY VAUDE After a short lived trial with vaudeville, Publik has thrown in the sponge at Perth Amboy and Asbury Park, N. J., which return to straight film. Both are former Walter Rende houses booked through the William Morris office.

The new setup in the RKO booking office, with executives, bookers, their theatres and titles, is as fol-

lows;
Martin Beck, director of vaude-ville.
Charlie Freeman, booking office

general manager.
George Godfrey (booker)—Theatres: Palace, Albee. Coliseum, Fordham, 86th St., Flushing and

Arthur Willi (booker) -Intact

Newark.

Arthur Willi (booker) — Intact
Rooklyn: Syracuse. Bochester,
Cheveled Minnespolis, St.
Seattle, Tacoma, Portland, Ore, San
Francisco, Los Angeles, Omaha,
Denver, Kansas City, Dallas, Little
Rock, New Orleans, Atlanta.
Bill Howard (booker)—St. Löuis,
Clincinnati, Cleveland (Palace), Chicago (Palace), Youngstown, Akron,
Buffalo, Toronto, Boston, Baltimore.
Harry Kalcheim (booker)—Hippodrome, New York; Providence,
Trenton, Washington, Philadelphia
(Earle), Albany, Troy, Schenectady,
Paterson.

Paterson.
Wille Berger (booker) — Ft.
Wyne, Grand Rapids, South Bend,
Detroit (Hollywood), Madison, Sloux
City, Des Moines, Cedar Rapids,
Davenport, Lincoln, Nashville, In-

Jack Dempsey (booker)—Chester, New York; Yonkers, Rutherford, Southampton, Clarksburg, Charles-

ton, Mansfield.

Assistants to the bookers and execs are Chester Stratton (Beck), Ray Hagdgon (Freeman), Dolf Lef-fier (Godfrey), Frank Sullivan and George Oberlander (Willi), Dan Freundlich (Howard), Tommy Relly and Willie Kane (Kalchelm), Ernie Morton (Berger), Mike Dunn

Ernie Mor. (Dempsey). Partitions Go

Ernie Morton (Berger), Mike Dunn (Dempsey).

Partitions Go
They started tearing down the partitions Wednesday (24) and by that evening the sixth floor was just a flock of wide open spaces where partitioned booking cops had stood before. Coming out in the control of the contro

mains in executive charge of the booking office on all booking mat-

Production Dept. Again
Among Ideas reported awaneed
by Beck to date is one nvolving
re-establishment wandeville
production begatering the production
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(Continued on page 49)

#### PITMAN ALONE

Richard Pitman, agent, is not joining the M. S. Bentham office as reported.
Pitman is continuing his own

Tracey's Added Month Arthur Tracey will play a return date at the Capitol, New York, four

weeks honce.

CBS' Street Singer' has been given four more weeks by Loew's.

Loew has also taken an 18 weeks option on Tracey.

# **Only Radio Talent on Stages** For String of Film Houses as Planned by CBS and F&M

Marcus Loew

General Executive Offices

J. H. LUBIN

MARVIN H. SCHENCK

BOORING MANAGER

OOKINGAGENCY

WEST 46"ST.

**NEW YORK CITY** 

BRyant 9-7800

Plans to convert the Park Plaza, CBS. Intention is to have the band Bronx, a Skouras house, into the first radio theatre are being formulated by Fanchon & Marco, who will book, and CBS. Park Plaza now has a straight film policy. Plan under consideration is to play radio attractions only on the stage, beside the films. A radio stage, beside the films. A radio comment would broadcast over the CBS network twice weekly from the stage in view of the audience. Only the band and its vocalists would the cantual broadcasts.

All the talent will be strictly from

Detroit, Feb. 29,
Fisher Theatre (Publix), playing
vaude several months, goes presentation again March 12, with the
oficult assuming the Loew units.
Opening day will be charged to
Fridays the following week.
With the RKO playing straight
pictures, it leaves the Hollywood
again, the only house playing, vaude
here.

nere.

The Colonial, grind nabe, starts split weeks with three a day this week. House is using a line of girls and an m. c.

#### Loew May Book Publix Vaud and Units in B'klyn

Furtherance of the agreement be-tween Loew and Publix for the Loew stage units will place the Loew troupes at the Brooklyn Para-mount. Loew will also possibly book all the Publix houses playing vaudeville.

pook all the Fublix nouses playing vandeville.

The two firms just recently decided upon an arrangement whereby the Loew presentation intacts will play the Balaban & Katz houses in Chicago and Detroit.

Under the new decision Loew would absorb Harry Hollander, of the Publix production staff, leaving Boris Petroff as the sole remaining Publix producer for the New York Paramount. It would also mean that the Fanchon & Marco units, played by Function and the Petropies have been regularly playing the Fox the acceptance of the Petropies have been regularly playing the Proklym for the Petropies have been regularly playing the Petropies have been regularly pla

atre.

Besides going into Brooklyn for
Publix the Loew units, produced by
L. K. Sidney, are scheduled to start
at the Ambassador. St. Louis,
March 25. If Publix vaude is
eventually handled by Loew's it
will be from the books of Marvin
Schenck. The William Morris office now handles the vaude bookings
for Publix.

Chicago World's Fairest dea, which Fanchon & Marco built around the coming Chi exposition, has two acts with people who won contests during the newspaper and F-M tieup on the unit. Carlyle Bennett goes in as a singer and Lucille and 7 have a dancing act

#### DETROIT'S 1 VAUDE SITE RKO UNITS ADD NAMES F&M Producing Eight IN 7 WESTERN HOUSES

Hollywood, Feb. 29. Policy of adding a name act to the regular four-act eastern units playing San Francisco, Oakland, and Los Angeles will be tried out

and Los Angeles will be triled out in RKO's Portland, Seattle, Tacoma and Spokane houses starting March 11. First act to be booked for the four houses is the Hilton Sisters, who will jump to Portland after closing at the RKO here. Anna May Wong opened at the Golden Gate, San Francisco, on Saturday (23) with Oakland and the RKO here to follow. Salary is \$1,000 per week. Possibility that she will play the four northern towns after closing here.

#### 3 Ind Sundays Fade

Chicago, Feb. 29.

In and out vaude situation around In and out vaude situation around this territory slipped back three notches last week, Dick Bergen, booker, losing as many Sundays in Crawfordsville, Bedford and Bloomlagton. All three towns are in Indiana, the state of the st

consin.

Agency's Syracuse Branch Syracuse, N. Y., Feb. 29.

Rheingeld Theatrical

Sidne Rheingold Theatrical Agency, of New York, has opened a branch office here with Victor A. Royal in charge.

Agency will attempt to develop the upstate field, booking both theatres and clubs.

BEBT-JONAS-BILLY DIAMOND INDEPENDENT—BRO

#### SIX FRANKLINS

FEATURING ARMENTO WORLD'S PASTEST ACBOBAT

Personal Direction

# Midwest Units This Yr.

Los Angeles, Feb. 29.
Fanchon & Marco will produce eight units in the middle west this year to fit into the route. These will be produced in Chicago, St. Louis or Detroit.
Leon Leondoff is now in St. Louis on the first of the eight. Fanchon may go to the midwest in about a month or six weeks to look over the new units and possibly stage one or two herself.

#### To ROSE AGNES MARY GARD-PYE, believed to be resident in Amer-ica:

TARE NOTICE that a Petition in America is a proper to the County Court of Bloomebury holden at Great Portland Street. In the County Court of Bloomebury holden at Great Portland Street. In the County Court of Bloomebury holden at Great Portland Street. In the County Court of Bloomebury holden at Great Portland Street. In which the Petitioner prays that it is most agree Mary Gard-Pye were hawfully maximum of the County o

by this advertisement.

If you desire to file an answer to the said Feitlion, you must within twenty-eight days from the publication of this advertisement inclusive of the day of publication file such answer at the County Court Offices, 200 Great Portland Street, London, W. 1.

W. 1.

IN default of such answer being fied, the Court may make such decree or Order as to the Court may seem tust. Dated this 12th day of February,

B. P. BRIDGMAN, Registrar.

(Advertisement)

**CONLIN and GLASS** 

Enroute RKO lon, TOM. J. FITZPATRICE Palace Theatre Bldg., New York City

### MILLS AND ROBINSON

in "ALL WORK AND NO PLAY"
By Richy Craig, Jr.
NOW PLAYING FOR RKO Week Feb. 27 Schenectady and Albany

RKO Agents.

# Follow the Laugh Line to-

Now Under the Exclusive Management of

1564 BROADWAY, NEW YORK c/o WEBER-SIMON AGENCY—TEL. BRYANT 9-4690

#### NO SAMPLES—BUT PLENTY OF REFERENCES

JACK BENNY—BEN BERNIE—PHIL BAKER—BURNS and ALLEN—GEO. BEATTY—BLOCK and SULLY—SULLY and HOUGHTON—BOB HOPE—HARRY FOX— JOE PENNER—RUSS BROWN and ALLEEN SCOTT—DALTON and CRAIG—MR. HITT and MISS (HAINES and BECK)—SULLY and THOMAS—RYAN and NOB-LETTE "GOING TO TOWN" (HENRY SANTREY INTACT)

#### FEATURE PICTURES

For HAROLD LLOYD-BUSTER KEATON-WHEELER and WOOLSEY O ORIGINAL SCREEN STORIES SINCE 1928 SHORTS—RADIO—MUSICAL COMEDY—LEGITIMATE

"JUST YOUNG AND CARELESS"

#### IRVING EDWARDS

15 Minutes Alone—THEN—30 Minutes More as MESSER of CEREMONIES With ANATOLE FRIEDLAND'S "20TH CENTURY REVUE"

RETURN ENGAGEMENT Dir.: Charles Morrison

LOEW'S STATE, NEW YORK Now (Week Feb. 27)

Phones: BRyant 9-3468-9

Cable Address "CURTART" N. Y.

# CURTIS and ALLEN

Artists Representatives > PALACE THEATRE BUILDING
NEW YORK CITY, N. Y.

MILES INGALLS
JOHN HICKEY

BERNARD BURKE, General Manager

European Department
DICK HENRY

March 1st 1932.

## AN OPEN LETTER

TO THE THEATRICAL PROFESSION:

Dear Friends:

We, the undersigned, JACK CURTIS and CHARLES H. ALLEN, individually have always given you honest and sincere representation.

We feel, with our combined efforts, including our very capable associates, that we are now in a position to EXTEND THIS SERVICE to additional artists, and to place them on our list with the CREAM OF THE THREATRICAL PROFESSION.

Respectfully yours,

Jack Cintes Charles H. allen BEST WISHES TO

# JACK CURTIS AND CHAS. H. ALLEN

LOU HOLTZ

Two Can "Take It" Better Than One GEORGE JESSEL

"This Goes for Eddie Cantor, Too" HARRY RICHMAN

My Best Wishes to a Great Combination

"BEEG SUCCESS"

DAVE APOLLON

The Russian Ambassador of Entertainment

# HENRY SANTREY

My Sincere Congratulations to CURTIS and ALLEN

Now Offering Henry Santrey and His 1932'ooters in "Going to Town" with Miss Puff Walton and Cast of 30-Written by Al Boasberg

Mrs. Brown and I Wish You the Best

RUSS BROWN

with AILEEN COOK

TRIXIE FRIGANZA

with "MY BAG OF TRIX"

JOE and PETE MICHON

Golden Wishes from the Golden West HARRY WELSH

with HARRY HILLS

OO-LA-LA

EMIL BOREO AL. K. HALL

and

AL. K. HALL, Jr.

With His Gang

HARRY ROSE

"THE BROADWAY JESTER"

PAT ROONEY

and

PAT ROONEY, 3rd

CHARLIE AHEARN

AND HIS 9 MILLIONAIRES

LOUIS BERKOFF

AND COMPANY

WILL AUBREY

"BARD OF THE BYWAYS"

ALLEE LITE, ME TOO

YOUNG CHINA

LEW POLLACK

"LET SUCCESS BE YOUR THEME SONG"

DOUG. LEAVITT

and

RUTH LOCKWOOD

"SATIRES OF 1932"

GALLA-RINI AND SISTER

Management HARRY C. STIMMEL.

FRED KEATING

"I'M DELIGHTED"

GOOD LUCK TO

# JACK CURTIS AND CHAS. H. ALLEN

WALTER HUSTON

You Are My Boys for Personal Appearances

"Oh Boy, Oh Boy, Oh Boy, What a Combination" BERT

> LAHR Ziegfeld's "Hot Cha"

KEN MURRAY

and

MARY BRIAN CLAYTON **JACKSON** 

DURANTE

Will Be With You Soon

THE NAGGERS

Mr. and Mrs. JACK NORWORTH

Are with You on Anything

WITH SINCERE APPRECIATION

BENNY DAVIS JOE MARKS

"THEN THE FUN BEGAN"

JUNE CARR

from

"A Big-Little Show"

to

A Big-Little Show

EDDIE BRUCE

Featured in

Gus Edwards' "Understudies"

NORMAN and .

MYRON ORTON

Of the Four Ortons

JOE MORRIS

and

FLO CAMPBELL

Hope We Are with You 15 More Years

YORKE HELENE

VIRGINIA JOHNSON

> WELLS BILLIE

> > and 4 FAYS

BRITT WOOD

"THE HARMONICA KING"

STANLEY EDDIE

"JEST A JESTER"

Representing You at the Palace, New York, This Week (Feb. 27)

HARRY JANS

AND

HAROLD

WHALEN

I.ORDENS THREE

BOUNDING FOR YOU ALWAYS

HARRY

BILLY

ROYE and MAYE

"ARISTOCRATS OF THE DANCE"

ADLER

BRADFORD

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## Variety Bills

NEXT WEEK (March 5) THIS WEEK (FEB. 27)

ennection with bills below indicate opening day of show, whether full or split week

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Barthage (6) Wobb & Lane |
Wo

JACK POWELL

#### **SPECIALIZING**

in Stimulating Syncopation For LEDDY & SMITH

rena Bortoni
frena Bortoni
frena Rey

lat Chester—
lat Ch

Royal

Ist haif (6-8)

Ist haif (6-8)

Ist haif (6-8)

Ist haif (6-8)

Gaston Palmer

Joan Bilon (0

(0 (0 d)

Ist haif (9-11)

Ist Bilon (0 d)

Ist Bilon (0 d)

Ist Bilon (1 d)

Ist Bilon Falge

Ist Bilon (1 d)

Ist Bilon (1 d

DR. JULIAN SIEGEL

1560 Broadway This Wk.: Eddie Leonard, Wm. Muens

Osborne Orch
Kenmore

Is Renmore
Is Renmore Texas Guinan's Rev
Madison
Malison
Malison
Malison
Maria (5-8)
Will lar (6-8)
Will share
Web & Lane
Naro Lockford Co
2d haif (9-11)
Frances Armes
Will Ceborne Ored
(Two to fill)
2d haif (2-4)
Bill Robinson Co
(Others to fil)

Ad haif (9-11)

Ad haif (9-12)

Ad haif (9-12) AKRON
Palace (5)
Gene & Glcnn
(27)

Thurston
ALBANY
Palace
1et half (5-8)
3 St John Bros
Jerome Mann
Hutchine & Smith
Anatole'e Co

Thursto

#### COLLETTE LYONS

**RKO VAUDEVILLE** 

Feb. 27, Grand Rapids, Mich. March 4th, St. Lonis, Me. Direction, MORRIS & OZ

Billy Maples Bd
d half (2-4)
Little Pipitax
Rosy LaRocca
Jack Herbert Co
Minto Cato Co
Minto Cato
Minto
Min

Reems Rlo & K Ruth Roye Cole Bros DeToregos 3 Bredwins Jim McWilliams

Jefferson
1st half (5-8)
King Bros & Culiy
Juckeon & Gardner
Pease & Neleon
Eddle Stanley Co
3 Bredwins half (9-11)

2d half (9-1)
Eddie Miller Co
Hitton & Garve
Minnevitch Co
Hitton & Garve
Minnevitch Co
2d half (2-4)
Renoff & Renora
2d half (2-4)
Renoff & Renora
1011 & C Robert
ATLANYA
ATLANYA
ATLANYA
LOUSEL & Verdi
Killy Joner
Killy J Bornice & Emily Charles King Toto

BOSTON
Kelth's (5)
Paul Whiteman Bd
(27)
Paul Remos

Daiton & Craig Lillan Roth Chas 'Silm' Timblin Olivatte Co BUFFALO Hippodrome (6)

Jeroms & Ryan Harry Savoy Co Betty Jane Coo

Olivette Co
BUIFFALO
BUIFFALO
BUIFFALO
BUIFFALO
GON
CONDITION
COND

Betty Jane Cooper
DEFENOTE
List half (6-8)
Lorraine & Digby
He day
Lorraine & Digby
He day
Lorraine & Digby
He day
Lorraine & Higgie
Cooper
Lorraine & Higgie
Lorraine & Higgie
Lorraine & Higgie
Lorraine & Miggie
Lorraine & Dig
Howard Cooper
Lorraine & Miggie
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Howard Cooper
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Lorraine & Dig
Howard Cooper
Lorraine & Dig
High Add Brown
Lorraine & Dig
Howard Cooper
Lorraine & Dig
High Add Brown
Lorraine Toto
Palace (5)
Danny White Co
Rae & Harrison
Morton Downsy
Jacques Renard Or Maurice Colleand Peter Higgins Joe Herbert Co Trini Jordan & Woods

MANN **JEROME** 

Wishes the new affiliation of Jack Curtis-Charles Allen, the best of luck. Week Mar. 5-RKO, Palace, Albany, New York.

Christ Alles, the best week alles, the best week alles, the best control of the best c

List Wille And State Control of the Control of the

NEVER FAILS

B U Llsenen Ask LEDDY & SMITH

Galla-Rini & Sis
Bertolino
W & G A hearn
MILWAUKEE
W & G G Senty
MILWAUKEE
Benny Mcroft Orch
(27)
Ebony Follies
A & M Havel
Art Kruer Orch
MINNEA FOLIS
Boony Follies
Healy & Cross
W & G A here
A & M Ravel
A & M Ravel Wallace Sie
Bob Nelson

6 Avaions
Hal Neiman
Donatella Broe C
Barry & Whitlege
NASHVILLE
Keith'e (5)
Nick Florio & L
Donovan Giris &
George McKay Co
Crystal 3
(27)

George McKay Co
Crystal 2
Harris 2 & L
Fred Craig Jr
Joe E Howard
Ruy He West
Kethe (5)
Joe Wong
June Carr
Ruth Roye
Dave Harrie Co
(One to fill)
Larry Rich Rey

MAJOR OF MIRTH Care of LEDDY & SMITH

Brems Fitz & M Ledova DES MOINES Relitive 5-43 Wilson Kepple & D Sybilia Bowlan Lewis & Amee H'b't Gradinos v Stamm & Darnell Richy Craig Jr McGarry & Dawn S 2d half (2-4) NEW ORLEANS
Kelth's (5)
Lita Wales
Harry Delmar Rev
(27)
Lido Ladies
Cossin & Verdi

Lido Ludies
Coscia & Verdi
Kitty Doner
Billy Ginson
OAKLAND
Keith'e (5)
Van Cello & Mary
Billy Farrell Co
Yorke & Johnson
Chas Aheara

Atlas Lamarr & B Weaver Broe & B OMAHA Reith's (5) 3 Lordene Anita Case Brene Fitz & M Co Ledova

Brems Fitz & M Co Ledova (37)
Robinson & DeWitt
Ada Brown
Ferry Corwey
Pop Cameron
PATERSON
Keith'e
1et half (6-8)
Bento, Broe & R
Crowell & Allen
Sully & Houghton

ROMANE
Reith's (9)
S. Ornatice
Norton & Parks
Don Zelsys
Living Jewele
Vernon Rathburn
Edith Rathburn
Edith Reith's
Heith's (8)
Keith's
Living Lowell
Electric 3
Keith's (9)
S. Acoa & Queen

8 Acos & Queen

ROBINSON & DeWITT

"Set the bill off fast. One of the best of lis Mitzi Green Britt Wood Gracella & Th'd're (26) Meyers Lubow & R Al Abbott

Jos Penner Barche Calloway 2d hair (9-11)
De Torregoe Gordon & Palmer Carl Nixon Mixon Since of Skillet O'Day & Akine 6 Ann Judy & Zeles Kent Douglas Co Freshmen PHILAD ELPHIA (5)
Stare on Farade Eddle Harde (27)
Bobby May

Bobby May

Meyers Lubow & R
Al Abbott
Helen Kane
Bob Hope Co
FT. FAUL

FAULOR

FT. FAUL

A Wolkins

Hal

Domatella Broe Co

Barry & Whitedge

(27)

Chappell & Carlton

Krugel & Roblee

Ruis & Bonita

FSATRACUSE

Keith's (5)

Benny Meroff Orch
TACOMA
Beltive (5)
Bob Stickney
Maker & Redford
Singer's Midgets
(27)
Fortuncilo & Cirili
Hope Vernon
Marty May
Show Boat Rev

IKE ROSE'S MIDGETS BOOKED SOLID FOR BKO
DIP. WM. DIAMOND
JAMES PLUNKETT OFFICE

PORTLAND, ME. Keith's (6 CT)
Fortunello & Cirill
Hope Vernoa
Marty May
Friedland's Co
(27)
Hurst & Vogt
Dlamond Boys
Forcelain Rom
TOLEDO Bob Ripa
Hurst & Vogt
Diamond Boys
Porcelain Romance
TOLEDO
Rivoli (27)
Benny Meroff Orch

Friedland's Co

Casting Stan
Charles Mison
Charles Mison
Teck Murdock Co
Lee Lee & Lee
FROVIDENCE
Chavaller Bros
Jean Darlin & Craig
Daiton & Calig
Dave Mailen Co
Jean Bedini
Homer Comaine
Tom Fulmer
Travers & Gray
J & K

Name of the control o

Marty May Show Boat Rev TORONTO TORONT

Frace Eline TOILETRIES

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RUTHERRYD. N. J.
18 Rivell. 4.21
Ned Wayburrie Rev
SACRAMENTO
Deno & Rochelle
Roy Huing
Deno & Marcelle
Roy Huing
Roy Huing
Deno & Marcelle
Roy Huing
Roy Huing
Roy Huing
Deno & Marcelle
Roy Huing
Roy Hui

BLACKSTONE

Booked Solid for RKO
Dir.: Wm. Diamond, James Plunkell Office

2d half (9-11)
Buster Shaver Co
Hugh Skelly Co
(Two to fill)
2d half (2-4)
Grace Edler Co
Harry Foster Welch
Carlton & Ballew
Wolet Stanton

BEATTLE Meith'e (5)
Mangean Girle
Fred Keating
Adelaide Hall
Howard Fine & H
(27)
Rob Stickney
Maker & Rodford
Singer's Midgete

Singer's Midgete SIOUX CITY Reith's (5) McGahry & Dawn S Richy Craig Jr Stamm & Darnell SOUTH BEND

Keith's (5)
let half (6-8)
Les Klicks
Galla-Rini & Sis
Nan Halperin
Joe Herbert Ce

James Flundell Office

Will Aubrey

Tenne Rich Co
Eddie Staniev Co
Eddie Staniev Co
Eddie Staniev Co
Eddie Staniev Co

YONK RES

Heitit's

Natal art (3-8)

Raty Marken Goun

O Day & Atkins 6

2d half (3-1)

Nella Goodell

Nella Goodell

Nella Goodell

Nella Goodell

Volla Goo

Trini
(27)
Neal Sis
Rath Bros
Johnny Perkins
Borsh Minnevitch

Picture Theatres

NEW YORK CITY Paramount (26) Time Goes By Time Goes by Alex Gray York & King Madeline Killen 3 Reillys Warren Boden

Chorlate Strp'ra
Nicodemue
BUFF ALO
BUFF ALO
Barto & Mann
Gene Shadon & S
Lady With a Past
DBFROTT
DBF Lullaby

Rubinoff Broken Lullaby Broken Lullaby Broken Lullaby Broken Lullaby Particle Bomman Coxy Ballet Chestors at Play BROOKLYN 1732 Ted Lewis Belleanor. Brocks Disto 4 Broken Lullaby CHICAGO, ILL PM Mattern Bd Vanderbilt Boys Uptows (4) Chi Calloway Bd Margarut Sime PHILADELPHIA
Grand (26)
Leon Janney
May Wirth Fara
PROVIDENCE
Fay's (26)
Buck Jonce
Ruth Warren
Lou Canneron
Ruth Marvin
Lenzen & Seilg, Rev
Walsh & Eills
'One Man Law'

Loew

NEW YORK CHY
Castlet (5)
Candrevs Bros
Alf Loval's Doge
The Coval's Doge
T

ASTORIA
Triboro
1st hair (5-8)
Palio Triboro
1st hair (5-8)
Palio Triboro
1st hair (5-8)
Palio Triboro
1st hair (5-1)
1st hair CHRISTENSEN BROS.

Jack North 8 Ft of Rhythm (One to fill) 2d half (9-11) Silver King John Waleh Co Joe Marks Co Conrad Nagel Picchiani Tr (One to fill)
2d. hkfr (9-11)
3d. hkfr (9-11)

Joe Marke Co Pieculani Tr.

CLEVELAND
Pieculani Tr.

CLEVELAND
OSAGE COLUMBUS
Bryant Ratins & T.

Joe May & Dotty
CODLIMBUS
Prada & Falace
Fasquali Bree
Fasquali Rose
Fasquali Rose
Bree
Bree
Fasquali Rose
Fasquali
JVMitte Flashe
JVMitte
JVM

JACK SIDNEY

HEADLINED
In F. & M. "Manhattan Idea"
Dir., CARGILL and DOBSON

Bir., OARGITI.

Militare & Maurice
(Two to fill)
Gatesi ave.
Gatesi ave.
Gatesi ave.
Sliver King
Gatesi ave.
Sliver King
Gatesi ave.
Sliver King
Gatesi ave.
Gatesi ave.
Gatesi ave.
Gatesi ave.
Bari Jaci & B
Fussell Marconi & B
Fussell Marconi & B
Fussell Marconi & Go
Harry Hersheld
Lab Honning Co
John Color Color
Harry Hersheld
Lab Harry Harry Harry Harry Harry Harry Harry
Lab Harry Harry Harry Harry Harry Harry
Lab Harry Harry Harry Harry Harry Harry
Lab Harry H

and DOBSON

Johnny Hyman
Johnny Hyman
Doe Transuels
BOOHESTER
BOOH

Valencia (5) 3 Gobe O'Hanlon & Zam Jack Reid Clifford & Marlon

RYAN and NOBLETTE Opened Oct. 15th for F. & M. Not a Lay Off Yet

Fanchon & Marco

NEW YORK CITY Ruth Roland
A & S Laifonie
Copy City Roland & S Laifonie
Ruth Roland
Ruth Roland
Ruth Roland
Ruth Roland
1 Lay Roland
1 L Academy
and haif (8-10)
'Cozy Corner' I
Ruth Roland
A & S IaMonte
Rector & Doreen
Janys
Frank Rogers
Audubon
Jet Anif (4-7)
'Cozy Corner' I

Torney Ens
ATLANTA
Fox (4)
'About Town' I
T & A Waldman
Mux Co
Ben Doya
Paul Olsen
Joe Pasco
Sunklet Ene
BILLINGS Fox 2nd half (7-4)
Once Upon Time'
Raye, Ellie & L'
Kelth Wilbur

Keith Wilbur
D & H Blossom
Franklyn Record
Sunklat Ens
BOSTON
Metropolitan (4)
CO-Ede!
Griffith & Weston
Bueee & Case
Hubert Dyor Co
Robbine 3
Jack Froet

Robbine 3
Jack Frost
Accordion 5
BRIDGEPORT
Fox Poll (4)
'Nursery Rhymes'
Tom Patricola
Lucille Sie
Schichtle's Co
Novelty Clinton
Barbarina & Pal
Sunkist Ens
BUFFALO
Buffale (4)
'Stage Door'

HOLLYWOOD
PAGES 17
Page 18
Pag

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN

BEN ROCKE

BROADWAY AT SOTH STREET

BROADWAY A:
Sob Hall Websier & Marino
Constance Evane
Harney & Connors
Sunkits Erne
Wey
Let halt (3-5)
Rive Upon Zine'
Rive Up

3 Mathadors
3 Madrinas
Anita Lou
Sunkist Em
Oriental (4)
In Old Seville' I
C'chita Montenes
Ray Sax
Ray Sax
Sunkist Ens
Amadrinae
Anita Lou
Sunkist Ens
Paradiss (4)
Slavique'
Sam Hearn

MINNEAPOLI.
Minnesota (4)
Cherry Hioseom
Frank Gale
Frank Gale
Dorothea
Jue Fong
Sunkint BILE
Seenger (4)
Hot Java' I
Caligary Bros
Anorea
Anorea
Samule Bros
Vincent Yerro
Sunkie Bros
Vincent Yerro
Jean Gale
Branford (4)
Bran Tanguay
Hank Brown

Eva Tangus, Corline, Hank Brown H

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A Clovers
Pallenberg Beare
Pallenberg Beare
Pallenberg Beare
Pallenberg Beare
Pallenberg Beare
Pallenberg Beare
Laurell & Ted
Sunkist Ene
Sunkist Ene
Arthur Pettley Co
Nash & Fately
Con Nash & Fately
Control Daye
(Circus Daye)
Circus Daye
(Circus Daye)
Lil St Leon
Con Hooper & Galchett

Pall St Leon
Con Hooper & Galchett

Pallenberg Beare

Fine Feathern'
Fine Feat

DETRUIT
Fine Feathers I
Rose Wyse Jr
Novelle Bros
Edna Cove Sunking
Ennile & Romaine
Sunking Ennile
FORTH Worth
2nd holf (7-9)
'Dream House' 1

\$ Germi

# Gordoniane

# Gordo Star Night' I Betty Compson

ROSS and EDWARDS ROUTED

Loew Vaudeville Theatres Dir. LEDDY & SMITH

O'Donnell & Blair
Masterdar Gauthier
Louise Gienn
Louise Gienn
Louise Gienn
Sinkint Sine
FRESNO
16 half (4-6)
Art Gallery I
16 half (4-6)
Art Gallery I
18 hold color
Bob. Andy & Tod
The Luchhold Bob.
Hold Color
Bob. Andy & Tod
The Luchhold Bob.
Hold Color
Hold Col

(Continued on page 63)

# Escudero Makes Schoolgirls of

# School Teachers with His Dancing

Vincente Escudero, the Gypsy upon whom American womanhood is now pouring the adulation usually reserved for the Valentines, the Calles and the Gables-Vincente Escudero, we repeat, doesn't know the meaning of 'sex appeal.

Mr. Escudero doesn't know, bed to Spanish, French and a Gynsy patois. The celeb restricted to Spanish, Frenca and a volatile Gypsy patois. The celeb who once danced in the streets of Spain cannot comprehend languages that eliminate the subtle nuances of continental expression. An ex-siteable interpreter reveals that it siteable interpreter reveals that it takes 70 words—no more, no less—to explain sex appeal in Spanish, which only goes to show what a variety sobble was up against in trying to draw a few well chosen words from Spain's answer to the maiden's prayer.

malden's prayer.

Ignorance of American phrases is
the only explanation that could apply to a chap whose feminine audiences hail him as an s. a. knocksut. They swoon over his recitals.
They flock backstage to beg for a
lock of his hair. A symposium of
audience comment finds him 'dangerous —cruel—relentless—fascinating—impudent and irresistible. He's
a 'panther', 'a knock, 'c thorougha 'panther,' 'a snake,' 'a thorough-bred stallion.'

One audience lady describes him as 'a splendid animal,' and then-French being the only medium for o daving a thought—un animal splendide.' Another comments on the firm purelle with the state of the splendide. aplendide. Another comments on the firm muscles that ripple be-aeath miraculously fitted costumes. A primly dressed matron comes out of her shell to contribute, I wouldn't want to meet him on a dark night.

Immaculately groomed matrons such from their limousines lest they be late for an Escudero recital Sedate school teachers become girls Sedate school teachers become girls again, eager, young and giddy. Siggling flaps, whose only idea of the dance is a college prom, are transformed into enraptured followers of terpsichore. Grande dames who would not deign to rhapsodise ever an ordinary picture star are safe in tumbling for an exponent of one of the arts. Becudency, swamped with invitations to smart teas and seceptions, will provide swank dinaer chatter for months to come.

10-Minuts Sessions

#### 10-Minute Sessions

But to return to the dressing soom where Mr. Escudero has just been asked what he considers the secret of his success with American women. The interpret talks for 10 minutes. Escudero replies for 10 minutes more. Then they both talk at once.

The answer comes, clearly, calm-by: 'He says he doesn't know. He hasn't time to find out. He gives a recital, he catches a train. He doesn't stay in town long enough.

Always practical, these Spaniards 'C'est dommage,' says sobble—po-te, even if it's in perfectly lousy

'Dommage!' echoes Escudero.
Eyes that know futility roll toward
the dressing room celling. 'Trasico!'

Perhaps the original question was act understood. To what quality in Escudero's work does he attribute his popularity with American women whose dold worship has included picture actors, stage stars and according to the present. picture actors, stage stars and grooners but, up to the present, lever a great dancer.

The interpreter explains for 10 ninutes. Escudero replies for 15. Again comes the answer clear and calm: 'He says if they like it, he can't help it.'

san't help it.'

So the hard-holled, earthy Gypsy, the as a conquering toreador; the chap with a thin, cruel nose, a determined jaw, a relentless mouth, the brusque speech of an Apache and the sunny smile of Spain; the devil-may-care fellow who cocks his hat over one impudently annualism. devil-may-care fellow who could hat over one impudently appraising eye and first outrageously with sirls in his audience just won't talk. He's the James Cagney of the

For his own information, Escudero really ought to find out the answer to America's definition of 'sex appeal.'

#### Big Men Urge Sale of Old Hollywood Hotel

Hollywood, Feb. 29.

Hollywood, Feb. 29.
Hollywood, merchants and real estate firms are preparing a protest to the heirs of the Myra Hershey, estate, owners of the Hollywood hotel, requesting that they have Miss Hershey's will set aside so the hotel property can be sold and modern buildings constructed on its site.
Will of Miss Hershey, who died a year ago, stated that the hotel must remain as is for the next three years. Hollywood business men maintain that the old hotel has halted the progress of Hollywood-boulevard, west of Highland avenue, the block the hotel is on being a dead spot in the street.

In a dead spot in the street.

In a dead spot in the street.

Hollywood every winter. Before the Woodevitt, Christy and Plaza hotels were built, the Hollywood was the home of picture people.

#### Drinks for Drop-Ins In Apts., Hotel Rooms To Make Rent Money

Another speakeasy headache the revival of the ancient stunt selling. Practise prevalent immedi-ately after the inauguration of pro-hibition but had pretty well disap-

photion but had pretty well disappeared in New York until about two persons without any other means of making a living are selling drinks to drop-ins during afternoons and evenings. The hope is to at least make rent money. Idea has spread especially in the Bronx and Brooklyn. Speakeasies are worrying about it, not so much on a competition basis but because of the difference in prices. Most of the difference in

immune. Only friends or friends of friends, is the key to admittance.

#### L. A.'S OUTSKIRTS TURN LIBERAL FOR OLYMPICS

s Angeles, Feb. While Los Angeles intends to be technically pure for the Olympics her outskirts figure on enough flip-

pancy to keep visitors warm. Sherman, an all but maginary see Sherman, an all but maginary section between Hollywood and Beverly Hills, is in a thoroughly liberal frame of mind. Culver City, a comple of leagues south, is also expanding acclittees for night spending. Olsen's Club is being dolled up with an open-air annex being attached, and two new night, clubs west of the Metro studio are blueprinted and budgeted on a fancy scale.

printed and business.

scale.

The Upper City greyhound racecompanies by Charles Carmichael, has been started. While no
open betting is permitted, promoters
feel they are as safe as the Tanforan track, San Francisco, where a
local judge pronounced the state
anti-betting law unconstitutional.

#### HAWLEY FOUND DEAD

Houston, Feb. 29.
J. A. Hawley, 67, former theatrical agent, unable to secure employment, was found dead in a gas filled
room here. Letters indicated he
once represented the Leona Deane

Dramatic Co.

Body was forwarded to Covington, Ia., for burial.

#### Greengard's 2d Walk

Chicago, Feb. 29.

Jules Greengard stepped out of
the Green Grill Saturday (27) turning over his place to a local tea room group.

This is the second time in six

ing over his place to a local tea room group.

This is the second time in six months Greengard has given up his eatery on Mail. street, hangout for the theatrical mob. Last time the place went under the hammer and Greengard bought it back.

#### Speak's Film Idea

Hollywood, Feb. 29.

Producers' Building, recently raided by dry officers who found a luxurious speakeasy within its soundproof walls, kept the same old man at the reception desk who was there when the building was occupied by film producers.

If the party who wanted to enter was okay the man would say: 'Mr. Deakee will see you right away.' If the party wasn't okey, swerybody was in conference.

#### Air Contracts May Cancel Ethering of **Big Social Affairs**

Radio and the many artists it has tied up under exclusive contracts is heavy grief for the entertainment committees of balls, banquets, benefits, etc. Trouble has cropped up seriously in numerous recent case where talent at the last minute, either on the cuff or being paid, could or would not appear because the entertainment was being broad-

In view of the situation, it is now necessary to either choose talent that isn't linked to radio, or kill out the broadcasting altogether, according to a w. k. stager. There is some doubt as to whether many big dinners will be broadcast in future as a result of the entertainment difficulties which invariably ensue. A dinner involving no pro radio talent is, of course, excluded.

An instance of how jammed up the staging of an affair can become was the recent motion picture ball in New York. At the last minute George Jessel, Abe Lyman, and others balked the distribution of the staging of the show a mad house for those in charge. in view of the situation, it is now

#### Kearns' Alimony

Chicago, Feb. 29.
More trouble for Jack Kearns, fight promoter and manager, who is facing contempt charges unless fight promoter and manager, who is facing contempt charges unless he explains to Judge Trude before March 4 why he hasn't been paying alimony. Kearns was nabbed on petition of counsel for Legana Kearns who sued here for separate maintenance several years ago. On his last trip before the bar Kearns was ordered to pay \$250 a month and \$6,00 due on a previous order. Meanwhile, Kearns has a bill for annument coming up in contest to his wife's suit. He claims they were never legally married. She says otherwise.

# Bargain-Hunters Crown Chicago As Nation's Ace Cut-Rate Camp

Says Mother-in-Law To Blame for Divorce Pittsburgh, Feb. 29.

Charging that her husband ha been induced to divorce her by his mother, Mrs. Mildred E. Goodman musical comedy actress, who last appeared in Vincent Youmans 'Through the Years,' filed suit here last week for \$100,000 damage against her mother-in-law. Mrs Sussie Goodman, of Bradford, Pa As a result of his mother's influ

ence, the actress avers, her hus-band, Gerard, deserted her April 21 band, Gerard, deserted her April 21, 1930, three weeks after their marriage, and that he obtained a divorce decree Jan. 21, 1931, Traudulently, perjuriously, and without notice to the plaintiff. Goodman was described in the statement as a technical director of

several Broadway shows and well to-do with independent means.

#### Mrs. Hugh Boice and Mrs. Waite Hoyt in Reno's Divorce Mill

Reno, Feb. 28,
Reno's divorce mill is still an attractive spot for luminaries of the
world of wit, fashion, commerce,

tractive spot for luminaries of the world of wit, fashion, commerce, radio and kindred vocations and the crop of celebrities that continues to travel through the revolving doors appears to be never endine. Take a couple of continues, divorced Julia Ann Forhan last Feb. 23 after 30 years of marital life. Forhan led the parade in which Margaret S. Rutledge, nice of Silas Strawn. secured a decree from Thomas F. Rutledge, despite a New York restraining order, designed to prohibit the Nevada action from taking place. Doris Faithful Boice, whose husband, Hugh Kendall Boice, is vice-president of the Columbia Broadcasting System, had no trouble in president of the Columba Bload-casting System, had no trouble in convincing the court that she should give him the air. Mrs. Elmer S. Griffin fifed an action against her husband, who plays tennis on the Pacific coast, and Fin Widener Hol-

Pacific coast, and Fift Widener Hol-den, here just a couple of days, ad-mitted that she is not here for her health.

Mrs. Walte Hoyt, wife of one-time world series pitching hero, is spending the necessary six weeks.

Chicago, Feb. 29. Slogan of this burg used to be 'Chicago, I Will.' By consensus of merchants in this town its looks as if the new motto should be 'Chicago, I Will Cut-Rate.' Nothing locally has a chance to show on the sales unless that cut price angle is sticking out somewhere. And that takes in everything from apples to

Theatres are not the only busi-ness touched by the tariff sniping fever, and they demonstrate the situation in this World's Fair city. Legit appears to be he gummed in the two-for-on gummed in the two-tor-one theket mess, with only the strongest ahows able to secape that clipped-rate label. The lesser lights have already deserted the half price angles for even further alashing, some shows in town going to the public at one-sixth of the regular price—the trick being two \$3 tickets free but with a 50-cent seat charge' a person. ticket

free but with a 50-cent seat charge a person.

In the film division the story is just as cutting, particularly out in the close-pocketed neighs. Most of 'em' are in the delirium of getting back to the nickelodeor era, offering two-for-ones on the 10-cent admis-

two-for-ones on the 10-cent admis-sion. Some of these houses are giv-ing the public three features at 15-cents, and topping that by having gift nights.

Taxi dance halls, which formerly operated proudly at a straight dime a struggle are now enticing with everything from free feeds to free everything from free feeds to free admission. Prices are not near a dime, most ranging from 15 dances for a 1 to a straight nickles whirt. Most of them have tossed their checkroom concession out into the alley giving up those extra dimes and quarters for coat-parking. Others are working the souvenir-thing, giving the hooters every-thing from shaving sets to mer-chandise coupons. chandise coupons.

How and Where They Cut Unemployment apples, formerly at a jitney, are now hitting new lows at three-for-a-dime and two-

Fountain pens, quarts of oil, ra-lator cap decorations and free diator cap decorations and service tickets to the buyers of five gallons of gasoline.

Panhandlers who used to request

Panhandlers who used to request a dime for a cup of coffee are now asking only a couple of pennies so they can get a cup of coffee, a ham sandwich and a hunk of pie.

With each pair of shoes there are free socks, or the first repair job without charge.

Cital denors now sold in bunches

without charge.
Strip dancers now sold in bunches
of three instead of singly, all three
going to a club for a sawbuck.
Peanuts in the parks—two bags
for a dime.
Regular hotel rooms, with two in
a room, at 50 cents a night.
Divorces, formerly at \$200 minimum, now \$25 cash or \$50 at \$10
down and a \$1 a week.
One cent sales everywhere, Buy
one article at regular prices and
get another for a penny.
No-tip barber shops, restaurants
and cabs.

nd cabs.
Free lunch with each stein of

Dancing schools formerly asking

Dancing schools formerly assemble \$25 for a couple of tap lessons now guarantee to teach you everything for a single bill on deposit.

Suits and dresses cleaned, 44 cents aplece.

Suite and cents apiece, Standard vaude acts working amateur shows at \$1 a head, and then wondering why regular bookers can't hold their houses.

Free washing with each garage

Standard dollar reprint books at

All you can eat for two bits.

# Hectic Wedding Nite

London, Canada, Feb. 29. London, Canada, Feb. 29.
To be married at 6:30 p. m. report his car stolen, hide the machine in a friend's garage for a get away and double in parts for 'Uncle Tom's Cabin' was the wedding night experience of Douglas Warks. Warks married Miss Goldie Price, of Detect

## Tm Telling You' By Jack Osterman

HERE I AM AGAIN DOCTOR (By special permission of the copyright owners, Smith and Dale).

#### Speaking of Epitaphs

Sid Silvers, one of the plants among the weeds of Broadway, wired from Chicago that he has prepared his own epitaph as fol-

lows:
'Here lies Sid Silvers. In the
only box he can't talk back to
Phil Paker.'

Compliment

Compliment
Drove over to Newark last week
to see Jessel and his variety revue.
Nearing the theatre the taxi driver
turned around and asked me, 'Stage
door?' Flatterer'. I replied. The
driver apologized.

The Retort Proper The Retort Proper
Speaking of Jessel, Eddle Lambert tells a story of a few weeks
ago when George was appearing
with Eddle Cantor at the Chicago
theatre. A young sfewish boy met
Georgle and remarked about the
Hebraic tear in his voice. The kid,
said, "L understand Joison's futher
was a Rabbl. By any chance was
your father a cantor?"
"No. mapped George, "A Jessel."

'No,' snapped George, 'A Jessel.'

Brotherly Love
At the opening of Jack Yellen's new music publishing emporium, seated at one of the newer desks was Walter Donaldson. Jack's

opening speech to Walter was, 'Thanks Walter, but what are you doing here so early?' 'Just to see if you wanted any of your lyrics corrected,' said Walter.

Depression Gag

(What's a column Without One)
Eddle Moran, the Grant Withering jester, claims the barbers are
charging more for shaves because
all the faces are longer.

#### Ostermania

Ostermania

Too bad that Through the Years' didn't last through the month...

Was That the Youman's thing to do?"...That same smart guy from last week wants to know if The Devil Passes' is a dice story...

Sign in front of that. New York 'Show Place' reads, 'Jean Malin no cover'...and 'in this weather...

Jimmie Durante won his suit for 50 grand claiming they used his nose in the 'Trankenstein' makeup...And is it true that White's 'Scandais' are leaving 42nd street because they couldn't face the music?... 'Are you reading?

#### NO INFIDELITY

It is maintained by Robert Diamond, attorney for Elaine Foster that the recent Texas petition for sidivore filed by her husband, Lysle (Talbot, contained no charge of in. Talbot, contained no charge of in. Fallot, sortine the sidelity as reported.

Petition was filed in Dallas, Tex.

Warks, Bride is not a professional.

## **News From the Dailies**

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

#### East

Too Much Money is now Money in the Air. Discovered that former title belongs to Israel Zangwill.

Mrs. Goldie Rosenstein, 30, died in the Collseum theatre, N. Y., Feb. 22; Strloken with a heart attack and died before she could be re-moved to her home.

Irving Jacobs announces he is after a B'way house to be devoted entirely to film cartoons.

Men who practically control manufacture of bars for speaks bewall the depression, P ut in bars in 6,000 speaks in N. Y. in 1929, but cannot sell any now, and unpaid-for bars come bouncing back to run up storage bills. Second-hand bars with brass rails as low as 475 now.

Music union agitating for abolishment of system whereby same man can play a theatre and a night club or hotel job. Wants to hold a man to one job and give the others

George Jessel announces ilkely he will do a musical at the Winter Garden next season for the Shu-

Dorothy Parker, writer, in Pres-byterian hosp, to recuperate from an overdose of sleeping powders.

Harry Shields, actor, held in \$10,000 ball in traffic court on charges of drunk driving.

Isabelle Cohen, dance hostess, poses suit for \$10,000 damages for finjuries sustained while riding with A. J. Schwab, whose car crashed a truck. She testified Schwab had been drinking, and judge ruled that if she took the ride after seeing him drink it was her own risk.

Actors' Dinner club to start a series of concerts next Sunday (6) for support of the enterprise. Dan-iel Frohman has loaned the Lyceum.

Horace Liveright undecided as to production of Borgla play now or in the fall. Only thing positive is that it will be called it Happened in Italy. Dennis King will be starred.

Fay Marbe, suing Samuel Zirler as pres. of Prudence Pictures for \$100,000 brasched contract, ampliace her charges. Says firm dropped Zirler's attentions. She did one picture at \$1,500 a. week in 1929 and was engaged for another with salary up to \$2,000. Zirler enters a general denial.

Art Landry loses his suit for injunction against Sonny Lee and N. Y. Yankee orch. He assembled band for a date at the Beacon. When that ended, Lee took over the organization. Landry claims they are using his material. Case will be tried next month.

Florence Colebrook Powers, who runs a professional dancing school in Rochester, N. Y., sued for \$2,500 by a pupil who claims she was pushed by an instructor while doing acrobatic work and was injured when she fell. Girl's mother awarded \$1,502 for medical expenses.

Geraldine Farrar was 50 Sunday (28), and not ashamed to admit it.

Brock Pemberton thinking over a Manchurian play authored by a Hollywood refugee.

W. A. Brady giving a dress re-hearsal of his Barrie plays in New Haven March 1.

Fourth Little Show' will go Interchearsal Aug. 1, it is announced.

Norman Bel Geddes has decided to defer 'Mardi Gras' until next season.

Ruth Draper may come over again from London for spring ap-pearances here.

Rumored that Alfred Lunt and Lynne Fontanne will join Noel Coward for a show next season, leaving the Guild.

Artists' ball is to be given at the Plaza, New York, March 11 under patronage of Contemporary Arts Intention is to make this the first of a series of annual events. Costume

Dope peddiers arrested in a car provided with a short-wave radio set similar to that used for police

Edgar J. MacGregor joins Earl Carroll as stager.

Harry Harkness Flagier arging that musicians' relief group, organ-ized for emergency, be made perma-nent. Similar in idea to Actors'

Fire in the People's theatre, 199 Bowery, now used as a burlesque house, confined to the basement, but produced enough smoke to call extra engines and impede traffic over williamsuurg Bridge. No interruption to shows.

Delegation of film men went to Washington last week to protest proposed bills aimed to exclude for-eign talent.

Barbara Blair, of 'Scandals,' fell from her horse in Central Park, Tuesday (23). Not seriously, but painfully hurt.

New payoff for the ballet. The dancers in the new Columbia Uni-versity show get gym credits for their efforts.

Mensachem Rubin, weekend star in 'Street Singers,' at the Prospect theatre, Bronx, back at work after an iliness.

Marion Onnick, professionally known as Haro Onukl, suing Robt. L. Ripley, cartoonist, for breach of promise. She is 37. Has sung with San Carlos and other troupes, ac-cording to her counsel.

Fritzi Scheff in stock version, House Beautiful, at the Riviera, New York, on the heels of road tour closing.

Julian Wylle negotiating for British rights to Biessed Event."

Billy Bryant, whose showboat troupe has been playing the Golden, was to head for Memphis, but got an offer from the Club Richman. The river will wait awhile.

Leonard Bergman, g. m. of langers, on a tour of inspection

Definitely announced that Tos-canini will not rejoin New York Philharmonic. Hinted when he left that he would not be back,

Little Racketeer' takes to the road a week ahead of time to per-mit Vanities' to move into the 44th St. theatre.

Mike Mindlin, former art theatre manager, in \$2,000 bail in municipal court pending hearing on charges of misappropriation of funds for misappropriation of funds for Will be heard March 9.

Tex Guinan summoned to court to tell what she did with manuscript of 'Ali Wet,' play by a college prof. She says she gave it to John Stein, her manager, and he lost it.

Separation suit against. Harry Langdon postponed in White Plains last week when Mrs. Harry Lang-don intimated that if given time the matter might be settled out of

Union Hill (N. J.) clergymen pro-test the opening of Tex Guinan's proposed road house in Coytesville.

Pauline Starke announces that Jack White, her ex-hubby, will have to ante allmony before he marries Loretta Sayres. Says she was nice about the arrears until the news came, but if he wants to wed he must see her first.

Night Over Taos, regarded by Group theatre as a better title than 'City Forgotten,' so the play changes its name.

Vivian Crosby, part author of Trick for Frick, to do a show with three magicians. Titled The Magic Lantern.

Lew Preston, of Academy of Mu-slc, taking a trip to the West In-dies. Clayton Corum pinch hitting.

Otls Chatfield - Taylor, drama critic for 'Outlook,' announces his separation from the former Janet Burr Benson, whom he married last

Chas, Winninger, Natalle Hall, Joan Carter-Waddell, Michael Bart-lett and Gregory Gaye, who broad-cast for 'Through the Years, without pay for sewices, reprimanded by Equity. A.E.A. also notified by Carter of the Equity rule in their eagerness to pulmotor the spow.

Baltimore looking for a new guarantee for the N. Y. Philharmonic concerts. Four guarantors died and

two quit. Deficit will be under \$4,000 as against \$4,625 for last sea-

Hal Skelly in an auto accident in Wilmington, Del., but unhurt. Auto overturned after crashing cuivert. Continued south by train.

Rich. S Aldrich, of McGowar Reed, in Florida for a fortnight.

Harry K. Thaw fractured his arm Thursday (25) when his car jammed into a culvert near Frederick, Md. Not serious.

New National Theatre Conference formed under auspices of the Uni-versity of Iowa with George P. Baker, of Yale, pres. Purpose is to further the little theatre movement Baker, of Yale, pres. Purpose is to further the little theatre movement and 28 groups are enrolled. Ken-neth McGowan is chalman of the board of governors.

Eva Legallienne submitted last week to a minor operation to straighten out the little finger of her left hand. Injured in a gas explo-sion last spring.

Julia Peterkin, novellst, debuts as an actress in 'Hedda Gabler' at Co-iumbia, S. C., Thursday (25) playing the lead. Little theatre event.

Dr. Moscowitz and W. A. Brady named to combat the N. Y. State tax on amusements, bill for which is now pending at Albany,

Nathaniel Doragoff, picture projector, sued for injunction and receiver to prevent Sam Kaplan roacting as pres of Local 306. Decision was reserved by the judge Usual charges of an Iron hand.

Rozika Dolly won a divorce from Sir Mortimer Davis in the Supreme Court at Mineola, N. Z., Thursday (25). Did not make a personal ap-pearance, the decree being mailed to Paris. Her atty, states-she will marry Irving Netcher, of Chicago, brother-in-law of Constance Tail-madge.

Cadillac hotel, New York, in ands of receiver as result of bank-uptcy proceedings brought by three reditors.

Boston authorities frown on press stunt of Mariene Dietrich flying to city and landing on the Common in an auto giro.

Jensen's Hofbrau beats fed pad-iock suit. Creditors' committee posts \$150 bond that no liquor will be sold.

Milton Aborn will tour his Civic Light Op. in 'Mikado,' starting at the Majestic, Brooklyn. Fannie Hurst told the AMPA that literature and moving pictures are fundamentally incompatible.

'Monkey' changed to Inspector Henderson.'

Dr. Walter Damrosch made Commander of the White Lion of Czechoslovakia.

'Owney' Madden, alleged beer bos and night club owner, to take th spotlight under a new phase of th Hofstadter investigation. Any tie up between Madden and politican being probed.

Lity Damita aboard a steamer bound for Honolulu accompanied by Sidney Smith. She said it was just a vacash, not a honeymoon.

Black Soul, by Annie Nathan Meyer, to open at the Provincetown Piayhouse, Greenwich Village, soon. James Light directing.

Charging that Woody English, shortstop with the Chicago Gubs, falled to pay her \$500 on her production of the chicago for \$1,000. English was married to Helen Golam, Chicago girl, last year. Lily Pons to be questioned before trial in the suit against her brought by Maria Gay and Glovanni Zanatello who claimed to have discovered her. Latter ask that the 15% they claim be taken from amounts she has peid out to her vocal teacher and the Metropolitan Music Buderloom of the Metropolitan Music Buderloom of the Metropolitan of the Metropolita

American Arbitration Association has settled 2,667 cases in six years Pienty of them theatrical litigations

Philip Gerton producing 'The Danger Line,' by Crane Wilbur. Frank McCormack directing and owen Davis, Jr., Howard Lang, Lenita Lane in cast.

Peggy Fears Blumenthal buys I Must Love Some One, by Jack Kirkland. Play's about the Floro-dora gals.

Eugene O'Neill working on three plays covering periods of American life from 1776 up to the present.

when Charles Hopkins produces it as a legit play. Edward Pawley, Gienda Farrell, Janet Cool, Heien Brooks, Eilen Paine cast for Joe Santley's Birth."

Societies for the Prevention of Cruelty to Children protest to bills introduced in the State Legislature that would allow unescorted kids between 10 and 16 into theatres on Matines days other than Sundays or school days. Bills introduced by Senator William J. Hickey and Assemblyman C. J. Gimbrone, both of Burtalo.

Phil Cook says plans to produce 'The Radio Revue' vaude-legit presentation abandoned. Was to have opened at the Ambassador, N. Y. after a Newark tryout.

Alex McKaig, producer, back from a 10-day vacash.

Coast

H. C. Meader wants \$103,150 from Marilyn Miller for injuries he re-ceived in an auto accident last Nov. 1.

Duncan Renaido, actor, indicted by the Federal grand jury for im-posing on his passport taken out in 1929.

James Finlayson, screen comic, sued for \$620 rental by the Afton Arms apt's.

Marion McGoey (Marion Bonner wants a divorce from Thomas Mc Goey, She charges desertion.

Judith Vasseiil Lloyd, pictures, sued for divorce by John Eshieman Lloyd on charges of crueity.

Richard Schauer, Universal story editor, sued for \$1,850 commission by Edward Small agency.

Fay Wray must tell the court about a \$265 unpaid rent bill owing since 1925.

Jules White's home ransacked of articles totaling more than \$1,000.

Virginia Cherrill will wed Willam R. Stewart of New York on the Vin-cent Astor yacht in the South Seas. Miss Cherrill left here Feb. 19 while Mr. Stewart is with the Astors.

Rudy Vallee visiting his wife, Fay Webb, at her father's home in Sants

Monica. Ethei Clayton granted divorce from Ian Keith in Los Angeles court. Couple were married in 1928.

Sue Carol and Nick Stuart ordered o pay \$1,252 judgment to W. J Palmer for decorating their home.

Rhoda Cross, actress, wants \$20,000 damages from S. S. La Cha for injuries received in auto accident Dec. 24. Actress charges permanent disfigurement.

Charles Hooper Graham, is stunt flyer, sues Ruby Graham divorce. Charges cruelty.

Mid-West

charges. Case involves a civil suit that does not implicate the editor other than for a story which indi-cated the suit was a frameup.

Gunmen held up the B&K North-shore theatre in Chicago and skipped with \$69 the cashier was forced to hand over. If Milton Aborn and Local 802 of the American Federation of Musi-cians can come to terms on ques-tion of salary, he'll produce 10 weeks of grand opera at \$2.50 too at Erisanger theatre, N. Y. Pro-ducer's light opera closes at the Er-langer, N. Y., March 5, to tour.

Racial squabbles having been straightened out, a group of Negro amateur dramatists in Omaha with present Eugene O'Nell's 'Dreamy Kid' at the Ritz theatre. Argument started over criticism that the piay cast reflections on the colored race.

Financial settlement and agreed divorce have be a arranged between Harry Moir, Jr., and his wife, Mrs. Maxine Mosser Moir. Terms were not disclosed.

Will of William Wrigley, Jr., disposing of his estate valued at more than \$20,00,000. Is being probated in Chicago. First Union Trust bank and Phillip K. Wrigley, son, were appointed joint executors.

Bomb wrecked the home of Eddie Malsel, picture operator at the Strand, Springfield, Ill. Several months ago the theatre got a pineappie, too, and before that the Capitol in the same town.

Mrs. M. E. Tharp of Green City, Mo. is suing the Midwest Plim Co. for \$188,000 for showing a picture of the suing of the street. Woman claims she has been living quiety on a farm all her life and such sudden notoniety has humiliated and distressed her.

In-again-out-again is young Harry Moir's siogan these days. He's wanted by Chicago police on a robbery warrant after being indicted secretly by the grand Jury. Young Moir, son of the former Morrison Hotel owner, was freed a few weeks ago in felony court.

Mrs. Edith Rockefeller McCormick made her radio debut in Chicago last week when she appeared over NBC in a drive for the support of the Chi Civic Opera.

Theatre managers in St. Louis are fighting the proposed 2% amusement tax that comes up for hearing before the board of aldermen March 7. Measure is one of several to raise money for public relief.

#### Foreign Worries

(Continued from page 15)

have to make some out and out French productions, and (b) that American distributors will not be able to import dubbed product freeand to history and the production here. Many independent corporations which had sprung up with a view to doing a strictly dubbing business, will now be compelled to start production. The definite quota figures have not yet been settled by the central board, but the principle has been acreed upon.

been agreed upon. Contrary to reaction against the Yugoslavian quota, American distributors were not unanimous in reference to the situation created in Italy by the fight to release exhibs from contracts calling for either minimum guarantee, or more than 40% rental. Most distributors were of opinion that it was better to carry on business on the new terms, carry on business on the new terms, and discuss meanwhile; Metro was in favor of discontinuing business. Latter policy would have locally been considered as a boycott and probably result in Pittaluga being made official distributor of all imports, besides a quota being imposed on imports to develop local produc-

Patent Outlook

Patent duriose

Patent situation also added to
production and distribution headaches, but this is being adjusted in
favor of continental production,
contrary to local belief, which considered a German American conference as intended to clamp a bloode sucking monopoly on French pro-

Guction.

French pictures recorded on Western Electric can now be distributed in Switzerland without paying a royalty to Tobis, and have also obtained new facilities in Canada. The continental pictures industry is in a more delicate condition than it has been in a long while, and cer-tainly at no time since the intro-duction of sound.

duction of sound.

American companies are, of course ohary of investing in local production plants, due to the unsettled legal and political situation.

A possible remedy to the current scarcity of pictures, apart from the majors renewing production activity majors renewing production activity. Eugene O'Neill working on three plays covering periods of American plays covering periods of American like from 1776 up to the present.

Sister Aimes, blographical novel Judge Hartwell at Mound City, ont Aimes MacPherson, by Nancy Judge Hartwell at Mound City, basis more sound than the current Barr Mattvy, will star Tex Guinan March 1.6, to answer contempt

Audlence at the Tivoil, Michigan City, witnessed a real gun battle when a policeman and a Negro ban-dit shot it out in front of the house

Practising with clubs in the gym has made Anne Berdnick, Chicago dancer, perfect on the free throw. She swung a milk bottle on the head of a man she thought was fighting with her father, then discovered her mistake. She applogized.

Ruling handed down by the Ohlo Supreme Court holds cafe setups, such as cracked ice and ginger ale, lawful in that state. In other states a number of roadhouses and night clubs have been padlocked on the observation law.

Rosario Davilo was ordered to support his baby but not his wife. Henrietta, bareback circus rider, in Chicago. Court ruled Davilo need not pay his wife if she refused to live with him.

# DIARY OF A STOOGE

By Claude Binyon

Milwaukee-Thursday.

We drove all the way from Jollet to here and this isn't the kind of actor I wanted to be. I always private cars but Mr. Clay carries us in his old broken down Chalmers like we were sacks of potatoes. Then we finally get to a town we have to go right on the stage without hardly any sleep and the peo-

out hardly any sleep and the peo-ple don't clap at us like they would if we got all freshed up riding around in private cars. Milwaukee is a pretty good city, I was here once before when my Uncle Thaddeus died, and the the-atre is okay. But Tm getting sick of Joe Thomas, the other stoogs. of 'Joe Thomas, the other stooge, because he's a lways saying things about me to Mr. Clay and trying to ruin my acting. I know why the stooge that I took his place went crasy, Joe Thomas grove him nuts. This hotel we are in reminds me of my Uncle Frank's house. He has 10 children and no money.

Milwaukee—Thursday.

Mr. Clay got drunk last night after I wrote in my diary and the act was better on the last show than when he is sober. And right after we finished and were going to our dressing room.

after we finished and were soling to our dressing room. Mr. Clay gave and Thomas each \$10. He told us to beat it before he got achered up and took the money away from he sagain.

Thomas and I are in the same room at the hotel and he got drunk too on his \$10 and finally came home looking like somebody had used him for balt. He's a funny looking thing anyway. He started pulling everything out of the dres-ser drawers and he came across a letter from Tillie. He started read-ing it out bud before I, could stop letter from Tillie. He started reading it out loud before I could stop
him and making dirty cracks. I
jumped out of bed and grabbed the
letter and he punched me in the
nose while I wann't looking. Then
I punched him in the eye and he
fell down on the floor like he was
dead. I got scared and somebody
knocked on the door and asked
what was the matter. I said I had
slipped out of the tub but I was
okay and please go away and let
me 'sleep. sleep

whoever it was went away Atter whoever it was went away I carried Thomas to bed and took everything off but his long underwear and I finally went to sleep because he was breathing. My nose was all bloody and I looked terrible when I woke up the next morning. Thomas woke up, too, and he looked at me without saying anything. I thought sure I was going to lose my job as a stooge. When Mr. Clay saw us, me with my nose kind of bloated and Thomas with his purple eye, he laughed and said now we really looked like stooges. He asked us, how it happened and I said Thomas bumped into a door and I got up I carried Thomas to bed and tool

how it happened and I said Thomas bumped into a door and I got up to see what was the matter and bumped into Thomas. Instead of saying I was a liar like I was afraid he would, Thomas just said he wanted a separate room because I always played the banjo lousy and he couldn't sleep. I couldn't say anything but Clay told Thomas to quit squawking all the time.

Today was a swell day. The minute I rell into the coffin people started laughing and when me and Mr. Clay had the fight with the dummy they almost went crazy.

Milwaukee—Thursday.

I asked Mr. Clay where we go from here and he said yes. He's getting absent minded. Then I asked him if he wanted to have me

asked him if he wanted to have me play the banjo in the act now he-cause it was a good looking banjo and he said not to bother him.

I got a letter from Tillie saying she was so lonesome she wished we had got married so she could travel with me. Mom sent me a letter, too, about keeping my throat covered when the weather is like this red with the country of the cou

Milwaukee—Sunday.

We didn't go any place last night and Mr. Clay said we may have to lay oft a couple of nights. I'm placeticing on my banjo and Thomas soes: out of the room pretending he can't stand it. Boy, is he a pain but his black sye looks funny.

I wrote a letter to Tillie and took

Milwaukee—Monday.
We're still hanging around here
and I didn't see Mr. Clay today. I
can play the first 10 notes of Rhapsody in Blue now.

Rain today and probably Tues-

Milwaukee-

Milwaukee—Tuesday,
Am I burned up? The hotel clerk
told me that Mr. Clay checked out
last night and let me and Thomas
flat. We haven't any money and
the hotel clerk says we owe for
our bill.
Thomas and the says are the says of the
Clay was a dirty rat and I didn't
arrue with him. We sat on the

Clay was a dirty rat and I didn't argue with him. We sat on the bed for a while and then Thomas said he had an idea. He would go outside and stand under our window and I should throw the suitcases out. Then I should with we will call the work of the work of

bill.

Before I had time to think about it Thomas went out, and when I leoked out he was standing giving me a little wave. I opened the window and there whis sultcase down and then went to get mine. When I came back to the window and looked out Thomas was gone. I should have known.

should have known.

I've been sitting here all day atraid to go out and I'm hungry. I don't know what to do and I want to go home.

#### Both Showmen Out of Seattle Mayoralty Scrap

Scattle, Feb. 23,
Vic Meyers, band leader and jazz
candidate for mayor of Seattle, finished sixth in a field of 10, in the
primary election held Feb. 23, Frank
Edwards, ex-showman and exmayor, finished third. So both are
out of the running.
Meyers had a clown campaign
back of him, creating worlds of
mirth and satire on politics and city
campaign promises. He got over
5,000 votes.
John Dore. with 15 coa.

5,000 votes.

John Dore, with 45,000 votes, and
Mayor Bob Harlin, with 22,000, were
the two nominated for the finals of
March 9. Edwards polled 17,000,
Case about 12,000, and Ritchle, evolus candidate of Seattle 'Star,' 8,500.

#### **MARRIAGES**

MARRIAGES
Cialborne Foster to Maxwell Jay
Rice about two weeks ago. Announcement delayed until they had
left to make their home in Brazil.
Groom is connected with an aviation
transport company.
Octavia Fowell to Attorney Gordom Surris, Feb. 20; in Canton, O.
Miss Fowell a member of Ambler

Miss Powell a member of Ambler stock company in Canton. Wistor Fratellini to Suzanne Rousseau, both members of well known circus families, in Parls. Arthur Frahm, treasurer at Erlanger's Columbia, and Virginia Silveria, treasurer at Toble Silveria, treasurer at Trobles Filmarte, Feb. 27, in San Francisco. Katherine Glenn to Hubert Ames Kay in Chicago, Feb. 20. Bride is a member of the Glenn Sisters duo with the NBC studios in Chicago. Groom not in the profession.
Cyrena Van Gordon to Howard D. Snith, New York, Feb. 27. Bride is in Chicago opera company.

Cornella Rogers, of 'Scandals,' to Russ Brown, vaudeville, Greenwich, Conn., Feb. 23.

Conn., reb. 23.

Bruce MacFarland and Marion
Burns, Feb. 26 in New York. Bridegroom is with 'Wild Waves,' bride
with 'They Don't Mean Any Harm.'

#### BIRTHS

Paul and Anna Savoy, son, Feb 24, in New York. Father is a vaude agent.

agent.
Mr. and Mrs. Joseph P. Kennedy,
son. Feb. 22, at Dorchester, Mass,
boy. This is the ninth child and
fourth son of the film financier.
Mr. and Mrs. Tom Fizdale,
daughter, Feb. 28, at Presbyterian
Höspital, Chicago. Father is with
NBC publicity department in Chi-

#### Trade Mugg

Hollywood, Feb. 28.
Teacher at Franklin School,
Hollywood, informed her pupils
that on the following day there
would be a lesson in drawing,
and each pupil should bring to
class a picture magazine.
One kid showed up with
'yariety.'

Variety.

#### **MILLER TAKES BEATING** FROM FULLER IN LIMIT

By JACK PULASKI

Ray Miller, the Chi hook special-ist, was clearly outpointed by a tough little mugg known as Sammy Fuller, of Boston, at the Garden last Friday (26). In the fourth round a right cross to the whiskers toppled Ray but being cocky he

toppled Ray but being cocky he hopped right up. "Mever did he seem to have Sammy in trouble and it went the 10 round route. Miller ham't had much luck around New York. He had his chance for big money when he stalled here with Jimmy McLarnin a year or so back. Of course Baby Face stalled too but he got a flop fight on points. Ray had built a great rep in a few months by getting a technical knock-out over McLarnin and kayoing a couple of other hard guys too. That was in Detroit.

other hard guys too. That was in Detroit.
Fuller jumped into the Met sport pages by giving Tony Canzoneri one of the busiest evenings in his career. That was in Boston where Tony, was knocked off his pins too. It was rather a bitter defeat for Miller but it seemed a matter of a veteran up against an eager youngster. Fuller is a smallish chap, referred to when the decision was announced by Joe Humphries as the state of the same transparent of the same transparent properties and has shoulders bunchy. That he outpunched so good a man as Miller was an eye-opener.

as an eye-opener. Miller devoted too miller devoted too much attention to trying to land with the left. As the match progressed Fuller was landing more accurately with that mit than Ray. The way Sammy connected with rights was another angle that surprised. Perhaps this Fuller bird is somebody but as one of Ray's rooters put it: 'He can't think of getting married and fighting at the same time.

#### Pladner Not Hot

ing at the same time.

Pladner Not Hot

Semi-final was not so hot, it going
on last because of a radio stunt.

Emile Pladner, better known as

Spider from France made his

debut against Anton Koosis, a

Polander or something. Both are

came with a rep ne having knother

out Frankle Genaro in Paris.

After seeing Koosis slap M.

Pladner around the boys started to

figure and the result was that

Frankle was full of bubbly when

he took it. Not that the Spider

hasn't action but his power punch

is drawted the sudged broad
is drawted the su

with many walk-outs during the finale match.

Battalino—Petrolle Next

No boxing this week at the Garden, the six day blke eggs being in action. Next card of importance will be topped by Bat Battalino, and Billy Petrolle, March II. That fight should be something. It was all cooked up but Eat made a bad all cooked up but Eat made a bad boxed a stablemate and both were thrown out of the ring for cause. It has all been squared apparently. Bat is a corking fighter and Petrolle is one of the wonder men of the ring.

#### Rag's Staff Claims

Los Angeles, Feb. 29.

Edward Hugh Gibbons, engaged as managing editor of Theatrical World, recently started Coast weekly in Los Angeles, has filed a wage claim of \$55 against the sheek for three weeks work. Employer offered to settle this claim for \$20

son, Feb. 22, at Dorchester, Mass, offered to settle this claim for \$20 boy. This is the ninth child and claim. The fourth son of the film financier.

Mr. and Mrs. Tom Fizede, daughter, Feb. 26, at Presbyterian Hospital, Chicago. Father is with Hospital, Chicago. Mr. and Mrs. Irving Dorlin. Seeph Hillenbrand. Henry M. Fine also has a claim for \$37 cdi-orial work against Theatrical world.

# Eat Until Bursting—Film Stars Entertain, Band, and All for 45c

#### Try Pint Bottles as Biz Stimulant-And Okay

Detroit, Feb. 29.

Activity in the liquor trade across the border has been stimulated by the addition of pint bottles to the Canadian Liquor Commission. Custom guards are twice as alert as before.

before.

Business across the river in rum had fallen off to a considerable extent and the smaller bottles were brought out to try for an increase. Commission had stocked but quarts. Price charges for the pints range from \$3.50 to \$4.50.

With the bottles smaller and easily concealed, the tourists find it more convenient. It's improved trade.

#### **NEW SAT. NIGHT CLUB** FOR PROFESSIONALS

The new Saturday night supper dance club of New York legitimate stage folk got under way last week. It's 100 a plate, known as the Pierrette' and is to take place regularly, if plans mature, at the hotel Pierre on 5th Ave.

Robert Hart, broker, is reputedly behind the venture which will donate part of the receipts of the opening to the Actors' Dinner Club, invitation committee consists of Mary Nash, Basil Rathbone, Lawrone. Tibbett and Lesle Howard, Harry Rosenthal's orchestra is the terpsichorean inducement. chórean inducement.

Arch Selwyn is also reported connected with the room seating about 250.

#### Saving the 'Front'

Number of office suites occupied by producers, agents, writers and others connected with the building or booking of acts is estimated to have decreased 50% or less this sea-

son.

As high as a half dozen people are sharing the same offices with two or three splitting one desk and its telephones. Surprise is the meagre amount of friction or tension. In other days it would have been murder. been murder.

When the man who holds a lease

on an office suite permits renting of space to an outsider, and they divvy space to an outsider, and they urry, up on overhead, he is finding it possible, it's pointed out, to retain his address where otherwise he might be forced to move to a less pretenforced to n

#### Maestro and Wife Sue For Hockey Injuries

Peggy Hope Rich, ex-actress, and her husband, Freddie Rich, CBS maestro, respectively think that injuries to Mrs. Rich at Madison Square Garden during a hockey match are worth \$50,000 and \$10,000 damages to each. Mrs. Rich was hit by a flying hockey stick at a game Dec. 13.

Dec. 13.

Julius Kendler, attorney for the pair, recounts that the former actress suffered permanent injuries on the forehead and scalp, while the husband's petition is for technical loss of services.

#### Girl's Suicide

Worcester, Mass. Feb. 29.
The body of Eleanor Kingston, 30,
New York chorus girl, was found in
a lake here, wrapped in silks and
furs. She had been visiting her
parents and left them a note.
A sister is in a Broadway show.

#### KELLY UP AGAIN

KELLY UP AGAIN
Shipwreck Kelly work a flag pole
sittin again Wednesday (24) atop
the Manhattan hotel, on West 47th
street. New York. Hopes to be up
13 days, 13 hours and 13 minutes.
There are eight telescopes in
Longacre Square again trained
upon Kelly at 5c a look.

#### McGRAW'S COMMERCIAL

All you can eat for 45 cents plus an opportunity to see Zazu Pitte and Thelma Todd in a nightly personal appearance broadcasting from the restaurant and perhaps a free ticket to a picture show. It's the newest business stimulator for the Leighton cafeteria in the heart of

The meal-Pitts-Todd combination is set, but the inclusion of the free theatre ticket is still in the nego tiation state. House that probably will be in on the deal is the Los Angeles, swanky architecturally but now on a 15-cents basis.

Film team will be on the air over KNX in a continuity comedy affair now being written by a Metro scena-arist. Pair will go on over remote control from the restaurant, back of a glass screen to eliminate the dish rattling and other acoustic com-petition. Loud speaker system also goes in so nobody will miss the lines. Catteria has an orchestra. Film team will be on the air over

Radio act will be six times a week at the dinner hour to catch the yokelry who will be attracted by the picture names. Cafe can take care of 2,500 at a sitting.

#### Times Sa. Food Fight with All Kinds of Prices

A swell food fight is being waged on Broadway. With restaurants, outhumbering other kinds of busi-ness enterprises in and around Times Square the battle centering around meals is the more notice-able.

All\_types of hasheries are con-All\_types of hasheries are con-cerned. From the throw it at your-self joints to the class spots. There isn't a block along Broadway with-out at least one restaurant, and that one displaying a new low im't a block along Broadway without at least one restaurant, and
that one displaying a new low
prices. A one time cafetera meal
at 60c is now two bits. In a rated
eatery the nick; is likewise in half.
Trick Inducements in forceeverywhere. Second cups of coffee
and a third after that; inexpensive
combinations for all three daily
media and additional helpings of
the combinations of the combinations of the combinations.

Another source of annoyance,
according to a former restauranteur
of Broadway, is the increasing num-

according to a former restauranteur of Broadway, is the increasing number of drug and candy store outlets. As all joints are now doing, they too feature low priced combinations over the counter. This hurts the straight food serving snots.

#### **ACT PAINFULLY BANGED** UP IN AUTO WRECK

Rhinebeck, N. Y., Feb. 29.
Making a jump via automobfour members of the Norma
Thomas Quintet cracked up he

four memors.

Thomas Quintet cracked up here last week.

One of the two cars in which the troupe was hopping from Montreal to New York swerved from the highway and crashed into a tree.

Norman Thomas, Sr., head of the turn, told state troopers he thought he fell asleep while at the wheel. In Rhinebeck hospital doctors diagnosed his injuries as a fractured left arm, leg, and lacerations.

Others taken to the hospital were Norman Thomas, Jr., who suffered leventhy of Geoe Bollord, a punchase would on the chin and treatment would be the chin and treatment of the present of the treatment of

tured wound on the chin and loosened teeth; Frank Allen, treated

for shock and minor scratches.

Two other members of the act were following Thomas' car in another machine. Force of the impact nearly demolished the leading

#### Conrads May Settle

McGRAW'S COMMERCIAL
Los Angeles, Feb. 29.
John McGraw, manager of the
New York Glants, may go on a
commercial radio program when the
baschall season rolls around.
Haseball veteran is considering an
offer.

The Eddle Conrad's (Marion Eddy)
may settle their alimony spilt out of
may settle their alim

### **Paris**

VARIETY

Tramel back in films. Carroll McComae back.
Marc Klaw not so active.
Ericktop hiring more help.
Michael Arlen around Paris.
Fewer radios being peddled.
Rentals on theatres are loves.
Winchell Smith taking up golf.
Melody Club installing new bar.
Luis Arnold sought for pictures.
The Fatou crowd stick together.
The Fatou crowd stick together.
Dick Blumenthal on the job again.
Lots of arty pictures being shown.
A few moneyed Russiane around.
A together with the picture of the shown.
A together with the stick of the stick of the shown.
A together with the stick of the stick of the stick of the shown of the stick of the st Carroll McComas back

book. Mrs. Arthur Garfield Hays to Ri-viera. Paul Fejos may go back to Hollywood.
Mary Lewis around with new

hubby. Natacha Rambova around the Rivie era. Lidee Jackson opening a nev cabaret.
Politicians taking to lunching in Joinville.

Jean Fayard going back to film

criticism. Olga Tschekova the new Anna Karenina. arenina. American collegiate bands over American here now. Trudy Krieger getting a new apartment.

apartment.
Sheet music here a week after
New York.
Sammy Pearce doing gags for Sammy Pearce doing gags for Paramount. Louis Cole singing 'Of Thee I

LOUIS CORE SINGING VALUE OF THE CORE OF T Ventura band, Ruth Putnam Mason to have a

Maurice Rostand midnight suppling at Graffs.
Billy Johnstone, the dancer, has an injured hand.
Phillip Rame

an injured hand.
Phillip Barry and kids enjoying
Riviera sunshine.
Widney apartments used for literary gatherings. ry gatherings. haliapin not confirming rumors

Chaliapin not confirming rumors of American tour. Sydney Carroll through on way be a sense of the confirming a draw at Dracula' showings.

Audiences whisting a draw at Dracula' showings.

Gloria Swanson expectant in Southern Germany at the Washington Palece now.

Betty Compson resolving to stay over a while longer.

Kay Boyle seiting into 'The New Erich Pommer becoming a more frequent Paris visitor.

Francis de Croisset getting smartest premiers of season.

Sirch Pommer becoming a more frequent Paris visitor.

Francis de Croisset getting smartest premiers of season.

Sach Morals' French version.

Grace Moore liked in 'A Lady's Morals' French version.

But the control of th

Stories of Russia told by visiting guests at a Paramount studio luncheon.
Charile Chaplin says he's going to Japan if fighting continues at Shangini.
Cecile Sorel replaced for non-attendance on the Comedic Francais

# CHATTER

the Biarritz Casino. Manager Dauchy is out. Saint Granier developing political ambitions, and introduced to a Com-

Saint Granier developing political ambitions, and introduced to a Communist leader manier and introduced to a Communist leader. Foliand Toutains stunts at party, broke lits arm.

Earl Lesile another casualty while rehearsing new numbers for Mistingue Barff till of woes after American tour and off to Belgium and North Africa. Charles K. Gordon already arranging for the costumes of his next cosear Dufrenne angry in his front box when an actor is klissed on the

and, North Attract
and, North Attract
and North Attract
ranging for the costumes of his next
season's production.
Oscar Dufrenne angry in his front
box when an actor is kissed on the
mouth by Mistingactic Tonight We
Improvise,' new Pirandello play, before a select gathering.
Harold Smith naving his troubles
on export committee of American
Jeanne Heibling and Jack Forrester holding an after dinner conference on 'Pitty Fathoms Deep,'
The season of the seas

## Honolulu

By Mabel Thomas

Bob Ripley spent a day enrout to Australia. Tourists arriving, despite all ad-erse publicity.

Miriam Lellani, Chinese Hawaiian longbird, home again. Earl C. Anthony, owner of KFI, los Angeles, here for indefinite

tay. Mrs. Frank Borzage and her party ave taken a house at Diamond

neve taken a nouse at Diamond
Soulke Kahanamoku training constantiy for a try at the coming
Olympics.

Torrential rains slowing up production for the control of the control
Myron Seiznick and family arrived on the Mariposa and Joined
the Bird of Paradise Co.

control of the control of the control of the raining the control
of the control of th

Week.
Howard Hawks and wife, visiting islands, looking over the fishing
grounds for forthcoming story of
his for Warner Bros.
Visitors for a day, from Australia,
P. de W. Hance and family. Fox
Movietone representative, and Mr.
and Mrs. C. E. Monro, managing director of Hoy's theatres in Sydney.

#### Toronto

Buth Downing modelling.

Dot Annis and Bill Price wed.

Dot Annis and Bill Price wed.

Dot Annis and Bill Price wed.

Greg Clarke running around with maglelans. "

That new harplat in the Imperial pit-band is Heien Donnalin.

Tom Daley of Uptown lending Mae West's Constant Sinner, which allow the Commerce studes at U. of T. catch up sleep by hiring stenos to take notes in class.

Hotel switch has Columbia burlesquers favoring the Royal Cecil, and Rico acts the Borders will halp lead in Mussolini's Napoleon, English version by John Drinkwater.

Ross Hamilton, femme impersonator with Dumbells Revue, Just hates being interviewed by girl reporters.

hates being interviewed by gir recommittees.

Kendal of Times bureau in Moscow looking at his story, in The
Fer Agrange at the cow looking at his story, in The
Fer Can has interest, move headnew forker.

Against Accangues to thic on
Immediate the artistic management of the artistic management of the content of the

#### London

Jack Payne at Elstree.
Russell Johns off to Paris.
Harry Foster fighting the 'flu.
Carlyle Blackwell off to Paris.
Chrysanthemum salad the rave.
Isobel Elsom in Atlantic cables
Marle Tempest at the Savoy Grill
Hilda Glyder's home sold at auc-

ion. Ruth Draper packing 'em in igain. Victor Mc Lagien denying Eistree offers.

Latest vogue here plano-accordion

bands. Jacob Epstein panning the critics again. Side pockets for the femmes this

Kit Cat, through Jeff Bernerd, rowded. Irving Asher getting Teddington

Hugh Perceval scripting again for ount. wick Ward with a financing

Julius Hagen and Ernest Fredman at odds.
Adolphe Menjou sold his unit an original story.
The Malmalson now getting the fashion crowd.
Adrian Brunel brings the son around places.
Usquia Jeans has dined at 4.a. m.
Chimce of an all-London proposition.
Julius Hagen and Ernest Fred-

Chipne of an all-London final in Chipne of an all-London final in the English Cup. Peggy O'Nell around again, talk-ing of a new show. West Ended before. Christopher Mann enlarging the plant with new offices. Metro-Goldwyn exces looking on a control of the control of the control of the Touring revues now out with al-

at the Eric Hakim set.

Touring revues now out with almost nude chorus girls.

Margot Asquith favoring the old Irish Stew department.

Universal's first British picture hardly kept up the rep.

Twelve Yard men in evening dress raided the 43 Club again.

Girl who slimmed are now on experiments.

Twelve Yard men in evening dress raided the 48 Club again. Girl who slimmed are now on egg diet to get the new curve. Circ's Club first in the field with a Series of the first in the field with a Series of the first in the field with a Series of the first in the first first in the first first

sonal appearance—at Bow street.
Bob Adams, formerly Two Bobs,
now running Bridge Club in Maidenhead.
Head.

what the U. professors call im-

moral.'
Jimmy Coghill uses \$2.50 face
powder on his make-up.
Christy Dunbar, seenic artist, has
written a play, 'The Crime Ray.'
Calgary Eye-Opener' and 'Hooey,'
humor mags, selzed and newsdealers

in court.

Betty McCracken and Rosa Gen-thon with Mitchell one-acters a

bear with Mitchell one-accession with Mitchell on with Mitchel

#### The Hague By M. W. Etty-Leaf

'Ghost Train' staged for 250th time icre, still big. Ilona Durigo here and Grock ex-ected shortly for one performance

mily, Hofstad Tonneel reviving Oscar Wilde's 'A Woman of No Impor-

nce.'
About 1,000 Dutch engineers with niversity degree without job at

university degree without, job at present.
Remarque, of 'All. Quiet' fame, after remarying his discreed wife after remarying his discreed wife.

A furshop in Rotterdam had a weddling party of live illiput couple in its shop window one day to attract attention.

This year no window one day to attract attention.

This year no lines Holland' electrical to compete against the party of the lines of the competency of the lines of the li

that possibly the fair will be cancelled.

Slice petrol went up taxles have gone down in competition with gone down in competition with the control of the c 40,000; top seats at vo.

room at \$1. As local brass bands of
police and postmen objected to playing of national anthem when opposing teams enter stadion, as members nearly all very red, a band
from loyal South had to be hired.

## Mexico City

By D. L. Grahame

Roberto Alexander, female imper-sonator, and jalled on charges of burglary, walked out of the local jail house for second time and is still at large. Manuel Salazar, Costa Rican

Manuel Salazar, Costa Rican tenor, filling an engagement with co-op., grand opera at National The-atre here, lost all his costumes when thieves raided his dressing rooms. Local revue house managers are cashing in on the Jap-Chink scrap. Far Eastern equabble has inspired plots for feature acts at these the-atres.

steenth in a year.

Jewellers doing roaring trade changing back gold into notes at a profit for the seller.

Jewellers doing roaring trade changing back gold into notes at a profit for the seller.

Jewellers doing roaring trade changing back gold into notes at a profit of the seller.

The sellers doing here's doing the sellers and the Fiddle, is Henry Shere's and the Fiddle, is Henry Shere's trade and the Fiddle in the Fiddle, is Henry Shere's trade and the Fiddle in the Fiddle, is Henry Shere's trade and the Fiddle in the Fiddle, is Henry Shere's trade and the Fiddle in the Fiddle, is Henry Shere's trade and the Fiddle in the Fiddle, is Henry Shere's trade and the Fiddle in the

#### Berlin

Dolly Haas in Mentone. Karl Joken seeks divorce Al. Szekler off to Geneva. olf Menjou expected here. Oscar Straus back from Holly

Terra Film Co. to produce six pic, Dr. Pines back from lion hunting

Pallenberg to guestplay at the Viennese Burgtheater. Ferry Szikia, much liked operetta,

stex, died 68 years old.

Richard Strauss to direct his own
work at Munich opera.

Lilian Harvey recuperating at her
house in Juan-Les-Pins.

Laudy Lawrence and Mrand Mra.

Laudy Lawrence and Mrand Mra.

Furglars in Courad Veidt's vilia

during his stay in Vienna.

Ufa's president, Ludwig. Kiltsech,
for recuperation at Bad Eister.

To recuperation at Bad Eister.

States theatres, died 35 years old

E. A. Dupont, Willy Forst, and

Paul Horbiger for shooting at Casa
blanca.

E. A. Dupont, Willy Forst, and Paul Horbiger for shooting at Casabalanca.

Syanason and Michael Edition of the Control of the

whenever a min studio under managewith of Director Konstaint in Loadual of the Common of the Com

# Long Island

By Joe Wagner Lionel Green stops trains.
J. P. Harris loves boating.
Al Norman is making shorts.
Wrestling drawing in Hempstead.
Bernie Cowham can make anyone

ing.
Island golf courses becoming win-

Bernie Cownam can make anyows
sing, and golf courses becoming winter centers.

The Alden in Jamaica will try
vaude every-day.

Fred Weiler plays the plano at his.

Vannalen Trees publishes first
Sunday paper in Queens.

Poland Bank's Street of Women'
must be in Forest Hills.

Hoyden Sparkes must, have liked

Hoyden Sparkes

Lower Street was managing the
renovated Tatt in Flushing.

Loew's Plaza in Corona packs,
them in for the Italian talkles.

Egon Dougherty, has one of the

Burns Mantle will like Thyra.

Samter Winslow's latest book.

Charles Raymond, new manager

at Loew's Valencia, used to act.

Khistoric home of Daniel Carter

Ecard in Flushing now a tea room.

Loew's Tri-Boro in Astoria has

Just passed its first birthay quiety,
that May. People in Holls knew

thown.

Fresh Meadow Country club in

Flushing setting ready for national

Open.

open.

Jerry Breckenridge has left Queens and is now with the Pittsburgh 'Press.' Press.'
Haynes Trebor not only knows his heatre but can get an extra out in

theatre but can get an extra out is 20 minutes.
Ralph Renaud, editor of New York 'Post', has written a skit for the Gardens Varieties.'
Bay Shore Rotary ciub wants Long Island to restore the famed theatre train from Manhattan.
Forest Hills, home town prohibition administrator of New York, is being dried up,

#### Broadway

Mannie Seff writing a new one, Paul Trebitsch readying a play. Roy Bargy is nuts about parchet Mit Collins operated on last weet Hassard Short on vacation

Nassau.

Billy Grady and Peter Arno sharing offices.
Wrigley jumping imps back on

Larry Kent 18 a Samuel Larry Kent 18 a Samuel

Javery Kent is a setup for a sirbin steak.

Hap Ward likes a mister in front
of his monicker.

Carmen Lombardo, brother of
this monicker.

George Skouras and the baby both
down with colds.

Mris Sieve Barntio, wife of the
Freddie Rick flew to Florida for
three days vacation.

Sam Tishman says business is
Reg Connord's in Spring.

Sond, but fill get better weather is
Reg Connord's in Spring.

Some gray hair beginning to appear on Abe Brin's thatch.

Patsy Ruth Miller's minro op deferring her personal apps;
Some gray hair beginning to appear on Abe Brin's thatch.

Patsy Ruth Miller's minro op deferring her personal apps;
Some gray hair beginning to appear on Abe Brin's thatch.

Frank Mason, vice-president of
NEC, giving grip a struggie.

Kretchma holding a main stem
elebrity night Thureday (Julie of
hose Westport summer homes,
Ruth Morris' Irish terrier is named
O'Brien, Malevinsky & Driscoll.

Gabe Yorke calls Hal Horne the
Bilprock Kelly of old-time song

There has been nn-sale of the
pleture rights on 'Child of Manhatand despite the rumors,
Ernsk Klapholtz to Florida to Jon

Wat till the Coust Mayfair gets a

Hone of the authors of a new show

armaged for 3,000 bottles of beer to
be sent to the tryout point by planes

Jim (Dinty) Moore says it's sor

the ecceanuts drop on the next block.

George Cohan and Bert Lytell

have become walking partners. It's
hearses.

# CHATTER

bombing. One went Wednesday night (24) with a woman injured. United Amusement Corporation controling 20 nabe houses in this city reach agreement with managers of the control of the contr

colleagues givirg him plenty publicity,
Jack Denny leaves Montreal after
five years. Now with Columbia
Broadcasting System for 26 weeks;
also completing contract with National B. C.

#### Miami Beach

By Beachcomber

John McCormack concerts In Mismi Feb. 23.

H. B. Warner, wife and family are at the Hollywood Beach hotel. Mrs. Arthur Hanel is here: She's Jean Archibald, the playwright. Lou Irwin, theatrical booking agent, is beaching it at the Roney Plaza.

agent. Is becoming it at the Flamingo with the Mrs. heading in the same direction.

Flamingo hotel in Miami Beach insists Marlene Dietrich paid it a brief incognite visit last week. Joe Widener's Hilaich Park race track closed Saturday with very little red link needed—a great show-

ing.
Pancoast and Lincoln hotels finaly hung out the S.R. O signs Feb.
20. They won't be used many other

mematic Klapholtz to Sforida to John Mita Martan and Murray Smith, who are doing an act in Miami. Jackide MacWilliams, see to Duke Jackide MacDonald picked up in New York MacDonald picked up in New York MacDonald picked up in New York arranged for 3,000 bottles of beer to be sent to the tryout point by plane. Jim (Dinty) Moore says it's sort to be sent to the tryout point by plane. Jim (Dinty) Moore says it's sort to george Cohan and Bert Lytel have become walking partners. It's hearses. They call Helene McGuinness M. They call Helene McGuinness M. They call Helene McGuinness, one of the RKO secretaries, an executive assistant, giving the girls titles the bears of the RKO secretaries, an executive assistant, giving the girls titles the bears of the RKO secretaries, an executive assistant, giving the girls titles the Box Marting girls and a the Brooklyn, Tuesday (8). Radio scrib Brooklyn, Tuesday (9). Radio scrib Brooklyn, Tuesday (1). Radio promote Brooklyn, Tuesday (1). Radio Scrib Brooklyn, Tuesday (1). Radio B

#### Hollywood

Arthur Lyons flu victim. Robert McGowan seriously ill at s home.

Robert McGowan seriously ill at his home.

Bunny Venus, carnie dancer, carries a cane.

Charles Skouras talks and looks like Leo Carrillo.

Ralph and Vera Lewis back from a week in Carmel.

Lucky Wilbur hanging drapes of the Carmel.

Apartment houses afficted with unemployed selling oranges.

Will Harys spent three days in bed the Carmel houses afficted with unemployed selling oranges.

Will Harys spent three days in bed the Carmel house and the Carmel have the Carmel have been dead to the Carmel have

here.

Donella Donaldson retitled Julie
Haydon by Radio, where she got a
contract.

Talk of Olga Baelanova going to
New York to do a play for Arthur

Haydon by Radlo, where she got a contract.

Talk of Olga Baelanova going to Tark of Olga Baelanova going to Tark of Olga Baelanova going to Tark of Olga Baelanova going to Hopkins.

William Slavens McNutt talkIng about a South Seas crules in his new yacht.

Jordard Allen Woolf threw a party Welliam Slavens Might for Mr. and Mrs. Dave Loew.

Harry Tobias and Charles Daniels, word and music inventors, back from New York.

Associate maltree thotel of Henry's, is now secretary to Howard Jones.

Roubon Mamoullan and his parents feted by representatives of the local control of the property of the literary department.

Auto laundries getting competitive competitive of the literary department.

Bett Starke, former also cap of coffee in the Radio resta vant.

Bett Starke, former the local, now chief operator at the RKO.

Al Herman breaking in a new vande act with four girls—Campbell Sisters, Myrtis Crinicy and Phyllis Sweller Byton, Englishman, spent two days in Tal Juano over immitted and the property of the proper

Sisters, Myrtis Crimicy and any most Soule.
Walter Byron, Englishman, spent two days in Tia Juana over immigration difficulties. He's now back, and with the quota.
Sidney Buchman, Paramount writer, has four weeks' off, starting this week, and will give New York bie speedfup money.

this week and will give New York his spending money.
Someone sent Naylor Rogers of KNX a catalog of kills and other Sectch clothing after he was guest of honor at a bagpiper's benefit.
Taul Green, professor at U. of South Carolina, gets in Monday to Routh Carolina, gets in the Cotolina, at Warners for Richard Barthelmess.

at Warners for Richard Barthelmess.
Giner Rogers missed out on a part in Edward Bovett Horton's part in Edward Bovett Horton's Martin Benediction of the Courrent part in the George Ariss picture in Warners.
House-to-house photog tried to cash in on the Radio Pictures-Herald-Express Better Bables Contest as official photographer, but the studio stopped him.

Summonded by the thore bureau on a 192 claim by her housekeeper. Latter says all she was paid in seven weeks was \$10, a chicken and a pair of stockings.

she was paid in seven weeks was \$10, a cincken and a pair of stock-lines. \$10, a cincken and a pair of stock-lines. The pair of the pair o

after the first half when the score was 8-0 in favor of the Army, he was a pick-me-up to the Uplifters, Final score was 11-4 for the Army. The picture crowd cheered the pro-

#### Minneapolis By Les Rees

Boxing shows not doing well.
Gil Thoele, theatrical printer,
proud father.
Lent having no perceptible effect on show biz.
Gordon Greens of Minnesota on

Gordon Greens. of Minnesota on road to recovery, to road to recovery, Depression has hit local turf fans, and 85c bets are in order. Norman Hackett, here for visit, says public wants comedies. See See to see The Guardaman! Harold Kaplan greatest of the atrical fraternity's absentees fight fans.

ritory.

Kenneth MacGowan here March 8 for lecture on The Theatre of Today.

Max Montor of Street Scene play and picture here to read

Max Montor of 'Street Scene' play and picture, here to read 'Faust.'
Lou Breese, Minnesota orchestra care to read 'Faust.'
Lou Breese, Minnesota orchestra care to read the season of th

Wiggs of Cabbage Patch, Baster week.

March ures and Mourning Becomes ures and Mourning Become with the Mourning Become with the Mourning Street subgramming Minneapolis baseball club for \$10,000 damages. Maybe an expensive

900 damages. Maybe an expensive homer.
Great lobby display at Minnesota on Hinda Wausau, burlesque strip dancer. Screen trailer makes ciniform of the strip dancer. Screen trailer makes cinifordita without the herse.
Finkelstein Theatres, headed by Haroid Finkelstein, son of late M. L., and operating hidependent chain of fowa houses, has moved headquarters from 5t. Paul to Minneapolis.

#### Louisville By M. W. Hall

By M. W. Hall
Jack Denpsey, following Frankic
Wine bout, was commissioned Kentucky colone.
Two bills demanding 10% tax on,
heatre admissions and state censoradin probably lost.
Property of the state of the sta

#### Loop

It's a girl at the Tom Fizdales. Ruth Betz throwing spagnetti

Joe Lewis still talking about Cali-fornia.

Charlle Crafts wandered back into the loop, Johnny Jones determined to be a neatre operator.

Sport Hermann blew east to look ver the legit field.

Die't Hoffman still recalls his days with Martin Beck. Moe Silver spent several Warner lays in this district: Bill Pine couldn't remember the author of 'Gunga Din.'

Lou Linstone back from New York with tales of woe. Bill Pine took a fever count sud-denly, but bobbed up again.

lenly, but bobbed up again.
Ashton Stevens still complaining
about the drafts at first nights:
Niles Trammel swung out to Denre and back by way of Omaha.
Sam Bramson doing a single,
Nile Elia Gordon is in New York.

Otto Kruger getting invites to everything but the Rotary club so far. Goodman Ace rushed to Kansas City to tell them he was going net-

far Godman Ace rushed to Kansas City to, tell them he was going network.

Bob Hickey training his type-awriter for the start of the Sells should be supported by the self of t

nickels inviting everybody in town for the Con-Sanders loop reopening.

Blum's Photog studio plastered with more stage celebs than are around today, but Nat Krone still remembers.

Remembers.

Artists Service for another three weeks. He's still touring with Padcrewski.

Monroe Wayne still running up and down the stockyards district trying to scout up enough Mexicans Local William Morris office shifts quarters, moving from the top floor of the Butter building to the 12th. Does not change the present staff.

Sport Hermann guest of honor of an inaugural ball by the Mediah My detected potentials or the tracernity.

Mayor Cermak forgot he had an

iv elected potentage of the frater-nity.
Mayor Cermak forgot he had an engagement to speak over WENR when he left the day before for Hot Springs. Another city official was recruited.

## Ottawa

Lillian Franklin gets swell picture

in the papers.
Don Stapicton wins another at St. Hubert Gun Club trapshooting:
Harry Sedgwick is re-elected president of the Ontario Badminton inspectation.

St. Hubert Gun Club trapshooting. Harry Scalgwick is re-elected president of the Ontario Badminton Edwards and Control Badminton Daylight saving is scheduled to start moving day, May 1, despite annual squawks.

Faddy Noian helps to Interview the admission tax.

Winnifered Hambrick featured harpist with Bambrick and plays for home town folks: Band, plays for home town folks: Band, plays for home town folks: Band, plays for home town folks: While the Octava Embassy, is now established in Nelson theatre, Halifax.

W. H. Irshand, Conservative whip, announces languella conference, here in the control of the control of

#### Philadelphia

VARIETY

William Gravenstein renovating his yacht.

Bill Cummings out as display ad manager of the Inquirer.

Agarty all local film reviewers provided by the state of the Inquirer.

Salarles of 'Record' (morning paper) staff cut 10% last week.

Charlis Kerr considering going back as pit band leader for S-W.

Lawton the state of the state

James McKeown now known as jublic relations' man with Stanley-Warner.

Warner.

William Goldman, general manager, last week.

Bellevue-Stratford, conservative hotel, has noor show for first time in years, probably in history, king frantic attempts to snare theatre trade. Nearly anything offered. Art Alliance flooded with requests to sponsor pictures since they gave the stander of the stander o

El Brendel getting together with all the borne folks during his engagement at Fox. He's got plenty of relatives here.

The state of the

found in cast. Victor Hyde stag-ing.

Circle theatre, S-W house in northeast section, putting in six-acts to meet competition of newly representations of the section of the and films. End of Philly's theatre censor board hasn't had much chance to show results because of few legits, but burlesque houses reported open-ing up wide.

Alterior of public actety in owe administration, bawled out by W. C. T. U. and other local dried and blue-law advocates be-cause of alleged wet and too-liberal utterances.

cause of alleged wet and too-liberal utterances.

Little theatre, 200 seater on Market, which opened as art house, the which opened as art house, and the condition of the control of the

#### Kansas City By Will R. Hugher

Publix-Dubinsky Brothers' Lib

Alan Kart is back on the job after Alan Kart is back on the job after Management of auto show reports 200,000 admissions for nine days.

Annual auto show is drawing large crowds to American Royal paylion.

Twenty Junior

Twenty Junior Leaguers were in cast of Once in a Lifetime a

pavilion. Junior Leaguers were in Twent of Once in a Lifetime at the Orpheum.

'Grand Hotel' here March 7. This is the fourth town to see the show. Green Pastures' follows. Gavety is in its seventeenth week and o. k. Maurice E. Cain put it over.

First Monday evening show of Grand Hotel has been sold to a woman's charity organization. Grand Hotel has been sold to a woman's charity organization. Junior the seventeenth week and on the seventeenth of the seventeenth week and on the seventeenth week and o. k. Maurice E. Cain put it over.

First Monday evening show of Grand Hotel has been sold to a woman's charity organization. Junior the seventeenth of th

ease,
'Advance sale for Al Jolson indicates capacity for every performance and a house record at the
\$3.85 top.
'Street car company, it is reported,
will soon turn the Yellow Cab compuny back to tils original owners. Lavene Williams.

# CHATTER

Joint operation of cabs and trams did not work out.

After three weeks at the Hotel
Muchiebach, Ted Flo-Rito and band have gone to Hollywood for George
Olson club.

"Red," the beautiful parent stales.

up. the beautiful parrot stolen "Red

"Red." the beautiful parrot stolen from the lounge of Loew's theatre. Thanksgiving eve, has been re-turned none the worse. Horseback riding becoming a fa-dere. Estimated there are 10,000 riders enjoying the sport that a year ago was at a very low ebb.

## Oklahoma City

By George Noble

Pretty Boy still in hiding.
Vanities' booked next month.
Five and 10 takes em' all into the
Rialto.

lalto. Liberty goes to 35c. and less, any time. Ill Noble, veteran scribe, in hos-

old time.
Bill for real profits of the state of the state

new zone direction of George Y. Henger.
Reserve officers held their month, y meet, but little talkie about John Schoeppel running around in circles, another show coming to the Auditorium.
Nickel pictures for kids making their appearance causing film manifelier appearance causing film manifelier appearance causing film manifelier stern held spends 5 spot every week on new tricks, so he can be the big Bozo of the party. Warm weather stimulating for the film of the party was to be about the comment of the strength of the st

Waiter Hampton surprising the natives with near sell out at the mammoth Shrine auditorium for

natives with mammoth Shrine auditorium.

Cyrano.\*

A beaten candidate in Oklahoma pollitics never knows whether he has a defeat to live down or a moral victory to live up a moral vict

#### Pittsburgh

By Hal Cohen

By Hai Cohen

L. B. Cool has quit that milk-andcream diet.
Karl Krug and Darrell Martin
still loading.
Diet of the still desire of the still of th

Morty Henderson taking tap les-

sons to remove some pounds. Cheap sections for Yehudi Menu-tin concert a self-out, but \$3 sale

nin concert a seni-out, but vs same tot so-hot.
Dorothy Dabney, local chorister at the Academy, has just been made a principal.
Eddle Kieln now charges a four-bit cover at the Tavern for Satdee

only. oe Hiller threatens to go back the nite club business again

his summer. Harry Harris got back from the coast sporting a Clark Gable turtle-

this unmatter is got back from the coast sporting a Clark Gable turtisencek sweater.

William Penn hotel had to supply Ethel Barrymore piese levaled.

William Penn hotel had to supply Ethel Barrymore with a private express elevaled, making her stage debut in 'Hot-Cha,' is a niese of Artuur Toscanini.

Howard Browning has resigned from the Hearst sheet here to go to China as a free-lance.

George Seibel, 'Sun-Tele's' first string critic, picked the Barrymore show over Ziggy's 'Hot-Cha,' show at the little Ritz theatre used to be a sister chorine of Marie Dressler.

Nick Tarquin, a chef at Childs', has just had a song, 'Little Dance-Hall Hound,' accepted for publication.

#### New Haven By H. M. Bone

Auto show went over big. Charlie Myers goes back to three So Freddie Scoville's married, is

Louie Rapp never wears a hat,

elther. Wm. Lyon Phelps off to Mediter-

ranean.

Ray Quinn and his Kaiser Wil-helm halrcut.

Junior music clubs breaking out Junior music clubs breaking out ll'over town. John Grinold, Paddy Carter and

their go-carts.
'Elm City Clarion' breaks out with

TEIM City Clarron u.sam.
Sunday adition.
Billy Elder could pinch hit for the
Arrow Collar guy.
Municipal airport proves flop,
costing city plenty.
Sign of spring—Yale baseball
squad swinging bats.
Ray Trotta goes to Fox, Brookuith Pready Mack. with his

Sign of spring—Yale baseball squad swinging bats.
Ray Trotta goes to Fox, Brooklyn, with Freddy Mack.
Dick Stott has no trouble with his his process of the stote of the stote

with his marion, Ohlo, shooting gallery?
Kearney Walton tried ice-skating where there wasn't any ice last week.
Shortening of Blessed Event', run sypped ike's crew out of half week's

ork. Up at Bijou Nate Rubin handles nore jobs than an employment

more jobs than an employment agency. E. G. Steinmetz, Jr., produced Mary Tudor at Yale theatre for All Charles and the steel that the steel t

n nabes?
es. Frank Terrell calls N. E
Nat'l Assn. Amusement Parks

Pres. Frank during action of the Nat'l Asen. Annusement Parks; This mugg has stood for plenty of ribbing since Winchel announced a future blessed event. Frl. patrons see double bill—one offered by theatres and one put on by Yale boys in audience.x-musleal comedy trouper, joins teaching staff local Paramount dance studios. One Tony Masseri didn't like local bill and told audience so. New address is State Hosp. for Insane. Blatty Benson, Harry denson who toots a horn in Shubert orch? In capiquation with merchant's bargain day Bijou sold four 50-cent ducats good till June I for one buck. Buck and Bubbles gave Mgr. Berlew, and Shen with the state of t

New version of two-for-ones Laurette Taylor offers two Barrie plays for single ducat at Shubert or March 3-4-5.

## Washington

Mre. Adelade Hibbard and Forrest Orr have signed contracts with S. E. Cochran for the National Theatre

Cochran to the Players.

Bill Kennedy, star political reporter of the 'Star,' elected president the North Capitol Citizens' Association.

porter of the 'Star,' elected president the North Capito Citizens' AsCarter Barron, new director of the Loow houses, all set up in a swanky apartment and ready to throw a house warmingously, wants to lagy a straight role this summer with the National Theatre, Players and is willing to sign a contract.

Ethel Barrymore down to the Fox Exchange as guests of Rudolph BerLionet in 'Arsene Lupia'. Ohn and Loonet in 'Arsene Lupia'. Ohn continued the contract of the contract of

Anuy accept a the Hotel Carnon and a recital a the Hotel Carnon and the second and a recital and a second a s

Hoover, accompanies. For sublicing the property of the Belasco theatre no mail orders invited when Katherine Cornell brings 'Barretts or Wimpole Street' to Washington. Boxoffice open at the Washington. Boxoffice open at Changing Sovernment workers a chance give government workers at the Mean of the Bleentenial crowds move on the Bleentenial crowds move on the Earle, with the National starting its shows on Monday matines to catch the crowds. Incidentally, Ethel Barrymore did Incidentally, Ethel Barrymore did Incidentally, Ethel Barrymore did Starting of the Starting Startin

#### Birmingham By Bob Brown

mple is doing the business. w prices at Alabama are 25-

a cold.
John Cahill has joined WODX,
Mobile.
Tom Alien's new name is Little

Aboute.

Tom valien's new name is 'Little Coorge Goodale's film exchange is coming along.

Melbourne Huff has been working a year on a short story and hasn't finished it yet.

Frank Merson is gettir and his gang welcomed Hogan Hancock to town at the comed Hogan Hancock to town at the comed Hogan Hancock to the story of the comment of

with unsertiem' and Fress income alset. Nows-Item' and Fress income alset.

In a set of the first income and i

#### Fort Wayne By Robert Baral

B. D. Cockrill off sick list. fad. Little Sylvia King met John D. in

fad.

Little Sylvia King met John D. in Florida, but no dime.

Horace Moses is Boswell, Jr., on Journal-Gaseed now Maude Adams as Fortia; Otle Skinner was liked, though.

Still looking for a letter from Sobel: suppose Hot Cha' is taking University of the Strain of the Still looking for a letter from Sobel: suppose Hot Cha' is taking Dell Harris and his band is using a lot of whisties in his arrangements at Diklana.

Louis Panico was the first of vialting orchestra lesders to play Fraul Freeman heavyweight champ in Golden giove tourney, which was staged at G. E. works.

New eaterle. Cafe Bergere, all done in grey, black and mauve, is generated to the support heading publicity promotional.

Robert Haley here from Davenpoort handling publicity promotional control of the Bernie.

Wolet Riow with office at Faramount.

Violet Reinwald amused about be-

t. let Reinwald amused about be ng advertised as famous fashior uthority on Paramount screen; she as taught dancing here for years.

By Lee Elman

the Philippines to Herbert floover, accompanied to the White flouse by Lou Brown, Fox publicist. For the first time in history of the Belasco theatre no mail orders

35-50. Cornellus Vanderbilt in town with a cold. John Cabin Land

## Detroit

Arthur Frudenfeld getting in trim

Arthur Frudenfeld getting in trim by losing weight. Fox feed-family parties are the talk of the town. Tox feed-family parties are the talk of the town. Dave Davidson fok. Doc Dave Leving setting married March 5. Bride a non-pro. Vera Brown of the Times had a lot of sample treatments at the Beauty Show. Bride a non-pro. Vera Brown of the Times had a lot of sample treatments at the Beauty Show. Doking for apartment. Says he's broke anyway he might as well be married. Danny Engle back in circulation again making excuses why he didn't invite more people to his opening. Invite more people to his opening. And the sample of the Fisher. The wife got caught up on her reading. Bud Oulmet of 'World Wide' got a three-aliarm call two days late. It was a gas and got him up on his form the sample of the

Tacoma

By Harry T. Smith

Big \$75,000 alky still knocked over near here.

Blg auto show here March 10-13.
Vaud a feature.

William Gillette engagement at

Blg auto show here March 10-13. Vaud a feature.
William Gillectic engagement at William Gillectic engagement at This murg's home prowied, but receipts wouldn't-buy coffee.
Several whisperlows take nose dive. Too much on books an anyor throwing onlons at each other.
Mayor arrests jobless man who became insistent then hired him. Folitical hangers-on trying to hope the second became insistent then hired him. Folitical hangers-on trying to hope the second became insistent then hired him brief case twice weekly and guarantees home delivery.
Chief of police bars fat foots from making side money of further the second himself of the secon

#### Seattle By Dave Trepp

Bill McCurdy now ahead of 'Apple Ent. Orchid corsages at new low of \$1.50 each.
Czar for dye operators named to

Czar for dye operators named to stop thuggery, Panhandiers holler about biz. Too nuch competition. The properties of the properties of the livery wagons still say 'drink pop,' Gov, Gen. T. Roosevelt stops here en route to Manila; is feted and feasted.

en route to Manue, feasted. Laura La Plante guest starring at new policy.

Andy Gunnard still down south casting for Moore Productions Co.,

Andy Cullilace Productions Co., trying for name stars Johnny Robinson, band leader at Venetian room, Olympic hotel, is law grad of Oregon, U., and his varsity band getting good U play. Eddie Cooke says Shakespeare still has a draw, but the well known, time-given plays draw best. Measure for Measure falled to

lick.
Self styled 'Persian Prince' gyps
ome in this burg, then hies to sent styled Persian Prince gyps some in this burg, then hies to Canada, posing as real thing, but turning out to be ex-convict. And Seattle is not a hick town, except when it comes to rasslin.

## **Dallas**

By Rudy Donat Joe Shure's wife ill.
It doesn't rain here, it pours.
Len Brown doing without a p.a.
E. C. Leeves hooking up with Col.

Rosewin and Midway, nabes, reng. e Cornell probable for muny amı

Kate Cornell probable for muny uditorium. Jack Groves convalescing from ppendicitis.

Jack croves appendictly.
Wesley Barry, picts, around for a club bosking.
A club bosking.
The packing back from one of those swings.
Paderewski picked this burg for sole Texas date.
One radio dealer trying new outdealer trying new out-

sole texts date.

sole texts date.

check texts and text rying new outlet, renting 'em.

Charlie Maxvill trying negro band in his Pink Cat.

Dorothy Wintrey, dancer, off for RICO Malestic's new sign said to have cost \$22,000.

Oliver Alterti celebrated his 32nd notch with a stag.

Some crant worned because 200

Some arank worned because 200

Some crant worned and the stage of the

nit. Papes bragging over another ometowner, Myrtle Garner, in

Fapes Diagonia hometowner, Myrtle Garner, in 'Hot-Cha.' To show their boss they can work, too, 'Dispatch' muggs turned news-

To show their boss they can wuntoo, Dispatch' muggs turned newsies for an extry.
Little theatre's new low, \$500, for
Pirandello's 'Six Characters' kinds.
Negro annateurs ileon-porated for
a musical, 'Heaven Bound,' with
cast of only 1,100 warblers.
Plano tuners assn. out to boost
biz, if any, with new siogan, 'see
your plano tuner at least twice each
year.'

year.'
Elizabeth Gerard, town's wouldbe Marion Talley, will show the natives what their dollars did in Italy.

Does local bow In May.

#### Canton, 0. By Rex McConnell

Nickle bread back. Jess Springer in town

Nickle bread back
Jess Springer in town.

pridemic of colds hero.

Monileth bailroom folds.

Glosed banks to open soon.

Freak show on Main street folds.

RKO Palace, Akron, tryout bouse
for this area of the street of the stre

ate. Isham Jones band winds up month of one niters here and goes into Goiden Pheasant Restaurant for 12

gr one inters here and gues into Golden Pheasant Restaurant for 12 Loew's and Warner Palace still getting 40 cents top, for pictures, early houses hereabouts at this level and doing only fair. Burlesque folds at Grand, Akron, Burlesque folds at Grand, Akron, Edwissense for the house. C. W. Brill, promoter, protests. Kay Kyser, Isham Jones, Henry Busse, Coon Sanders and Jean Calloway, all due to pigh New Land o'Dance within month, or the season of the control of the season of the seaso

Walter Ambier's co-operative stock at Grand doing well as com-pany inaugurates its fifth month. Show to go under canvass about May 1.

May 1, Musicians' local puts stop to re-mote control programs from local dance halls, when local station re-fuses to use union musicians on its

programs. Co-op stock company at Grand enters fifth month, with stage hands enters littl month, with stage hands and musicians getting almost scale only twice. Company should hang on now till spring. A. H. Buehrig, Loew's manager, sets off real fireworks in observance

sets off real fireworks in observance of Canton house's fifth anniversary. Traffic tied up while flood lights play on house and whisties blow.

Musicians' local officials squawking because pit band at Grand are not making seale in co-operative stock setup. Musicians, file two Years, say it means eakes for them. Years, say it means eakes for them. World's champion pro basketball team, fails to draw in Cleveland and will play in Canton one night a week for next two months. Top a haif buck.

and will pus, ... a week for next two montus, a half buck.
Youngstown cops walk in on 'atrip' show in downtown hall, arresting four girls and two musiclans.
Fromoters made their escape in the confusion. Report 800 tickets sold at a buck apiece and only half this number could get in.

## Toledo

By Dick McGeorge

Phil Gibbs a benedict,
Board balj new craze here.
Jean Bedini in town last week.
A letter on the way, to Usiliton,
Police reporters playing bridge,
Lang Kumler out at the Pantheon.
Granada starts with second runs.
Wally Caidwell has his golf sticks

out.
Mayor hires nephew at \$3,000 per Mayor hires nephew at \$3,000 per year. Lynn Price goes to the Lima Star! toopnagie and Bud new radio

craze. Ed Martin leaves the 'Blade' to go traveling.

Valentine hercafter to be known

as Loew's.

Opening as Loew's delayed several weeks.

Clark Gabie has a double here. A

# CHATTER

will be the first legit in the Palace for more than a year.
Dave Davies writing script for police dramas over WSPD by stage of the palace of t

week. One of his possession of his possession of his possession.

#### Brooklyn

By Jo Ranson

Bianche Livingston freelancing. Ed Cherry having tonsil trouble. Bob Shapiro of Par staff married. Maurice Bergman has sinus trou-

Bom Weitman is smiling. It's

les Kaufman contemplating nup-tials.
Vine Manelii supervising Par's

Vine Maneill supervising Parsstage shows.
Henry Spiegel joins Bing Crosby's
bowling team,
Morris Kinzier going to write Eva
Tanguay's memoirs.
Earl Barron rejoing to write Eva
Tanguay's memoirs.
Earl Barron rejoing to write Buine
Street Crosby pulling strong,
man act with new rowing machine.
Eddle Paul dickering with commercial sponsor for national hookup.

up.

Blng Crosby and Art Jarrett have
to travel to New York for broad-

casts.

WBC and WCGU sever relations after two years for independent operation.

#### Denver

Frank Culp recovered from flu. Rex theatre reopened by Ben

Mex theatre reopened by Ben Carter. Jim Hughes resigns as Universal salesman.

Carter.

Jim Hughes resigns as Universal
salesman.

Nolan on annual Brownsville, Texas, vacation.

Ross Bluck made office manager
RKO-Pathe exchange.

Breakfast club (200e eat breakfast of Orpheum stage.

Breakfast club (200e eat breakfast of Orpheum stage.

Skouras Bros. and Oscar Oldknow were here Saturday.

Councliman to take win-rry
councilman to take win-rry
in train On Cumbres pass six days.

R. D. Mason, Orpheum chief of
personnel, and Doris Clarkin of
Hollywood married here.

John Charles of Hollywood harding the conthere and went on to the
coast to appear in MGM pictures.

L. L. Savac takes job as special
representative with Columbia. Territory from Denver west, including
coat.

Mainstreek, Kansas City, publicity
Mainstreek, Kansas City, publicity
Mainstreek, Kansas City, publicity

coast.
Gardner Wilson, coming from
Mainstreet, Kansas City, publicity
director Orpheum. Former Variety

mugg.
Sam Feinstein, former manager
RKO exchange, has taken territory
for 'Passion Play' from Denver

for Passion Play from Denver west. Betty Craig, motion picture editor Post, collapsed with stomach trou-ble while at work and taken to hos-

Posty, collapsed with stomach trouble while at work and taken to host Darney Rose new Universal exchange manager, succeeding C. J. Feldman, who goes to coast as salesman, only the stomach of the stomach of the salesman of the salesman division Foxwesco, to L. A. for conference. Ray Marshbanks promoted from treasuryship Knaass City Manager Surjeer and Assistant Shuttee guaranteed Broken Luilaby from stage and offered money back III of the salesman of the salesman in "Merchant of Venice booked three days at Broadway last of March." Earl Carroll's Vanities, A Stowster only this Earl Carroll's Vanities,

Clark Gable has a double here. A Clark Gable has been seen for several weeks.

Harry Calianan stopping for a couple of weeks.

March. Barri Carroll's Vannites, A Cander Carroll's Vannites, A Cander Carroll's Vannites, Cander Carroll State of the Adams from pisying soll past Tuesday. Tried to get caddy to shovel snow so he could make at least nine holes make at least nine holes of the track of the track.

Princess continues double run and still looks for the track of the track of the track of the carroll of the couples o

#### Lincoln. Neb. By Barney Oldfield

Rigito folds. Rianto folds.
Lincoln theatre open.
Best apot on Berger time.
Local art exhibit drawing.
Flu epidemic going the rounds
Annual dollar day packed

\$100,000 drop off in auto license feminine strollers seen smoking. 'Good' stuff goes for nine bones

'Good' stuff goes for him per gal, Eddie Jungbluth didn't connect ernon Conover is a taxidermist

with CBS.
Vernon Conover is a taxidermist on the side.
Joy Sutphen gets lots of mall in favor of stock.
Joy Sutphen gets lots of mall in favor of stock.
Gets and the side of the side of

prominent citizens ribbed in and dance at annual gridiron

song and dance at annual gridiron dinner.

Bridge tables in theatre lounges popular. Patrons go to the show an hour early to play only for Wonder Bar' since Civic Opera broke annual appearance schedule.

Solomon Rickiner, oldest U. S. white man, celebrated his 111th birthday with a party.

Doc Barrett, owner of largest 'Unice Tom show, is re-equippling for the road late in April of the road late of the property of the property

Einer inia nas anather ferent quarters.

Lincoin theatre, dark nearly a year, undergoing overhauling for opening Feb. 22 with Emma. Will go for 50-35-10.

year, compening Feb. 22 with policies go for 50-35-10. Bob Russell state league president, was congratulated at a recent death, was congratulated at a recent death of \$20,000.

#### Duluth By James Watts

E. R. Ruben, Publix Northwest nogul, visits here. Alan Wallace, director of the Lit-

E. R. Ruben, Publix Northwest mogul, visits here.
Alan Wallace, director of the Little theatre, has a son. title theatre, has a son. White collars' seen among snow-shoveling crews on streets.
One Duluthan is said to have \$15,000 in gold eached in a bank vault.

Aviation club organized here to promote aviation and airports in the Northwest. Fair weather is bringing the crowds back to the theatres after two weeks of frigid blasts. Duluthian Orientals are Chinese the Chinese the Chinese there were the control of the cont

the Justical Control of the Control

tuth and Superior union musicians for broadcasting rights over Station WEEC.

Holl Divers, beraided by a higHoll Divers, beraided by a higHoll Divers, beraided by a higHoll Divers, beraided by a higtime to be the second of the secon

#### Indianapolis By H. Gene Haynes

Charlie Davis band is still unoccupied. James Leoy now with Berkell ayers. Hali Bailey band playing Lyric

James Leoy, now with Derastipars.

James James Leoy, now playing Lyric ballinoom.

Bandits nicked two neighbs for total of \$185.

Eithel Barrymore coming to Engilsan was a comming to Engilsan week March of 185.

Eithel Barrymore coming to Engilsan week March of 185.

Al Sky and his band back in at Indiana roof for short period.

Joe Billiott, monologist for years, "Thestige yuiled out early at Indiana to give 'Shanghal Express' nine-day run." Plans for Charlie Davis band to go into Circle, Publix house, have so into Circle, Publix house, have Mrs. George Mess. local artist, received award at Fountainebleau, France, art show.

Bar Rescence, former violin soloist Barlies, augmented last weck with Blue Grass colored band. Barlies or heading to the state of the stat

Lupa Velez files through. Says John Gilbert is just another man, John Gilbert is just another man, On way to Pittsburgh and 'Hot-Cha' bid.

Ted Nichols, Publir, p. a, hur-led theatre owners' meeting last week at Columbus, O.

Satisfied with showing of first all German talker, Circle is pulling out 'No One Man and showing for two 'No One Man and showing for two 'The News' is running a series of 'Hoosiers in Movies,' pointing out screen names born in Hoosierland. Series is timed to hit releases at local houses, including Carole Lombous, beautiful on the control of the control of the columbia work.

Tom Kelly, actor at downtown hotel, bewalded loss of auto the from rear rack. Going up front he noted silp under windshield wiper. The person taking your tire had license their. Now Kelly is looking for his benefactor.

penefactor.

Indianapolis's annual auto show closed its eight-day run Saturday night (20) to a total gross of about 18,000. Figures are much less than in 1931. Management even went sofar as to provide free

#### Cleveland

By Glenn C. Pullen

Dick Cummings back in radio biz

Dick Cummings back in radio bit here.

"Or wildo pinochie contests latest ting."

Gangiand's guns settling local corn sugar problem. Free coffee and cake served by Park at midnight shows. Restaurant boys, preparing for Local Theatre Guild opens new headquarters with carnival.

Faul Yaple, ex-mugger, now pedding new Arpentine soft-drink. Murray Winkler of Cameo has idea to the control of the co

fire.
Eddie Miller at Cameo engaged to Flo McDonaid, dancer in Fol-Rex O'Mailey left 'Experience Unnecessary' for part in new N. Y.

Unnecessary for part in new N. Y. play.

Norman Siegel, Press' radio ed, in Miami, with Beverly Dean pinch-hitting.

Tatso Johnson has scrammed for opening in Detroit stock's 'Payment Deferred,'

Ed Jacobs of 'News' swipes, 'Peedee's idea of running moyle time doe's idea of running moyle time.

Ed Jacobs of 'News' swipes 'Pee-dee's' idea of running movie time schedules.

schedules.

Ken Murray spent most of time checking sales of his new book in

schedules.

Schedules of the new book in book stores.

With Profit squad abolished, speaks are bringing expensive bars out of stores.

With Profit squad abolished, speaks are bringing expensive bars out of stores.

With Profit squad abolished, speaks are bringing expensive bars out of stores.

They're runnoring that McLaughlin & Mainheim will rent Ohio this case for March 5.

They're runnoring that McLaughlin & Mainheim will rent Ohio this Sidney Danhenberg made head of advertising and publicity for Warner's 33 Ohio houses.

Cal Devol, song writer for Gene Cal Devol,

mother.

Chuck Seamon, WJAYannou likes to tell how his grandfa Dore Dare, was first to tight it across Niagara Falls.

#### Buffalo

By Sidney Burton

All Shea-Publix neighborhood houses down to 25c.
Legitimate houses go dark again nox week indefinitely.
To compare the state of the state two-for-ones and thrift books.
Lafayette now plugging over 500 one-sheet lithographs weekly.
Saturday night's midnight benefits of the state of the state

Saturday ment of the form of t

Jimmy Goodyich, former light-weight champ, filed bankruptcy petition. Gayety reported closing shortly with Palace ditto, maybe due to ex-piring lease. Western New York one-nighters reported beging for fiesh' appear-ances. Magicians and handour kinss in demand.

## Cincinnati

By Joe Kolling

48

Sid Ten Eyck and Bob Burdette personaling in tanks. Sisters Three signed for another year by 'nation's station.'

Tony Wons mingling with friends of his former Crosley days.

Martin Starr glorified Zieggy beauts in every sheet in sight.

Nadalie Haburton tossed 'Radio Dial' editorship, Henry Segal took Redland Field sold out for Reds pening game, same as in years

Peaches Browning current added attraction at Empress, burlycue house.

Homecoming week for Harry Richman, Hal Le Roy and Ann Lee Patterson.

Zoo in arrears on wages of keep-ers; no opera season likely there

next summer.

Early start for Island Queen moonlight dance excursions prior to opening of Coney Island.

Morton Downey Judging anti-hoarding essay contest; Bill Danziger's Plug in Times-Star.'

ziger's plug in "Times-Star.'
Radio programs heard regularly
in RKO Paramount lobby; only theatre here servicing air fans.
Nordland and Ufa use one 24sheet spot a week; RKO papers (ty)
and environs with three-sheet
stands.

Post front pages RKO publicity yarn about Edward G. Robinson playing season of stock at Orpheum for \$25 per week in 1915.

#### Spokane By Ray Budwin

The Liberty is holding Marlene Dietrich in 'Shanghai Express' for

eight days.

Dr. George Rockwell (RKO head-liner) tied up with the Dally Chron-icle' on a health series.

Clarence Rhodes, Seattle, takes over secretarial duties for Joe Cooper, RKO Orpheum manager.

Singers' Midgets showed to ca-acity at the Orpheum over the reek-end. 'Ladies of the Jury' was week-end the film.

the film.

Liberty doing well with Broken
Lullaby '(The Man I Killed'). Pix
to do a whole week. Show got raves
from dallies.

Frank Gaby did well at the Fox,
with all locals panning Lil Dagover
in 'Woman from Monte Carlo,'
Fanchon & Marco Lidea on stage.

Fox (Fanchon & Marco and films) all set for showing of Billy Rose's 'Crazy Qullt' March 17. Floyd Maxmanager, states no other defi-show dates have been con-

Charles York, formerly of Spo-kane and old-timer in show biz in Northwest, has returned to promote local wrestling. Until recently York was with Fanchon & Marco in California.

California.

The Fox will inaugurate a policy of playing road attractions March 17, with Billy Rose's 'Crazy Quilt.' Will show at a local film house for one night. Fanchon & Marco are splitting the week at the Fox, with splitting the week at the Fox, with the stage shows and pix running for three days, beginning Fridays.

#### Milwaukee

By Frank J. Miller

Jack Keegan new Warner district Vic Poynter switched from State Venetian.

Vic Poynter switched from State to Venetian.

New control house cost totals \$8,48, wo control of the control of Skouras theatres.

Ted Weems playing long engagement at Schroeder.

Mourning Becomes Electra slated
for Pabet after Chicago Tess club.

Mourning Becomes Electra slated
for Pabet after Chicago Tess club.

Three young Milwaukee
Trank Marasco, Wisconaln Newsartist, is a favorite singer on WISN.

George Camp doing double duty
at Davidson during Tony Themes's life
Stanley Stegelbaum supervising
suburban Milwaukee houses for
Stouras.

suburban arrival.

Mayor Hoan in Movietone newsreel telling how Milwaukee made
the grade.

Mayor Hon upheld by state supreme court in revoking Arcadia

the grade.

Mayor Horn upheld by state supreme court in revoking Arcadia marathon license.

Howard Herzog reclanding publications of the control of the cont

stock. It was here that the famous team of Robert Armstrong and James Gleason began to function.

#### Rochester

By Don Record

Nickel beer on tap.
Fourteen snowstorms in Feb.
Darrow film played three weeks at a Little.

Darrow film played three weeks at the Little.
Arthur P. Kelly set to return to the Eastman theatre as p. a.
Junior Workers lost 1,000 berries on Winston Churchill lecture.
Main stem barber slop gives ree.
Main stem barber slop gives ree.
Capitol theatre putting on Buck Jones as stage single this week.
West's World Wonder Shows booked for the Exposition Sept. 5-10.
Publix said to have lost heavily in 25 months' operation of the Eastman Rochester than

theatre.

Rochester theatre managers backing bill to compel film censors to
tell why.
Neighborhood kids put on vaude
show at Dixle theatre Saturday
matines.

matinees.
Company here makes aspirin tab-lets in pastel shades to match mood or frocks.
George Keller, advance man for Uncle Tom's Cabin,' here arranging

George Keiler, advance man for Uncle Zon's Cabin, here arranging a Emanuel Rubinstein has invented a musical typewriter for tapping out musical scores. Depression has hit the clubs. Even the swankiest are taking in their waiting lists. Unshertest give substant manager of Locew's Rochester. Olsen and Johnson put \$10 in bank, city to get it with compound interest in 150 years. Rowland G. Edwards, director of Auditorium stock, speaks before high school English classes to long, showing pairons more thrifty, says Manager Robert E. Hicks of the Century. Tom Grierson, organist at RKO

Manager Robert E. Hicks of the Century.

Tom Grierson, organist at RKO Falace, out with nervous Break Falace, out with nervous Wilder Robert Falace, out with nervous Wilder Robert Falace, out with radio staff replaces. Carpenter denied he came to Rochester to see Lita Grey Chaplin, who was headlining the Arthur F. Kohmann, cafe man, and William Hassett, once manager of the Hotel Rochester, are operating city's home for homeless men.

Leonard Campbell re-elected presented was a considered to the control of the c

wisconsin sympathy minimums completed. Organization will bring be communities to Wisconsin's smaller Jack Dempsey made the highest bid for gloves used in his recent local bouts and the \$256 went to the News Xmas tund.

Jack Dempsey made the highest bid for gloves used in his recent local bouts and the \$256 went to the News Xmas tund.

News News Allaling the value of the Hotel Rochester.

News Alexander, who appeared to the Hotel Rochester as tund.

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#### San Francisco

Radio Guide folded after two mos. Jean Wakefield chanting with Tom Gerun's band.

Gene Karlin out as manager Pre-mier, Oakland. Harry Nunan new manager of Edlson theatre.

La Argentina's two dance concerts sellouts at Tivoll,

Adele Burian off the KYA staff; to Arlzona for her health.

to Arizona for her health.

Marle De Vaux, "The Little French
Girl," from KPO to LFRC.

Cy Trobbe wielding the KPO baton after a hospital experience.

Local bootleggers using poison instead of machine guns; not so much

noise.

Paul Ash toasted the schnozzle a brilliant cerise while vacationing at

brillant cerise while vacationing at Sonoma.

Maxwell McNutt, president Rödeo Association of America, back from Tueson convention.

Tueson convention.

New York after seeing his Crazy Quilt' off to a good start at the Curran.

Selby Oppenheimer bringing Sigrid Onegin into Tivoli Feb. 29 for a management of the Curran of the Curran Dino Aleasi and orch, on Dobbsid's program over KFRG for four weeks before starting on a concert tour.

Three Ambassadors from L. A.'s coccannt Grove to Mark Hopkins Coccannt Grove to Mark Hopkins Warner out.

Warner out.

Print Yongs. Ernie Hare and NBC

with Anson Week's ork Henry-Warner out.

Billy Jones, Ernie Hare and NBC hosts to a fock of newmen at an informal pow-wow before the team leaves for the East.

leaves for the East.

earlight-faced fells phoned him at the Warfield the other day and asked: 'Is George Washington playling in your picture, "The Hatchet Man"?" 

#### Galveston

By George A. Seel

Beach scheduled to open April 10,

Beach scheduled to open April 10, Spiash Day.
Bruce Olds and band move to Virginia Inn, recently opened.
Locals negotiating with circus many opened of the second of the s

ngo.

Henry C. Fuller, editor Nacog-loches, Texas, paper says his book, The Texas Sheriff, will be

doches, Texas, paper says his book, Texas Sherin, will be screened. Texas Sherin, will be screened. Harry Cohen, former publisher. Tribune here, now advertising manager Gargoyle, society monthly, Houston.
Harley Sadler stock company did good biz last week, consistent success, proving good showmanship does the trick.

#### Trenton

Town going wild over ping-pong, James Kerney and wife are off to

James Kerney and wife are off to Florida. Harry Weissblatt is writing an-other book. Phil Gordon's uncle, General Gil-

Harry Weissblatt is writing another book.
Phill Gordon's uncle, General Gilkyson, bought him a new carre.
Fifth beauty parlor falls prevailed to the control of the contr

#### NEW YORK THEATRES

GILBERT MILLER presents Herbert MARSHALL Edna BEST

## There's Always Juliet

#### HELEN HAYES THE GOOD FAIRY

—Gilbert Gabriel, N. Y. American HENRY MILLER'S Thea., 124 W. 43d St Eva. 8:50. Mats. Thurs. & Sat., 2:40.

#### LESLIE HOWARD IN PHILIP BARRY'S New Comedy THE ANIMAL KINGDOM "The season's most gratifying adventure."— Percy Hammond, Herald Tribune Staged by Glibert Miller

BROADHURST Thes., 44th St. W. of B'y. Evgs. 8:40. Matinces Wed. and Sat., 2:30.

#### THE CAT and THE FIDDLE

"Broadway has not heard lovelle music in its life." Cabriel, American, GLOBE THEATRE, B'way-46th St. Eve. 8:3 Matinces Wednesday and Saturday Good Bale, Seat at 80x 0ffice 3 to 33.50. ALEXANDER McKAIG presents

#### ERNEST TRUEX ... WHISTLING THE DARK Laurence Gross and Edward Directed by Frank C

Ethel Barrymore Th., 47th St., W. of B'; Eves. 8:50. Mats. Wed. & Sat., 2:40

SMASH HIT! 'The best mystery show in years.'—'Variety.' Bobt. V. Newman presents Trick for Trick

th JAMES RENNIE SAM HARRIS Th., 42 St. W. of B'y. Evs.

LIONEL BARRYMORE in "Arsene Lupin"
A Metro-Gldwyn-Mayer Picture
Phil Spitaley & Grand Orch. APITOL Doors open

MAYFAIR Broadway and

CONSTANCE BENNETT in REO Pathe Pictu

"LADY WITH A PAST" BEN LYON-DAVID MANNERS

DALACE B'way & 47th St. Mats. Dally 2:20 FRANK & BARBARA FAY & STANWYCK JANS & WHALEN NEVILLE FLEESON and IRENE BORDONI

86th ST. Bot. Lex. & 3d Aves. "GIRL of the RIO"

DOLORES DEL RIO

81 ST ST. On Breadway Continuous Shows to Friday Mar. 2 6—RKO ACTS—8 VAUGHN DE LEATH Badio Star in Person

GIRL of the RIO

LOEWS DWAYE 45501 25 MON. FRI. Chatterton In "TOMORROW and TOMORI Vaudwille: Joe Frisce—June of Irving Edwards—20th Cent. Re Majer, Sharp & Minor and Oth

Pancho Moves

Pancho and band closed at the Park Avenue Club Saturday (27) and will open with Ramon and Rosita at the latter's new club on 18th street next week.

Pancho is a CBS band and with get a wire from his new location.

Pancho is a CBS band and with get a wire from his new location.



Who Lives at The Park Central?

> MONG guests at The Park Central A 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 patlos for private functions.... Swimming pool....Golf....and other features equally unusual and desirable.

> Largest Single Rooms in New York

> > PHONE CIRCLE 7-8000

56 St. at 7th Ave., New York City

H. A. LANZNER, General Manager

# **Uncommon Chatter**

By Ruth Morris

#### Heroines Must Take It

Heroines Must Take It

Ladies of the cinema have lately been subjected to pretty rough treatment. Once upon a time they were considered too preclous for all but reverence. Today they are thammed around as unceremoniculary as a custard ple. Ever since Smart Money shocked a hearty laugh out of audiences, heroines have had to back out of doorways. It must be pretty disconcerting to fimily Post as well as to the ladies of Hollywood.

John Barvarors with the province when the ladies of Hollywood.

Emily Post as well as to the ladies of Hollywood.

John Barrymore, who used to be such a gallant swain, has his own naive contribution to picture eliquette. In a fit of, pranking, 'Arsene Lupin' giee, he empties; a pitcher of ice water-vow the head of Karene Lupin' giee, he empties; a pitcher of ice water-vow the head of Karene Lupin' giee, he empties; a dignity's a matter of splitt. It's what it does to her marcelle wave that must burt Miss Morley. The solfture, prior to its icy drenching, is described in soft, deep waves confined by an encircling coll of hair. But it never recovers from that drenching. Thereafter, it is plastered too closely to the head and forgets that it should be fintering as well as tidy.

s well as tidy. Miss Morley, one of the few in-Miss Morley, one of the few in-genues who can enact a well-bred herolne without consciously priding herself on pure diction and quiet good taste, contributes a pleasant, erderly performance to the some-what distraught melodrama of 'Ar-sene Lupin.'

#### Line Turn Individualist

Line Turn Individualist
The Chester Hales, resident
dancers at the Capitol, are eclipsed
this week by the 10 American
Steppers, as sprightly a line-up as
ever risked breaking a leg in rapidfire rhythm dancing. Each girl is
an individualist, hoofing away for
dear life as though she, and she
alone, occupied the spotlight. The
audience gets the impression that
the 10 American Steppers dance
because dancing is the one thing in
the world that they want to do, and
its an awfull ygood idea.

By comparison, the regimental
drills of the Hales—the unit, by the
way, is called Porward Marchiself the selfself the selfs

#### Hollywood French

Hollywood French

A blackmailed mother, a restricted daughter and a jewel-losing actress face the problems of File No. 113.\* They go through a lot—what with a past, a tiwarted marriage and a thetted bracelet harassing one or another of them. But exigencies of plot do not distinct the state of the problems of the production of the problems of the pr

elation of 'Monsleur'.

Clara Kimball Young approves of M'seer'; June Clyde prefers M'shoo; Mary Nolan hesitates between 'M'seer'. As long as the girls were working on the same set, they might have gone line conference and energed with nic conference and energed with the conference and the conference and the conference and the conference and the problem. The additional problem of the conference and the second of the conference and the conferenc

#### Court Clothes Tip-Off

Audiences can differentiate easily between the gullty and innocent iadies subpoenaed to cinema court room trials. Their wardrobes tell more than their testimony, necesmore than their testimony, necessarily ambiguous to sustain, plot suspense. The quiet home girl, who will sooner or later be revealed as the herolne, wears sombre bluck, with the modest skirt length, high neckline and careless fitting of a retiring well-bred frock. The dress tells at a glance that its weaver, no matter how much susplicion may be directed toward her, didn't commit the crime.

A costume that removes all doubt

as to her character relieves Sally Blane of the necessity of speech in 'Cross Examination.' No herothe has had so little to say for herself since the 'inception of the talkers. Confident of her wardrobe, aided by the drooping line of a sad little turban, 'Miss Blane surveys court procedure in practically unbroken silence, looking 'frightened, heartbroken and as culpable as she can in such a righteously ordered costume.

in such a righteously ordered costume.

Even if audiences didn't know that Nataliel Moorehead is always nixed up in whatever villainy's afoot, they'd guess she was up to no good in a snugly fitted gown and saucy wrap of summer ermine. Her hat tips back at a brazen angle, eager to reveal a sleek, gleaming continue to judge and jury. You mit the murder it was through no fault of her own.

Sarah Padden, Nita Cavailer and Margaret Fealy felgn guiltiness in turn, Miss Padden finally coming off with tear-jerker honors.

#### B'way Touches

(Continued from page 1)

(Continued from page 1)
he blows Hollywood now for neighboring resorts where the hold-up
hotels are cheaper than the Hollywood gamut.
Sad stories of conditions around
Times Square frighten the studio
crowd. It's not that they turn deafears to pleas but simply that the
number of taps is too great and in
self-defense those getting good
salaries but not weekly fortunes
have to protect themselves.
Feeling is that if options aren't
taken up they might be making
touches themselves before long.
Recent crop of telephone number
changes by prominer people out

changes by prominer people out here is to avoid those expensive conversations. Private numbers are

now guarded with much secrecy.

#### Did You Know That-

Jeannette MacDonald, who bought a breathtaking bracelet last week, was rushed by all the big lewel houses is town to be a beautiful to be

reminiscent of Marityn Miller
in "Of Thee I Sing". Mary,
Brian wore a sweet coat of
clipped lapin and a smart
brown hat strolling down Fifth
avenue the other day...contrary to advance rumors, Bddie Sullivan did attend the
opening of the new "Pierrette,
Club" Saturday night...Billy
Dovo was lovely in white, as
was Fols Keerl, who wore a
was Fols Keerl, who wore a
deed, head bands were rathernopular, as Linda Wattins
wore a red velvet one with a
green velvet dress... Earl Carroll led the orchestra again and
Barbara Newberry and EddieFoy waved sweetly to each
other on the floor... Grace
Monken was there and Basil
Rathbone, Jimmy Walker, Bert
Lytch, Lawrence Tibbett, Conrate and Rasel, Mary and Florence
Charles Treeman, Barbara
Stannyck, Frank Fey, Jack
Haley, J. Harold Murray, and
Anney Carroll, who also was in
whitt.... the supper was elaborate, though not enough not whitc....the supper was elab-orate, though not enough waiters apparently for the overflow crush.

#### Mitzi Green III

Hollywood, Feb. 29. Down with the flu and under a doctor's care, Mitzl Green won't be able to start her RKO dates March

(4) in St. Louis.

It is expected she'll recover in time to open the following week (11) in Cincinnati.

## Going Places By Cecilia Ager

Roxy Girls' Nighties It is interesting to learn from the Roxy stage show, 'Dreams,' that the Ballet Corps sleeps in nightgowns and the Roxyettes in pyjamas. This significant choice of nightgear by the two groups of Roxy maidens has long been suspected; it is good of the Roxy to confirm it.

And the Roxy goes further. It reveals that the Ballet Corps sleeps in two monstrous beds, twelve to a bed. Also, that the Ballet Corps takes care of the Just Girls department, for these playful minxs can be seen carrying on mischievously all tills week with pillow fights.

all this dearlying in historyolay and this carrying in pillow given the first pillow given the first pillow given the first pillow. The first pillow given the f

night.
The section, 'Dream of Aphrodite,' highting the section. Dream of Aphrodite, that closes the show, has the Roxythat closes. Bulleton, has the Roxythan and the stage crew. Battlein Bowman, some adagio dancers and all the stage elevators giving of their utmost. An endless, painted cycle continually descends, Venue comes up from the sea, the Ballet Corps throw flowers, next clouds of petals, then battled scarfs, waves of chiffon futter up and down, the whole shimmering, revolving, glittering and swaying in many varied directions, both horizontal and perpendicular.

#### Screen's Best Homebody

Screen's Best Homebody
The hest little housewife in pictures, Lois Wilson, has become interested, in women's clubs. Right in
line with her desire for self-improvement, she now uses the typewriter, on which she used to write

her recipes, to type the minutes of the last meeting. She's running the home in The Expert's officiently that she must find further outlet for her ability

Expert' so efficiently that she must find further outlet for her ability for organization. She finds preparing rofreshments for the ladies when they meet at her home a great half of the she will be she she will be she will

her.
It's gratifying to learn that pictres, bost housewife has at last met Louise Beaver, pictures' best colored mald. Miss Beaver has worked in many of pictures' finest families, and has always proved herself loyal, devoted, willing.

herself Joyal, devoted, willing.

Lady Clown Goes Staid

Charlotte Greenwood's gone well
behaved in 'Cheaters at Play.' Her
remarkable legs and arms are
cloaked in the garments of respectability; her conduct is staid. She
adapts 'herself, to the role of a
decorous matron with such gustothat one fears she really likes it
and is signing to forget her gift for
clowning, unrestrained. Just once
is the new Greenwood put in her
place by the old, when the former
imp can stand it no longer and
bursts out tossing trunks down a
staircase in an eminently successstaircase in an eminently success-ful attempt to ward off her rascally pursuers. The whole cast of 'Cheaters at

The whole cast of 'Cheaters' at Play' has changed its poots. Linda Watkins, who usually glows with a soft spirtual flame, here is a master-crook's moll, but at least she's punlshed for her sins. Herpart is so small, so incidental, that its brevity must teach her a lesson. Barbara. Weeks, technically the heroine of this Victorian jewel thleves yarn, is so hidden by on-rushing crooks, machine guns, gags and the rest of the accountrements of villainy that only her nice young profile survives.

#### **Booking Changes**

(Continued from page 35)

ganized. Gordon later stated his name was submitted without his knowledge or authorization, and that if the offer were made he would turn it down. Gordon has not and will not change his mind. RKO disbanded its production department about three years ago, shortly after Gordon resigned as its head and entered the agency business. Prior to dissolving, the promote of the control of the prior of \$500,000. Godfrey, who had been away from RKO for about a year and a half, returned about three months ago as a franchised agent. His last booking office connection was as

half, returned about three months ago as a franchised agent. His hast booking office connection was as one third of the triumvirate compared to the control of the control

addin't. Will, replaced by Golfrey on the Palace and New York house heby, transfers to the Intact route, transfers to the Intact route, transfers to the Intact route, the property of the Palace and New York house heby, transfers the property of the Palace on the intact book last year, becomes Golfrey's assistant. He is Golfrey's nephew. Only other changes involve switching of a few houses, including Washington from Howard's book to Kaleheim's and the Chester, New York, from Kalcheim to Dempsey.

# 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.

	≱ô	, state and	*	ed. Colle	450	4	Service To Service	450	GREE	Posts	Total	Comment.
			3				PALA	CE				
Irene Bordoni	8	10	10	10	5	10	8	5	6	9	81	Charming chanteuse whose over-anxiety to please is defeated by poorly choser material.
Barbara Stanwyck	8	10	8	9	3	10	. 10	6	7	9	80	Submerges her own ability in back chat with Frank Fay and contributes sincerely and movingly to a badly written sketch.
Gloria Grafton	10	10	7	10	5	6	9	6	4	8	75	Strikingly groomed torch singer projects a cold, re- lentless personality and registers with distinction and authority.
Helene Grant	7	8	5	6	5	6	10	10	5	6	68	Hoteha songstress builds laughter for a bit of hald unprecedented vulgarity.
Fay Adler	4	7.	5	8	•	2	9		2	10	60	Accomplished adagst who should smarten costumes and study the make-up to be used under blue lights.
Helen Denizon	6	8	7	6	6	5	7	. 6	0	7.	57	Graceful ballet dancer with Neville Fleeson.
Frances Stevens	6	8	7	5	5	6	7	5.	1	. 6	56	Handles dance specialty with galety and lots of style.
		25-			1		8TA	TE		- 3		9-14 N
June Carr	8	10	6	3	5	8	6	7	5	7	65	Pert personality. Should concentrate on her flair for eccentric dancing.
Loretta Dennison. (20th Century Revue).	2	8	8	7	6	6	4	6	3	. 5	54	Her glorious red hadr wins the battle.
Lillian Cooper (20th Century Revue)	0	3	5	5	G	6	. 5	6 :	.0	5	41	Swift moving acrobation dancer.
Chorus	2	6	5	4	6	.0	2	6	0 -	4	35	Youthful line-up deserving more interesting costum- ing.



Published Weekly by VARIETY inc Sid Silverman, President 154 West 46th Street New York City

VOL. 105 0000000

## 15 YEARS AGO

(From 'Variety' and 'Clipper')

Marcus Loew announced 10 theatres to be erected at a cost of \$8,000,000. The largest theatre building operation reported to that

Ziegfeld reported that his Follies of 1916' was doing around \$21,000 weekly. Best ever, but not as profitable as the previous year as the nut was up \$2,500.

Small time agents were forming an association with restricted mem-bership. To cut down the number of act handlers.

Garden theatre, in the old Madison Square Garden, was on the rocks. Only booking in sight was three days of Greek plays.

Newly organized AMPA was cir-cularizing exhibs trying to get the lowdown on exhib preference as to trade papers.

Newsreels were trying to make exhibs stop chopping their reels. Wanted them to use all or nothing.

'America, Here's My Boy,' one of the first recruiting songs, published by Joe Morris.

Cora C. Wilkening sued Mary Pickford for \$103,750 for booking commissions. Suit dragged for years.

Wing Wah, Chinese acrobat, arrested in Washington for defaming Pres. Wilson. No details given. Touchy in war times.

Newly formed association of out-door showmen had split already with neither side strong enough to

#### **50 YEARS AGO**

Kiralfys revived the Black Crook nd it was getting over in a big

Adam Forepaugh announced importation of a hippo from Germany. No show was considered complete without the 'blood sweating behemoth of holy writ.' Great seller for church element. Always used that line.

Elastic skin man was one of the star freaks of the season: "Clipper quoted a London paper which had discovered an old book which told all about it. Known for centuries, but new in show business.

'Clipper' told an inquiring ama-teur that if he attempted to tour a musical production with himself as star he could count on losing at least \$400 a week.

Alexander Salvini, young Italian star and son of the greater Tomas-so, made his American debut at the Union Square theatre, supporting Clara Morris in 'Article 47.'

Adelina Patti was back in opera Prices were \$3 to \$8.

Horace Vinton forgot his shield in a performance of King John, and when unable to defend himself in the stage fight fled ignominously. So he lost his job for queering the

Sidncy Clifford, described as the actor-priest, played classical dramas through the week and on Sundays resumed his clerical garb and fulminated against Robert G. Inger-

Jas. H. Wallick and a circus man combined to purchase a play based on the life of Jesse James. Idea was lots of horses on the stage Wallick used horses where Fraync had dions and Grey and Stephens

## Inside Stuff—Pictures

First National's 'The Hatchet Man' playing at Loew's Warfield, San Francisco, ran into considerable opposition from the extensive local Chinese colony. Analous to preserve the Chinese trade FWC execs

handled the situation with gloves and came out winners.

Day before the celluloid was unrecled Chinese consul in S. F. took his grievance to Police Chief Quinn declaring Hatchet Man painted a bad picture of the Chinese race especially during this time of Sino-

Japanese trouble. Police and consul got together with A. M. Bowles, Fox divisional chief, Al Warshauer, Warfield manager, and Max Shagrin of Warners, who had played the plcture. In number of, WE southern California houses, and threshed out the affair. Plcture, showed without censored cuts, being preceded by a trailer which states the story is based on an old Beisaco drama and is not a true picture of the Chinese race but contains many situations inculeated

Broadway debut and moderate success of 'Blessed Event' automatically boosted the price of Is My Face Red?' unproduced play also about columnists. Radio bought the story for pictures, paying \$7,500, a fairly high figure for an unproduced effort.

night figure for an unproduced effort.

Figuring in the amount given Ben Markeon, publicity man, and Allen Rivkin for their play was possible protection for Radio on anything it might put into the picture script without yelps from other writers and playwights with columnist stories that their stuff had been pirated. Is My Face Red? was produced several months ago as a one-acter at the Writer's Club.

the writers Club.

Shortly before Radio bought the unproduced play Peggy (Fears) Blumenthal became interested in it for legit production in the fail. But when she dodged advanced royalties equal to the studio offer, play was put on the film block.

Refusal of all producers to endorse Edmund Loeb, Los Angeles attorney, as chief intermediary in studio disputes, especially star rustling, sensuted in the Academy of Motion Picture Arts and Sciences delving into this new form of arbitration.

It is pointed out in the east that had the Loeb board started to function it would have handled a recent argument of this kind between Universal and Paramount over some Pasadena talent. Instead the Academy took the matter in hand, awarding the community player to U.

Radio Pictures is still holding out against Loeb, although virtually all of the other major companies have agreed for him to advise them on variobs disputes not considered within the province of either the Academy or the Hays organization.

The Loeb board necessitates an extra tax on members, the dues into the Hays organization not covering this proposed feature.

Former vaude actor advised his wife to jump her contract with film company unless they doubled her salary. Affair was settled, but the production firm had to tilt the salary of the girl before the former stage

production firm had to tilt the salary of the girl before the former stage actor would permit her to work.

Following the trouble the actor decided to make a picture starring himself. When the film was completed the wife's producing outfit asked him to bring in his picture, as they might buy it. Actor complied with the request, and that was six weeks ago.

So far no further offers and the situation more resembles a run-around. Actor is beginning to feel that the company is paying him in kind for the

In operating Fox Greater New York houses the Skourases are being forced, through product shortage, to book sluff product of majors along with whatever turns up as suitable from the independent field. Film booking problem is called the Skouras' most acute difficulty at present in and around New York, with Fox unable to supply enough footage to

go around.
Ordinarily the Skourases are playing the sluff film on the short halves
of the week in split houses. Where double features are used, a little bit
of everything is being picked up for use.

Paramount lists its present contract people who were recruited from the stage since talkers as the following: Fredric March, Four Marx Brothers, Maurice Cheyaller, George Barbler, Richard Bannett, Mary Boland, William Boyd, John Breeden, Juliette Compton, Tom Douglas, Wynne Gibson, Cary Grant, Mirlam Hopkins, Sarl Maritza, Chester Morris, Jack Oakle, Irving Pichel, Arthur Pierson, Gene Raymond, Charles Ruggles, Randolph Scott, Sylvia Sidney, Alison Skipworth, Charles Starrett, Regis Toomey and Ross Alexander.

Those concerning themselves with the morals of films might look into the matter of a scene in 'One Hour With You,' the new Chevaller-Jeanette MacDonald picture.

Jeanette MacDonald picture.

In one sequence Miss MacDonald wears an extremely low cut gown front and back. For the American version, however, an expanse of tulle was placed in the bodies of the dress to mitigate any shock. But on the retake for the French print, the tulle was eliminated, Problem now is to find where the French version will play over here.

With all the talent scouts for the picture companies having practically exhausted the eastern sources of supply, the boys are now thumbing back over the rejection slips from their studios and are re-testing the

previously spurned performers.
Eastern reps have been cameraing everything and everybody lately.
Anyone who looks as if they have a chance. It's gotten so they don't know where to look any more. Meanwhile, the Coast keeps wiring to test promising candidates.

Not only must press agents keep copy free of the suggestive but they must also keep their language at public functions in keeping with the copy tone.

Freedom of speech by one p.a. at a recent gathering at which the public press and ladies were present occasioned the reminder to all. This particular p.a. was so clated to have gotten away from Hollywood and back to a Mainlattan job that he indulged his final remarks with a resounding line of the profane.

Recent crop of foreign newspaper correspondents, mostly for English papers, find it tough getting material from the studio and are using a new tack.

new tack.

They remind that American-made pictures are being maligned at times abroad, and that someone understanding both phases should write the Hollywood side from here. Therefore they'd like to offer themselves as undercover publicly men.

None of the studies has fallen.

Reports that Consolidated is negotiating with Universal to take back Fort Lee laboratory properties, effected in a sale for \$359,000 two years ago, are roundly denied by U execs. Utles at the same time point out they have a contract dating for 10 years after the sale whereby Consolidated will develop their prints. The

# Inside Stuff—Radio

Contract clause overeight on the part of the advertising agency handling the Skippy program put NBC in an embarrassing spot with a flock of newspaper. As the sent that we want to be sent the sent that a man the sent that was reproduced in the chair of in sheet, with the sended advising the newspapers that a mat of the drawing was their epended advising the newspapers that a mat of the drawing was their event of the writing. Meantime the agency came to the realization that the course with the strip character's originator. Percy Crosby, banned any portion an urgent recall of all mats distributed and to inform the newspapers which subsequently wrote in that the offer had to be withdrawn because of the agency's belated discovery.

One large western station long ago arranged its setup so that it will not be bothered by the Federal Radio Commission when desiring to change ownership. It was organized as a stock company, thus getting around the commission's ediet that any change in ownership must be approved by FRC before it could change hands.

Also the new ruling, requiring all details of a proposed transfer or assignment, can't stock this 'caster,' since all that is necessary to switch ownership is to sell the stock from one individual to another, and the comm. hasn't anything to say about purchase or sale of shares in a corporation unless 100% of the stock is involved.

Literary ambitions of Clark Wilson, musician, may have cost him his radio job after four and a half years at the NBC studios in Frisco. Wilson is finishing a book on radio in which he delves into mechanical and engineering problems often encountered by broadcasting stations, and intended largely for trade perusal. It also points out how production departments are often lacking in knowledge of orchestra placements and other technical information. One exec is supposed to have burned up at some of the statements. Anyway, Wilson was out after the official looked the ms. over.

Alice Joy will take a flight in a plane to appease the wrath of aviation big, heads. Becomes necessary through an interview which Miss Joy recently gave to a news syndicate. She stated that her husband, Harry Burns, was once a member of the Royal Flying Corps but that she felt

Burns, was once a member of the Royal Flying Corps but that she feit safer on the ground. Squawks from air interests poured in and Miss Joy and her husband decided that she'd better take an air jaunt. They'll make it a publicity

Over on Second avenue Arthur Tracy is considered a graduate of the Yiddish theatre. Before making a radio name Tracy is understood to have appeared in several Yiddish musicals at the Prospect theatre in the Bronx.

A veteran NBC announcer was asked to hand in his resignation last was his first real boner since being connected with radio,

e subway advertising campaign is being waged In advance of Chandu who starts a commercial program March 7 of WOR. He does a magic act with the campaign one of the first of its type. Unusual feature of the subway cards is that the advertiser, Beech Nut Packing Co., is not mentioned.

Chandu programs, five a week, broadcast from discs. Act got its start on a California station.

Outdoor Advertising, Inc., is reported having acquired the biliboard display planned for Lucky Strike cigarettes and its radio hour. Board men hall the company decision to go back to the boards, figuring that if one smoke firm again takes to 24-sheeting all the tobaccompanies will follow. If happened with the auto concerns.

commercial programs which have come on the air recently have been put together for the express purpose of appealing to women.
Advertisers consider the feminine interest in their broadcasts of primary importance. This is because it is contended that women are the buyers and the daytime listeners,

American Tobacco Co. has discarded its original intention to work in a plug for Cremo on the Lucky Strike broadcasts after the former went of the air, Saturday (27). It is probable that Cremo will return to the ether with a new program idea.

lab U erected some time ago in Hollywood was solely for the purposes of handling 'rushes,' execs reiterate.

A director accused of being slightly nutty, but consistently turning out b.o. successes, is now riding around Hollywood in his car with a body-guard sitting in the rear seat. No reason for it, but the director insists that certain' people are out to get him.

Recently he had a psychonanisysis follow him around for a week to search his personality in an effort to discover why he detected the company of members of his own sex.

Most of the talent included in Harlem Rhapsody, colored talker Lincoln Pictures is producing, is working on percentage. Firm has been formed by Irving Yates, Jimmy O'Nell and Sammy Tishman with production of the picture to finish up this week.

Bill Robinson, he of the taps, is starred with most of the cast from Robinson's vaude act. Picture is being made in a New Jersey studio.

Columbia's new combine of Harry Cohn as pres, with Walter Wangers new v. p., got a world of publicity through buying 'Washington Merry' Go Around'.

The picture people only want the book's title and paid under \$1,000 for the film rights. Nothing in the book but a series of political incidents not conducive to a screen story.

Recent walkout of a picture director the day before production sharted convinced many in film circles that the merger in question was afraid to direct. This was the second histance of the same man taking a powder day before a film started.

His career has consisted of but one picture.

Former vice-president of a theatre circuit is still living in the Inxurious two story apartment he built over a theatre owned by the company, although he resigned several months ago. He pays \$100 a month rent for the establishment.

In sympathy with the black eye sustained by Jimmy Starr, Coast pleture chatterer, in a fight with an unnamed actor, Arch Reeve, Paul Snell and Mill Howe, of Paramount's press staff, sent him a beefsteak wrapped is coaling to the contract of the coaling transfer of the c

# No-Talk Clause **Annovs Bennett** In 'Cyrano' Duel

also irked after her efforts to take a hand in direction of the play were frustrated. Meanwhile the Walter Hampden production of the same play is blazoning in its ads: Walt for the stranger of the same play is

Hampden is in for a fortnight at the Biltmore, starting Mar. 7. He'll lay off week of Mar. 21, Holy Week, before opening at the Columbia

#### **VANITIES' MOVE CAUSES** JAM ON BUY DEPOSITS

The moving of Vanities' from the Earl Carroll to the 44th Street, which was indicated early last week after disposess proceedings were started, occurred Saturday night. It had been rumored that the rent squabble between Carroll and the landlords might be squared during the week, but no move in that direction was made.

the week, but no move in that di-rection was made.

Also expected that the revue pro-ducer would be back in the Carroll before the end of the season. Talk of the house going into grind pic-tures independently was discounted to be considered to the carroll and installing the Hippodrome policy, also considered. Sixth ave-nue house said to be on a week to week basis.

week basis.

Eight theatre ticket agencies are week basis.

Eight theatre ticket agencies are in a quandary over money deposited with Carroll as a guarantee on the last four weeks of a 32 weeks buy en 'Vanities'. Something like \$15,500 was pald to Carroll when the show opened. The moving of the revue at the end of the 27th week automatically discontinued the buy. As the 44th Street is a Shubert-operated theatre, the brokers are trying to find out if the money advanced to Carroll would apply on tickets originally contracted. The several larger agencies did not have to make the advance payments, guaranteeing the said of a large block of tickets for the first eight weeks instead. Most of the agencies assert they took losses on the 'Vanilles' buy.

Agencies which paid the advance Agencies which paid the advance money to Carroll are Leo Newman, \$3,800; Broadway, \$3,000; Beckhart, \$2,000; Equity, \$1,600; Acme, \$1,500; Warfield, \$1,500; Mackay, \$1,000, and Alexander, \$800.

#### ALGONQUIN REVUE

Parker, Benchley, Taylor, Pemberton On Script

Members of the Algonquin literary tribe are supposed to be working on a revue. Dorothy Par-ker, Bob Benchley, Deems Taylor and Murdock Pemberton are among those named.

Edward McNamara, who played the cop in 'Strictly Dishonorable,' is mentioned as one cast member. Production source is unnamed.

#### Three-Way Policy

Burlesque, dramatic stock and vaudeville, each nopping at the Bronx Opera House in the past few seasons, the theatre reopened Saturday (27) with a combination of all three forms of entertainment. Joe Wright is the manager, and he calls his venture a "Three-in-One-Show."

#### MOSS HART ACROSS

Moss Hart is going to Parls and the Riviera on the Ile de France March 4.

Plans to do his next play writing under the inspiration of the Cote & Azur.

#### Fame

Los Angeles, Feb. 29.
A legit producer around town is well known in theatrical ciris well known in theatrical cir-cles as a bouncer of bum checks. When an actor got a check from him in payment for some work he took it around to his butcher, in an obscure lit-tle suburb, saying: 'Here's a check I want cashed, but I think it's rubber.'

The butcher took one look at the signature and yelled, "I

#### Dr. Sirovitch Cites Variety' Box Score In Anti-Critic Move

According to the New York 'Sun,' Dr. William I, Sirovich (D.), Congressman, dramatist and surgeon, charges New York's dramatic critics with the ruin of the Broadway theatre. Dr. Sirovich, whose own plays have been produced on Broadway before he became one of the nation's lawmakers, advocates a law that 'would prevent newspaper men who have spent their lives covering. who have spent their lives covering

who have apent their lives covering prize fights from being elevated to the posts of dramatic critics.

'I have just been told that on a New York evening paper there is a man by the name of Sullivan who formerly was a prize-fight reporter and is now a dramatic critic.

I do not suggest that these critics are open to bribery. They just don't know anything about whether a play will be good or bad. I am going to get the hatting averages of the critics as compiled-by that great the critics as compiled by that great paper called Variety and put them

#### WERBA LINKS UP A NEW SUBWAY CIRCUIT CHAIN

Reconstruction of the New Yorl subway circuit, on a different basis, is being worked out by Louis Werba. Main difference in Werba's

showay circuit, on a different basis, in being worked out by Would we wo operation is that the houses will be further away from the metropolitan center. First step taken by Werba is in getting the Boulevard, Jackson Heights, back into the subway route, with this house the only one of the previous suburban layout to be a subway route, with this house the only one of the previous suburban layout to be a subway route with the works, open-stated it together with the Windsor, Bronx and Carlton, Brooklyn.

Other new spots in the new subway route will probably include Mount Vernon, N. Y. and Long Beach, L. I. Latter has the Castle which is set for summer tryouts books the Majestic, Brooklyn for D. D. Stair and the Playhouse, Great Neck for Skouras.

Boulevard, a Skouras property, had stock for slightly more than a week, but closed abruptly Wednesday (24). Werba's arrangement with Skouras is on percentage.

Werba was general manager for Werba was general manager for Werba was general manager for subway time, before which he had that circuit himself.

French Revue Maybe For World Fair Biz

Local group of promoters are talking about importing an edition of the Folies Bergere for a run during the World's Fair next year.

Management of the Civic Auditorium, seating around 5,000 and located in the lower end of the Loop, has airendy been approached with an inquiry on the renual phase of the proposition.

# GRACE MOORE'S GUARANTEES

Grace Moore, operatic soprano, is reported drawing \$2,500 for her ra-dio appearances on the General

Electric program.

Miss Moore, who also sings with
the Metropolitan Opera, has a concert itinerary said to call for guarantees ranging from \$1,250 to \$2,000.

#### Aborn Co's Tour

Milton Aborn's Civic opera troupe starts its tour March 7 at the Ma-jestic, Brooklyn. First show either "The Mikado' or 'Merry Widow.' Company on Broad-

way about a year.

#### GEO, M. DUCKS B'WAY

To Tour In Own Piece But Retire

When and if George M. Cohan's newest play, 'Confidential Service,' comes into New York, Cohan will not be in the cast. It'll be a 'by and with' thing on the road, how-

ever.
Plece is scheduled to go into re-hearsal today (1) for opening Easter week. Proposal is to Kcep It moving on the road as long as possible, and then—if it clicks—re-cast the main part for Broadway. Play opens in Newark March 33 and will be taken to week stands this season, but New York not until next.

next.

Cohan is acting in his new one, but one reason for the hold off until but one reason for the hold off until after the summer on a Broadway date is his desire to get Walter Huston for the lead Cohan is now filling. Huston, unobtainable now, but may be in a few months. Sam Forrest, as usual, staging, with Elsie Lawson, Selena Royle and Chas. Trowbridge cast.

#### United Cigar Stores May Sell Cut-Rate Tickets To Aid Own Theatres

United Cigar Company is now on erating the Mansfield theatre, New York, and before the end of the sea son may have three other Broad way houses under its direction. The Majestic, Royale and Masque are the others. The trio was part of the original site, including the Lincoln hotel, which United also owns and operates.

operates.

All four house were built by the Chulins. Latter three were sold to the Chulins. Latter three were sold to ter in receivership turned the houses back recently, stating there were no funds to pay \$80,000 in back taxes and mortgage interest. The Malestic, Royale and Masque are also in a receivership that may be dissolved. It seems to be a question of who is to assume the \$80,000 in the control of th

object or United Cigars is to op-erate the theatres for two or more years, until such time as realty values will have become more stabilized.

values will have become more stabilized.

With United in show business, it may also bring the chain store people into the ticket field. It was pointed out that the United could held the state of the s

#### Director's OK Needed for Lupe on Zieggy's Show

Addition of Lupe Velex to the cast of Ziegfeld 'Hot, Cha' rested not only upon permission of Columbia Pictures, but also one of that firm's directors. Frank 'Capra. Oddity came through Capra, in his contract with the flim company, having the right of the contract of the contract with the flim company, having the right of the contract with the flim company, having the right of the contract with the flim company. Screen girl was officially to have swung into action with the musical comedy troupe last night (Monday) in Pittsburgh, assuming the part previously played by Reyva Reyes. Latter remains with the show in a minor assignment. Part, is being built up for Miss Velez through added scenes and a song or two. It is her first Broadway show.

Roy Scoley is also a cast addition.

## Yiddish B'way Revue

Musical revue, along 'Chauve Sourie' lines but with Yiddish actors is being plotted for a possible summer run on Broadway. Principais would be Qia Lillith, Willy Godick and Joseph Buloff, currently appearing at the Second currently appearing at the Second theatre, in Yiddish musicals.

sicals.
Lillith and Godick came here last
Spring from Europe. They appeared in a series of concerts on
Broadway, then joining the Second
Avenue company.

# Shubert Pitt Is Forced on Block: Crisis Nears in Corporation's Affairs

#### Cigar as Salary

Something like 250 wires to Al Woods lightened the pre-niere of Inside Story at the National last week. Show is Woods' comeback bid to the

rama. Players of reputation are said to have offered their services to the manager for the show, he to name the salary.

ices to the manager for the show, he to name the salary. Equity checked up on salaries, to verify the protective phase and when the representative player what his salary was the answer was reasonable and the salary was the salary what his salary was the salary what his salary was to have a salary was the salary was to have a salary was considerably under expectations. The veteran producer, recently forced into receivership through realty and stock losses, accounted for the light trade by the generally low attendance wave on Broadway the past two weeks. The indications are that Woods still knows how to take it.

#### **GUILD'S GROUP BECOMES** RIVAL OF ITS SPONSOR

Group Theatre, legit firm first financed by the Theatre Guild, but now turned independent will shortly bob up as opposition to the Guild as a subscription organization. Group unit is now working to that end and expects to announce its aims within a fortnight. Group subscription arrangement differs somewhat from the customary system connection. Outfit is hardened in Nicht Over Taos, Maximize in Nicht Over Taos, in

ary system connection. Outfit is bringing in Night Over Taos, Max-well Anderson play, March 7 week at the 48th Street, N. Y., the piece

at the 48th street, N. Y., the place now on lour.

Group started out doing House of Connelly which originally was bought by the Guild and which gave the offspring firm a good start.

1931—second Group show—a failure. Firm owns several plays for next season, one Donagoe Tonka by Jules Romain now being adapted by Gilbert Seldes and another on the fire being a play by Sidney Howard, who previously wrote for the Guild.

Howard, who proviously wrote for the Guild.
Group headed by Cherryl Craw-ford, who was an assistant to the Guild managerial board. Harold Clurman also with the Group was a Guild play reader. Lee Strassberg, Group director, was at one time an assistant stager with the parent or-realization. ganization.

When the Group was hooked up When the Group was hooked up with the Guild there was no Equity bond needed, the Guild being on Equity's exempt list. Cast guaran-tees will now be required from the younger firm. First indication of the Group split-

tees will now be required from the younger firm. First indication of the Group splitting from the Guild came when various playwrights were queried as to plays. Identity of the outfit at that time was unknown. Group now has separate offices. No single successor named for Miss Crawford's former position with the Guild.

#### COAST OPERA'S IDEA ON SINGERS' SALARIES

Bassos (Rates apply to single perform

#### 'HOTEL'S' L. A. REPEAT

HOTELS L. A. ABFRAH
Los Angeles, Peb. 29.
Following its run in San-Francisco and the northwest, Belisgo &
Curran expect to bring 'Grand
Hydel back to the Belisson here for
return eugagement.
Show got a 10-week run here,
closing Saturday night to open to-

night at the Geny, San Francisco.

Breakin for 'First Mrs. Fraser'
will be at the Savoy, San Diego,
March' 2 and 5, then jumps to the
Curren, S. F., March 7.

Pittsburgh, Peb. 29. Pitt theatre, owned by the Shuberts, will be sold by the sheriff on March 7. Forced sale will go to satisfy a mortgage and interest amounting to \$419,085.

amounting to \$418,055.

The house has not been used for legit attractions for several seasons. Stock was the last policy tried, but Pitt has been dark since last May. Shuberts have been playing, their attractions at the Alvin under a pooling arrangement with the War-ner. Interest. ner interests.

George Jaffe sought to buy the George Jane Sought Company of Pitt some time ago for burlesque, offering \$475,000. Deal fell through because Shuberts held out for \$650,-

The Pitt theatre was on the Shubert statement as having a book value of \$773,341. The annual interest on a \$400,000 mortgage was \$23,850.

The receivers refused to pay the carrying charges since they had no attractions for the house. Same operation as that which concerned the Majestic, Royale and Masque in New York, the receivers turning back the trio to the first mortgagee.

back the trio to the first mortgagee. Shubert receivership procedure is this: The Lyding Trust, represented by Charles Fight and Lee Shubert, the co-receiver will file a report with Federal Judge Caffey March 15. Since the business has not and can scarcely do better than break even or slightly better, the report will of necessity state that the receivers cannot pay off. The court will then likely order the creditors to assemble 10 days after the report is filed and at that time, a decision must be reached. The period of the orteinal re-

a decision must be reached.

The period of the original receivership was extended to June 2, but the court may order termination or liquidation prior to that date. To prevent liquidation the Shuberts would have to arrange a reorganization plan acceptable to the bondholders and creditors. That a further extension of the receivership will be granted is improbable, since it is likely the business would run into the red on operation during the three dull summer months. Further, the court rarely countenances long receiverships.

Lesses Thrown Back

#### Leases Thrown Back

Leases Thrown Back

Not in the corporation are theatres with which they would operate should the corporation's houses go to other hands. The heatres are to other hands. The heatres are with Lee and J. J. Shubert are Samuel Untermyer and the estate of Andrew Freedman, which Untermyer represents and which apparently gives him control. Winthrop Ames owns 50% of the Booth. Added are theatres owned by the brothers and formerly leased to the corporation. Latter houses have been big losers in the past several years. The 44th Street lease was also disaffirmed, but is being operated under a temporary lease.

porary lease.
Early in the week there was but one show owned by the corporation playing Broadway, 'Cynara'. An-other comes in Thursday, and next week most of the corporation-owned theatres, here will have attractions. There are half a dozen corporation-owned shows out of twen.

owned shows out of town.

If the corporation is liquidated and houses here and in other cities are disposed of to other hands, the question of continuing the Shubert booking office will arise. An independent exchange is a possibility.

#### Wiman's Musical

Dwight Winan office is now busy Dwight Winan office is now busy on an elaborate musical to be produced about the end of April costarring Gertrude Lawrence and Jack Buchanan, British stars. Jessie Mathews, also English, is understood likowise to be included in the cast, details of which are being kept quiet by Wiman.

wind week to what the past week practically concluded a deal—names to be mentioned only after signing of the complete contractural details—for an English production of The Vinegar Tree.

## **FUTURE PLAYS**

'Showers,' by Aurania Rouveral, a new title for 'It Never Rains' being revived for Boston and Chicago by George 'Lefty' Miller. Opening in the first named city Easter Wcek. Elisha Cook, Jr., or Carl Julius probably heading the cast.

'Bridal Wise' opens at the Cort

'Bridal Wise' opens at the Cort, N. Y., March 7 week, Sigourney Thayer producing.

'Olivia Bows to Mrs. Grundy' tentative title for, a farce Shuberts are producing, witten by R. Bottomiey, Janet Beecher and Taylor Holmes cast leads, with Elisha Cook, Jr., in support. Rehearsals expect Tipe. 7 Be Good, Gulld's Shaw play is being given a minimum of five weeks' road booking. Washington, March 12, follows Boston, now playing, with Pittsburgh March 21 and Cincinnatt and Buffalo splitting March 22 week. 'Bloodstream,' by Fred Schilk is being cast by Sidney Harmon. Direction, will be by Sidney Sallow, assistant to Chester Erskin. 'We Are No Longer Children' has

assistant to Chester Erskin.

"We Are No Longer Children' has been placed in rehearsal by William A. Brady, Jr. French play by Leopold Marchand which has been adapted by William B. Murray and Ilka Chase. Geoffrey Kerr and June Walker will have the lessed of the control of the

Sunshine and music by Simone.

Sunshipe and music by Simone.

Tom Tom, drama by Cosmo
Hamilton, will be produced by Alex
Leftwich with Lenore Ulrich in the
leading role. Will not go into rehearsal until April.

"Radio Revue" is being readied by
Shuberts and will be given a week
in Newark before being brought into N. Y. Phil Cook heads the cast

which is largely composed of radio

stars.

'Still Life' by Lester Cole will be put into production by Rosalle Stewart, who was recently associated with Jed Harris in 'Fatal Allbi.' Projected production is a

Allbi. Projected production is a solo effort.

'Croon Prince,' Will Morrissey's radio play originally dubbed 'The Crooner,' is in rehearsal at the Belmont and due to open in about three weeks. Cast includes Jean Malin, Midgle Miller, Gertrude Nelssen and

Midgle Miller, Gertrude Nelssen and Loring, Smith. Bobby Sanford is staging the dances.

Sens of Gune, coast production of the missical opens Mar. 4 at the Carthay Circle, Los Angeles as the first production of Municipalities Light Opens Company, Frank Rainger production manager. In the cast are Ethelind Terry, Richard Powell, Fredrie Santiey, Fleurette Joeffrie, the Moore Twins and Wyndham Standing, John Britz is musical director and Eddie Larkin routining dances.

#### Murphy's Tent Fold Cuts Coast Stocks to Three

Hollywood, Feb. 29.

Murphy stock at Montebello folded its tent and disappeared.

Leaves the Coast with only three dramatic stocks, one in Seattle, one Hollywood and one split week between a tent at Hawthorne and the Californit heater. Vanion tween a tent at Hawthorn California theatrc, Venice.

#### Ends 20 Weeks' Run

Rochester, Feb. 29.
Auditorium stock closes a 29 weeks' season March 5. Rowland G. Edwards will be retained as permanent manager and a drive will be made on subscribers for another stock season.

will be made on subscribers for another stock season.

Edwards is looking for a musical production to open Easter Monday and his 'workshop' group is to produce 'Charity Ball' as an amaproduce 'C'

#### Budget Membership

Any little theatre producing threor more plays per year and a production budget of over \$1,000 per year is eligible for membership in the recently formed National Theatre Conference. Organization will include college, community or com-mercial theatres.

#### All Chi Shubert Spots Dark for First Time: But for 1 Nite Only

Chicago, Feb. 29.

For the first time in the history of the circuit every Shubert-operated house in the city of Chicago was in darkness last night (23). Departure of Grand Goler from the Grand Opera House and Rhapsodie Grand Opera House and Rhapsodie House House and Rhapsodie House House and Rhapsodie House H Chicago, Feb. 29.

least for the next turee weeks.
Report current that the Shuberts
may take Experience Unnecessary
out of the Harris at the end of its
three-week run there under the
Dramatic League banner and move
it into the Garrick on the clipped
scale plan. Shift, if made, would
bring the comedy into the latter
spot March 13.

#### Just Operate Selwyn

All operating rights to the Harris and its alsier house, the Selwyn, were leat by the Shuberts two weeks ago when the owners of the ground on which the theatres stand ordered the leaseholds cancelled and an eviction notice issued to the circuit. Upon the assurance of the Irving Trust Company, trustee for the Shubert receivership, that all operating loses would be guaranteed, the owner of the fee, the Hugh T. Dickey estate, permitted the Shuberts to go through with the opening of Experience Unnecessary at the Harris (22).

berts to go through with the opening of 'Experience Unnecessary' at
the Harris (22).

Local representatives for the
Dickey estate have deferred passing
on the operating proposition for the
Harris and Selwyn made them by
Crosby Gaige for another week.
Crosby's plan guarantees the estate
against any operating joss and offers a 50-50 split on the profits,
with no rental to be charged against
either house.

#### Pawle for 'Wise Girl'

Lennox Pawle gets the part in Wise Girl' first slated for J. C.

Nugent.
Producers' deal for James Hall,
film actor, is off, with Hall getting
additional vaude dates. Tom Moore
may go instead. Others cast are
Isabel Dawn, Charlotte Granville,
Armand Kallsch, Marjorie Clark,
Sterling Oliver, Lary Elmore, Patsy
Klein, Allen McFarlane.

Show, which is being produced with most of the cast on minimum guarantees and gross percentages may open at the Galety, N. Y.

#### DES MOINES' STOCK

Des Molnes, Ia., Feb. 29. The Princess, after being in the dark most of the season, reopens with the Princess Players, headed by Frances Daie.

by Frances Dale.
Cast Includes Jack Paige, Fred
Sullivan, Jean Arden, Kathryn
Card, Arthur Curtis, Warren
Parker, Thelma Brandon, Alexis
Luce, Dorothy Artols and Ed Wing.
Omer Kenyon is managing the
company, which has a 75 cent top.

#### MORE CHI RECEIVERSHIP

Chicago, Feb. 29.

Property of the Lawndale, west side Yiddish house, went into receivership, but does not affect the operation of the theatre, which is

operation of the theatre, which is on a straight rental basis. Mid-City Trust and Savings Bank was appointed receiver of the theatre and business block on which there is a balance of \$383,000 of a \$400,000 loan in default.

#### **Cast Changes**

Louisville Stock Prospect

Louisville, Ky., Feb. 29,
Harry Marth has begun working on a stock troupe to open here
soon.
City has been without stock for
several years since Martin gave up
his company at the Brown theatre.

#### Shows in Rehearsal

'Money in the Air' (Row-'Money in the Air (now-land) Ritz.
'Round Up' (Reed) Majestle.
'Wise Girl' (Bannister & O'Noil) Lyceum.
'Barrie Playe' (Brady) Play-

use (revival). Warrior's Husband' (Moses)

# YOUMANS WINS **MORATORIUM**

Novel procedure for a showman, was the suggestion to his creditors by Vincent Youmans that they grant him a year's moratorium. The creditors agreed to the proposition at a meeting in Youman's office Friday (28).

Youmans frankly stated his case

Younans trankly stated his case to the assembled creditors. He de-clared he wished to pay off at least 90 cents on the dollar, feeling that 90 cents on the dollar, feeling that his revenues as a composer will work out to that end if he is unhampered by debtor worries. The young producer sat at his desk to answer all questions, while his attorney, Dan M. Logan propounded ment at this time, the lawyer said, the creditors would get very little, Youmans wishing to pay off as he partially has done for the past year or so.

nartially has done for the past year or so.
Claims against Youmans totaled; \$350,000. All but \$50,000 is owed on 'Great Day,' which was tried in two versions in 1929-30 at the Cosmopolitan, New York. Another loser was Damn Your Honor.' The recent 'Through the Years' failure at the Manhattan is not concerned are the Manhattan is not concerned are the Composition. In the past two years Youmans has been able to pay off about \$40,000 although having no show. His assets consist principally of his musical compositions and a publishing business which has been more or less dormant.

#### ALIEN BILL ANOTHER **WORRY BESIDES TAX**

Equity is alarmed over two pending pieces of legislation, an allen actor measure proposed In Washington and the proposed New York state 10% admissions tax. Representative Dickstein of New York has prepared the allen bill, which threatens the functioning of Equity's own measure in that dispute the property of the prop

rection.

The federal bill was first drawn up at the Instance of the Choral union, whose members are grand opera choristers. It was proposed to bar all non-citizens. Dictated in since revised the bill to apply to all foreign actors or professional players but not operatic leads.

#### 'BELIEVIN' ' DEFERRED

"Seein," Is Believin," musical slated to go into rehearsal yester-day (Monday) for Barry Buchanan suffered another delay, its second, the reason given the illness of Ber-tram Harrison, director, Original Washington, D. C., opening has been cancelled.
Chas. Lawrence now cast replac-

ing Bobby Jarvis.

#### RICE'S FALL SHOW

RICE'S FALL SHOW

'Life is Real,' Elmer Rice's next play, won't show up until early in the Fail. Writing on it is practically finished, but Rice figures his two plays on Broadyay currently 'Left Bank' and 'Counsellor at Law,' sufficient for the time being.'

Meanwhile Rice is going to Russia to see production there of his 'Adding Machine.'

#### New Firm

Milton Kramer and Herbert Krapp are principals concerned in Forrest Productions, recently formed to produce for the Forrest, N.Y. House is one of those leases disaffirmed by the Shubert re-

disamrmed by the ceivers.

Kramer is part owner of the theatre and Krapp, the architect, and also said to be a part owner. First show, 'A Few Wild Oats,' is being staged by Chauncey Keim, who was g. m. for Charles Hopkins for 18 years.

# Inside Stuff—Legit

Cy Landry has lost his action against Aarons & Freedley. Detween \$7,000 and \$8,000 was involved in the decision handed down by ablters. Case dates back to 1929 when A. & F. produced 'Me For New Which Landry had a run of the play contract. 'Me' was taken out of town which Landry had a run of the play contract. 'Me' was taken out of town where it closed. 'Producers then put on 'Bends Up.' Landry, who brought the action only recently, claimed the amount in litigation was due him on the theory 'Me' and 'Hacads' were actually the same play. It was shown at the arbitration, which included reading both scripts, that 'Me' was written by a Owen Davis and 'Heads' by Lorenz Rodgers, Richard Hart, Jack MacGowan and Paul Gerard Smith.

In moving Mourning Becomes Electra' from the Guild Theatre, N. Y., to the Aivin across the street Monday (29), not trucks were used. First show to be thus transplanted in accordance with recent agreements affected by the Theatr Lesgue between legit producers and the various While no vans were involved stage crews were not allowed to move the sets, this being done by the teamsters' union who carried them across the street. Under the old system if the theatre were immediately next door, it was necessary to load the production on trucks which were then driven around the block to the new house.

No grand opera for Los Angeles this coming season for the L. A. Grand Opera Assn. Under the direction of Merie Armitage, local opera was held down to a deflect of \$11,000 in 1930, with many of the backers thinking that Armitage was too lavish in his expenditures. For the 1931 season, he was asked to take a third cut in pay, which he refused, going back with Charles Wagner to handle concerts.

In other hands, the local opera season last year wound up \$55,000 behind the eight ball, which brought the decision to sluff the musical

Brand new idea in legit production is being plotted by Dr. Milton Bender. Notion is to use only paper, largety cellophane, for costumes, scenery and sets. Tleup is being made with a paper manufacturing company for that purpose, with the paper company paying for everything except cast and theatre.

Bender's idea is a revue, with material now being gathered by him, on the hope of starting rehearsals within a month. Bender is a dentist, only previous production experience being a revue titled 'New Yorkers'

some years back,

Arbitration of the dispute between Ben Stein, producer of Black Tower, and the authors is due this week. When the show was being readied Raiph Murphy, one author, was on the Coast while Laure Baxter, the collaborator, was busy rehearsing in 'Animal Kingdom.' Original script called for decapitated bodies and other sights mindful

of the Spanish Inquisition. Stein decided such details would be revolt-ing stage fare and deleted them from the script which is one reason why the authors complained.

Colleen Moore, back in New York from the south after her recent marriage, and with a legit assignment to fulfill for Henry Duffy on the Coast, is spending most of her time rehearsing. She will do 'Church Mouse' out west, believed to be her first legit effort. Falling to find Bert Lytell with sufficient time on his hands, Miss Moore has persuaded the stage manager of the show to tutor her in the Ruth Gordon part, and the manager may also hop west to aid Duffy in staging the place which will open in San Francisco.

Something of an old love in Arthur Lubin buying 'A Trip to Pressburg,' foreign play by Leo Perutz. It was previously owned by Ray-Minor, former Paramount legit subsidiary, at a time when Lubin was

Minor, Johnson amplifying the firm.

Adaptation of the play was one of the things Lubin fought for before being dropped. With Ray-Minor letting go of the play, Lubin promptly picked it up on his own.

Last minute mind change caused J. J. Shubert to drop his scheme of folding Marching By in Chicago and putting the company into Immediate rehearsal of a follow-up musical, 'Circus Princess'.

Though the entire company was sent into New York to open 'Marching By there, it is understood that as soon as the eastern stay is over the Shuberts will ship the cast back to the Great Northern, Chicago, to do 'Princessa'.

With 'Child of Manhattan,' by Preston Sturges opening, Mrs. A. G. Blumenthal (Peggy Fears) appears in earnest about legit production, buying another show, 'I Musf Love Some One,' by Jack Kirkland. Latter is the former husband of Nancy Carroll. 'Must,' a comedy, involves about 25 scenes. Production probably soon after 'Child' with mention of Mary Duncan for the lead.

'Lysistrata,' as a stock attraction, has been playing a pretty fair num-er of towns lately. One recent week is estimated to have netted about ber of towns lately. On \$3,000 in stock royalties.

# CONCERTS

Sadah Schucharl was heard in her annual violin recital at Town Hall. The important numbers on the program were the Bach Cha-conne and Franck's A Major Son-ata, followed by shorter ones by De Falls-Kochanski, Rayel and Doh-Miss Schuchari seems to nanyi. Miss Schucharl seems to have the same fault that was evi-denced in her playing of last sea-son—her high strings are still me-tallio but her tone is vibrant and large. Gregory Ashean assisted at the plano. A friendly audience. nanyi.

#### Lowis Emery Recital

Lewis Emery, baritone, on a re-cital which crowded Town Hall again demonstrated his fine vocal again demonstrated his fine vocal artisiry in a program covering French, German and English songs. His diction, especially in the German group, was perfect, as were his technique and phrasing. The color and blending of Mr. Emery's voice had its best expression in Hallelujah' which was received with much enthusiasm. The program entire was a good departure from the hackneyed ones so often heard.

#### Sala at Town Hall

Sala at Town Hall
After an absence of three years,
Antoni Sala, Spanish 'cellist, gave
his second recital in Town Hall.
The Brahm's Sonata in E Minor,
Op. 38, Saint-Saen's Concerto in A
Minor, a sonata by the 18th century
Neapolitan composer, Nicola Porpora, and two Spanish pieces,
Joaquin Turina's 'Farruca' and a
Malaguena by Issac Albeniz completed a delightful program. Mr.
Sala displays thorough technical
skill and a beautiful quality of tone,
mellow and sympathetic. A largeaudience.

Met Surprise Party at.
The operatic surprise party at.
The Met. Sunday, March 8, promises
try-out on the stage before Mr.
Gattl-Gazzati, with six scenes.
Bootlegging French champagne,
'Wiener Schnitzel und Wurzburget,'
American Flag' (only the American
artista), 'Aiuld Lang Syne', featuring the big artists of times past
and concluding with 'Family Parade,' by all artists, chorus, bailet,
stage hands, ushers and box-oftice
personnel.

# R'way List Goes Into Lenten Drop As People Turn to Their Churches; Few Smashes Climb to Top Money

ticket allotiments cause squawks to the police.

Among the dramas were some big Among to the police.

Among the hits being protected by agency buys and advance b. o. sales. Reunion in Vienna' got \$25,600 in nine and 'Animan Kingdom was credited with \$24,000; Councilon in a constant of the councilon of the counc

It may not be pertinent that but not better than an even break the churches are full, but the decidine in legit business in the past two weeks is the most drastic in many years. Lent appears to be better the income tax.

The down trend seemed to be progressive last week, with the result for mostly represented attractions which never figured in the money. The list of weak sisters was pretty well shaken out, but there are more than the same proposed to the same proposed by the shaken out, but there are more than the same proposed in the same proposed by a seen, but and the same proposed by the same proposed by a seen, but and the same proposed by the same propose

second night light, but some liest Saturday, 'Reunion in Vienna;' Beck (16th week) (C-1,168-33). Remains out in front of comedles; capacity despite slump; last week topped \$25,000 in

"Scandals," Apollo (25th week) (R-1,168-\$5.50). Final week; house (Continued on page 54)

#### Guild's 'Moon' Collects Only a Dull \$13,000 In 2d Phila, Week

In 2d Phila. Week

Philadelphia, Feb. 29.

A last-minute change in booking has kept Philip's from reading the management of the property of th

Goursellor at-Law, Plymouth (18th week) (1942-43). When the proper has been done of the week (1942-43). Moved here from Gynara, Shubert (18th week) (1943-43). Moved here from Gynara, Shubert (18th week) (1944-44). The second of the

#### Dark 48th St.

Five theatres in 48th street between Sixth and Seventh avenues recently blazed with lights of as many shows. This week the block is entirely

lights of as many shows. This week the block is entirely dark.
Shows that closed were Brief Moment, Cort: East of Broadway, Belimont; A Church Mouse, Playhouse; Tewel Robbery, Vanderblit and When the Bough Breaks.

# **HEAT FLOORS** LEGITS IN L. A.

Los Angeles, Feb. 29.
After 14 days of rain, the legit houses got a bad break when thermometers jumped to 85. "Grand Hotel" folded Saturday after a 10-week run, setting up a record for non-musicals at \$2.50. Average stay here is less than four weeks.

'Cyrano de Bergerac' followed 'Hotel' Monday into the Belasco, copping a sneak by one week on walter Hampden, who opens in the same piece at the Biltmore March 7. Richard Bennett and Kay Johnson Richard Bennett and Kay Johnson are starred in the Belasco version, which opened to just fair advance. The two 'Cyranos' will give L. A. Its first taste of the same show day-and-dating. Both are in for two weeks and will overlap for one

two weeks and win overag for one week.

The Monster folded at the El Capitan after three quiet weeks. Capitan after three quiet weeks. Cornella Otts Skinner in her Wives of Henry VIII' recital got \$3,000 for six performances at the Biltmore. Fatronage mostly-from down to San Diego for a one-night date Thursday and got \$500.

Shining Blackness folded Thursday at the Mason with less than \$1,000 in the till. Piece which was one of the month of the control of the control

'The Monster' El Capitan (3rd-final week) (CD-1,571; \$1.50).
Three-week oyster fry. Closed to \$3,000 and 'Gypsy Dan' opened Sun-

day,

'Grand Hotel,' Belasco (10th-final
week) (D-1,103; 12.50). Folded to
\$10,000 after most profitable run.
'Cyrano' opened Monday,

'The Wives of Henry VIII' Biltmore (one week only) (D-1,656;
\$2.50). Six days got \$2.400; profitable for Miss Sidnner. House goes
dark for one week, then Walter
Hampden in 'Cyrano'.

'The Enemy' Orance Grove (4th)

'The Enemy' Orange Grove (4th veek) (D-800; \$1). Just about eating money at \$500. ing money at \$500.

'Shining Blackness' Mason (2nd week) (D-1,500; \$2.50). Quit Thursday with a take of \$1,500.

#### 'Crazy Quilt' at \$25,000 Shows San Fran's Mood

Shows San Fran's Mood

San Francisco, Feb. 29.

That his town is hungry for

Cary Quili' at the Curran. House has

been a self-out at \$3 top and it

could play here far beyond its two

schediled weeks. Around \$25,000

in the safe, which is plenty more

in the safe, which is plenty more

Meanwhile next door at the Geary

Richard Bennett in Cyran de Ber
gerac' did a nosedive in a third

week, sagging to a hazardous \$6,000

and bowing out in favor of 'Grand

House the Company of the Company

Duffy's Alexard dark pending a

March 6 opening of May Robson in

Guest Room'. Erlanger's Columbia

dark but re-lights tonight (28) with

Cornella Otls Skinner.

# Chi Misses in 2 Starts: 'Wagon' **Around \$27,000; 'Experience' \$6,500**

Business held up nicely in the majority of the spots last week, but to 'Band Wagon,' on its entry week

majority of the spots last week, but to Band Wagon, on its entry week at the Illionis, it meant just a carmine 27,000 and the cause for a carmine 27,000 and the carmine cannot be carmine to three weeks. Number of big trader during the next three weeks. Number of big trader during the next three weeks, and the support from this source is expected to bring an additional dash of life to the box offices.

Band Wagon' opened last Monday (22) to approximate cancity, and the carmine cancity the reviewers. Advance sales helped appreciably to overcome the box office duliness on the subsequent four performances. Things perked up Friday, with the strong pace winced at the two the current week pressed a much brighter picture for the remainder of the run-Box office behaviar here is reminiscent of the recent Follies' date at the same house. Zigeried extrava dates and the carmine week, shot up to around 355,000.

"Experience Unnecessary,' which spill premier attention with the strong bill premier attention with the pill premier attention with the

State of the control of the control

show.
'Grand Hotel' Departs

"Grand Motel" Departs

"Grand Hotel" Completed 12 weeks at the Grand Saturday and blew for Milwaukee. Last two weeks of the week of the two states of the state o

Guest Room. Brianger's Counding to dark but re-lights tonight (29) with Cornella Otls Skinner.

Stock Collects \$4,500

On 'Once in Lifetime' (A. Husbands Go, 'Adelphi (6th week), (C-806; \$3). No let-up in large from the blinekstone two weeks as 5,500. Too True to be Good card for the Bainbridge stock, grossing around \$4,500. Play and presentation wom much praise. Current 'A. Church Mouse.'

'All Church Mouse.' (Band Wagon, Illinois (1st week) in ground \$4,500. Play and presentation wom much praise. Current 'A. Church Mouse.' (Band Wagon, Illinois (1st week) in Sketchulled to swins hards and 25 missichans on the paying the large to the line of the light of the light week of the light week of the light of the lig

chicago, Feb. 29.

In Monday (29) on a six-day ticket. 'Chocolate Soldier, Erlanger (4th spots last week, but man just a carning the cause for a chrows. Bad start see and Max Gordon panic and in midgit up a mess on the spots and the cut to have a compared to the control of the control of the control of the cut to have a control of the cut to have t

then going dark at least for three weeks.

weeks.

Grartck (thin week) (R-1319; \$2.50)... Started off. badly on the week but recovered sharply enough to show around \$12,000 for the exit. Left for Detroit, and house word dark, with nothing in the least of the starter of the st

#### \$42,000 FOR 'CHA' IN PITT SWAMPS 'SCHOOL'

Everything Ziegrieh Pets 29.

Everything Ziegrieh ere last week with 'Hot-Cha' getting an estimated \$42,000 at the Nixon to break all legit records for the season. Advance sale wann't so hot, and the season and the s

#### 'Barretts' Boston Smash, \$71,000 in Three Weeks

Boston, Feb. 29.
Katherine Cornell's Barretts of Wimpole Street' is town's hit of the Season. Second week gave. it \$27,-000 capacity. Standees and turnaways. Will have grossed over \$7 km of the season of the seas

well.

Estimates for Last Week

'Barretts of Wimpole Street' Shubert, excellent, \$27,000 in second
week. This is linal week.

'Everybody's Welcome,' Mujestic,
good \$19,000 for second week, stayher third.

good \$19,000 for second week, staying third.

Three's a' Growd, Colonial, second and last \$20,500, not exciting.

Too True to be Good, opens tenight. Beatrice Lillio in a Shaw play. Advance sale good.

Happy Landing, Pipmouth, poor \$6,000 opening week. Stays a second of the second property with Dipmore Yurka, Jerey \$7,500. The Wind Duck for current week.

#### Arbuckle in Stock

Seattle, Feb. 29. Rocscoe Arbuckle opens March 13 at the Moore theatre as guest star in 'Baby Mine.' It's a local stock

Laura La Plante completes two

# Plays on Broadway

#### THE INSIDE STORY

Melodrama in three acts presented by
A. H. Woods at the National, Feb. 22;
written by George Bryant and Francie
Vedri; etaged by A. H. Van Burch.
Bill McGowanFrank Camp Mrs. McGowan Marle Hunt
Mrs. McGowan
Gerald Stockton Roy Roberts
Gus Bernstein George Pembroko
Bort Taggle
Red Guzman
Mamie Gillette Margnerite Churchill
Frank DelanevStanley Ridges
Honse-Detective Roynton Edward Keans
Hotel MaidMary Redmond
Mrs. Beekman
Evelyn Reskman Frances Tannchill
Tom McIntyre Edward Ellis
Governor Hazelton William Courtenay
Father Joseph W. W. Shuttleworth
Tallet Vocapaniiniiniiniiniiniiniiniiniiniiniiniinii
The second secon

the slaying of Jake Lingle, the Chicago reporter, are enacted or indicated.

Louis Corotto, the big shot, whose racket is not mentioned to the control of th



# SAMMY KREVOFF

Broadway's Sensational Son of Dance 11 Weeks in Chicago with 'MARCHING BY' Will Open in New York Shortly

CHARLES

THEATRICAL COSTUMES 151 West 46th St., New York Bryant 9-3913

**BLYTHE & SCHNEIDER** 

der the knife, she d old man to face th The young couples'

kidnapping his daughter. The child is returned but Corotto warns Beekman that if he does not fol-low orders the kid will be taken— and returned multilated.

Beekman that if he does not follow orders the kid will be takenand returned multilated.

Stockton is in the death house 20
minutes before the execution is
studied to be the state of the case of th

assistant stand out too in this sterilag cast.

There are 14 seenes with 3 differPhere are 14 seenes with 3 differpart of the steril seenes are set up on three
rolling platforms, worked with patont castors on steel tracks. The
settings designed and made by P,
Dodd Ackerman, are an important
feature of the production. Especially effective is that of the governor's office in the acceutive manernor's office in the acceutive man-

#### Don't Mean Any Harm

Comedy in three acts presented by Charles Hopkine at his theatre Feb. 22; written by A. A. Milne; staged by the producer.
Arnold
Meg
James Richie Ling Gloria Ruth Vivian Clare Tilling Clare St. Clair
Mrs. TillingMolly Pearson

Charles Hopkins has fared well enough with plays from the British pen of A. A. Milne, but to anticipate that They Don't Mean Any Harm' will meet favor would be fantastic. It is somnambulistic, especially in the second act. What diversion there is, is tepid. Most of its charling the second act. What diversion there is, is tepid. Most of its charlingly gabby. Looked as if the play could have been given as a two-part player and seemed clear the author was not at his best.

Two better class but boresome

part payed an author was not at his best.

Two better class but borssome you married couples, the Waltes was not at his borssome you married couples, the Waltes was not been at the low-tenham Court road, and the low-tenham Court fail fail for the same house. They are celebrating something when Mr. Tilling enters to gently protest the noise since it interferes with his writing of a novel about a lot of titled people.

of a novel about a lot of titied people.

Tilling is passing middle age. He elses out a living as a book agenti, while the daughter Clare addresses envelopes to help along. Discovering all this, Arnold and Lola Wate, the control of the control of

al.

t is made plain that the operan is not a major one, that being
ted no less than four times. Yet
day after the woman goes unthe knife, she dies, leaving the

that they didn't mean any harm.
Marion Burns as Lola is new to
Broadway, having come from the
coast, where she was in legit. Her
performance stood out as a symptetoo. O. P. Heggie is the helpless
the habit of talking annoyingly
Mr. Tilling. Ruth Vivian as his
daugster either had a cold or has
firmest Lawford as the doctor and
Richie Ling as the clergyman were
brief. Patricia Calvert attracted
some attention, chiefly because of
the Hopkins has some subscriptions but has little chance to run
this play beyond that.

Idea.

#### RIDDLE ME THIS

Melodrams in three acts presented by John Golden at his theatre Fob. 25; writ-ten by Daniel N. Rubin; Frank Craven and

ormer.	ataged by the
or. Erneet Tindal	harles Richman
frs. Ruth Tindal	corrette Speivin
Detective Capt. McKinley	
Dr., Sully	Jamee C. Lane
lcock	Charlee Laite
outly	.Hobert Burton
frown	fortonia Corrett
'Kirk"	
drs. Alvin	Kate McComb
rank Marsh	Robert Lowce.
era Marsh	O Brien-Moore
ack Reed	Dan Jarrett
ulia Reed	Blyth Daly

John Golden has tried several types of plays this season with in-different results, and now he pre-sents a detective play. It is good, particularly after the first act. In any other season it should have clicked, but right now, like other seemingly good things, it is in doubt.

seeming of things, it is in doubt.

Two male stars figure in the chances of Riddle Me This, both having a draw. Frank Craven appears in the guise of a reporter, Thomas Mitchell being a lleutemant Mitchell he have a reporter, Thomas Mitchell he ling a lleutemant Mitchell has much the fatter part, but they make quite a team, being pals for the purposes of the play. It isn't a mystery play, but is of that type. At the first curtain a reason of the play of the purpose of the play. It isn't a mystery play, but is of that type. At the first curtain a reason of the play of the purpose of the play. It isn't a mystery play, but is of that type. At the first curtain as the purpose of the play of the late comer that the doctor has throttled his wift and manufactured evidence against an innocent ceeds to show how the guilless man is convicted of the murder and sentenced to die. Then at the last minute the doctor is found out escative, McKinley, the clever descript and in the the doctor is found out describer. Marsive on the scene of the crime, Dr. Tindal has been to a meeting of the medical society, and the time of the medical society and the time of the medical society and the time of the medical society and the time of the middle society and the time of the medical society and th

shrapnel.

Frank Marsh, a young stock broker, is arrested. He admits having had the shrapnel token on his watch chain, but declares he lost it in a speakeasy on the night of the murder. His allbi is that he left the speak a little after 8 o'clock and speak a little after 8 o'clock and read to the state of the state of the state very confirms the time of arrival.

Mean Any Harm out to be a superson and the second of the s

Lomberd.

Mr. 1907.

Mr. 1907.

Mr. 1907.

Mr. 1907.

Mr. 1907.

Mr. 1907.

This is the 1921. Avery Hopwood prize winner at the University of Michigan. At that time it won the for the first time. The writer is now attending the Yale drama class at New Haven. The troubles with this play are the fact of drama class at New Haven. The troubles with this play are the fact of more shown that the play are the fact of more shown that the play are to determine the play has a good idea and a very good second act. The first and third acts are troublesome, but after they had been revised by a competent play does not not shown to be a conduction.

Play concerns a farm designed for rich old men who like to go bedout. They want to relieve their inhibitions by reverting to childhood again. The farm is conducted by Mn Candy, one of three retired circum the conducted by Mn Candy, one of three retired circum the conducted by Mn Candy, one of the retired circum the conducted by Mn Candy, one of the retired circum the conducted by Mn Candy, one of the retired circum the conducted by Mn Candy, one of the retired circum the conducted by Mn Candy, one of three retired circum the conducted by Mn Candy, one of three retired circum the conducted by Mn Candy, one of the conduction of the others is the mother, but the third three are assuming that one of the others is the mother, but the third three are assuming that one of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother, but the transition of the others is the mother but the transition of the others is the mother but the transition of the others is the mother but the transition of the ot

# MUSIC BOX STOCK

MUSIC BOX STOCK

(RICHARD WILBUR PLAYERS)

Los Angeles, Fbb., 25.

Around a portion of their notorious if not celebrated Essay for the celebrated

argument would appeal in Hollywood.

As staged by Forrest Taylor,
Larry Johnson's It's a Wise Child'
plays pleasant of the county of the county
pleasant of the county of the county
pleasant of the county of the county
pleasant of the county
pleasant

many times. Blyth Daly plays the gambler's wife, having her only chance in the last act. Charles Richman is the cool, vengeful doctor who knew of his wife's affician administered the wrong medicine.

and administered the wrong medicine.
Seems to be a welter of mystery and detective plays this winter, and the competition at this time is unfertunate for all. That's why it looks Riddle Me This' is in a bad spot.

#### In Pa. Amateur Contest

Easton, Pa., Feb. 29.
Seven groups have entered the Civic Little Theatre drama tournament at Alientown, Pa-Event takes place next month,

#### **B'WAY GROSSES**

(Continued from page 53)

(Continued from page 53)
goes dark as revue toure; silpped off to around \$25,000 last week.

It of a cound \$25,000 last week.

It of to a cound \$25,000 last week.

It of the week (P. 1968-53). Eased of to slightly over \$7,000; low mark for engagement, but short cast farce turned some profit (Fig. 1969). Eased of the slow of the week (C-11.18-29). One of few shows not materially affected last week; in fine times it grossed \$24,000; real bit.

Some of the slow of the slow

weld up fairly well; shaded off to \$255,000.

There's Always Juliet, Empire (3d week) (C-1,993-81). First week's gross nearly \$14,000 and second week with added matines the count was \$500 higher. Fick, 'Harris (3d week) (D-1,051-3d). Business not good, despite mostly favorable notices; first full week around \$5,000.

'Vanities,'' 44th St. (28th week) (R-1,463-33). Moved here Monday from Carroll following rent dispute; interest and the state than the state of the state

fected last week when the takings were about 33,500; at that pace profitable, however.

Wild Waves, Times Square (3d week) (CD-1,057-33). Bad start and due of March 10 playing unit then to protect rights.

Zombie, Billmore. Closed Saturday when many weak attractions were forced to suspend; three weeks.

Other Attractions

'They Don't Mean Any Harm,'
Hopkins; opened adversely; due off soon.

son. Some adversely; due on son. Park Avenue, Ltd., Province town;; opens Thursday (3).
The Merry Widow, Dianger's; Civic Light Opera ends season of some 45 weeks Saturday; no succeeding attraction definite.

#### Engagements

Joe Penner, 'Follow Thru,' con-

Joe Penner, Tollow Thru, condensed version.
Jean Malin, practically set for lead, Loring Smith, Midgle Miller and Gertrude Niessen, Will Morrissey's Croon Prince.
Lenox Pawle, Sterling Oliver, Wise Gilles, Ruth Abbott, Mary Edoward, Edmund Georhe, Michael Burr, Intimate Relations.
Gertrude Michael, Marie Taylor, Nell Buckley, Marianne Risdon, Valter J. Wilson, Geo. Leach, Jos. G. C. Nugent, Standish O'Nelli, Wilse Girl.'
Lupe Velez, 'Hot Cha.

Of the ANNUITIES written in this Country are issued by one of the Companies I represent-

#### There Must Be a Reason

For further particulars see

551 Fifth Ave. N. Y. C. Phones: Murray Hill 2-7838-9

Personal Mgr.-JOHN HYDE, WM. MORRIS AGENCY

## London Show World

London, Feb. 20.

Matt McKelgue, for many years
Moss Empires chief publicity man,
is launching out on his own. He
has taken with him Elilot and Allen,
who were with him at Moss Empires. McKelgue calls his new venture Everything Telastricit is new venture Everything Telastricit is new venture. When will be in charge of a
eal barrister-at-law, Bertram Heuson, a brother of Leslie Henson, the
comedian.

#### 'Punchinello's' End

The sudden withdrawal of Pun-chinello, Maurice Browne's produc-tion at the Globe, came as a sur-prise to most theatrogers, who ar-gued that the show had at least six weeks in it.

gued that the show had at least six weeks in it.

It lasted four performances, and although the general idea of its production budget was exaggerated, it certainly chalked up \$30,000 on the cost sheet.

#### 'Sentenced'

'Sentenced'
In a week of little theatre activity 'Sentenced,' by Harold Simpson, was produced at the Comedy, and looks fair 'to middling, without ever touching the high spots.
It's a story of a judge who condemus a man for a murder he committed himself, an accident. Rather its best feature, with Frank: Ceiller and Ion Swinley best.

#### Censors' Misstep

Censors' Misstep
Beakenham's self-appointed film
censors have just succeeded in making themselves look more than usually silly.
Determined to leave their mark
on most things, they just banned
The Gorilla, a film passed for universal exhibition, thinking it was
an 'A' film, passed for adult entertalnment only.
The passed for adult entertalnment only.
The passed for adult entertalnment only.
The passed for the passed for universal exhibition, thinking it was
an 'A' film, passed for adult entertaln and accordingly
had to drop their ban. But their
action just about revealed the true
value of their film censorship findings.

#### Wallace's Estate

Wallace's Estate
Mrs. Edgar Wallace has stated
that Edgar Wallace's will shows
that Edgar Wallace's will shows
be adds that the royaltes on his
books, plays and films will not be
less than \$100,000 a year for the
next ten years. Wallace took out
The statement Wallace took out
the insurance of the royal wallace on his
for sure of the royal wallace took
placed on his life by the British
Lion Flim Corporation, of which he
was chairman.
The Press Gub's general commitThe Press Gub's general commitThe press committed a move for a
permanent memorial to Wallace to
be built immediately in Fleet street.

#### Sunday Sports

Sunday Sports
Even sport seems possible these
days on the English Sabbath.
The Sunday Football Association,
which has nothing to do with the
official Football Association, which
controls the professional and amateur game here, is motions full status with the parent association.

#### Quota Quality

Quota Quality
A cutions legal problem is aritating the British flim trade. Writs have been served.
When the Quota law was first being drawn up efforts were made to insert a 'quality' clause, which stipulated that besides being made 15% by Britishers, all home 'quota' and of entertainment value.
The idea was dropped as impracticable. But there has always been a suspicion in the minds of some that sooner or later a rener would be tripped up for putting out a dud Writs have been served on a small indie renting house, alleging their latest film does not merit quota status because of lack of cntertainment value.

The concern is to fight on the issue that no quality clause is carried in the Fjims Act.

#### Deal on for London 'Girl Crazy' Showing

London, Feb. 29.

As a result of an introduction of Alex Aarons to E. A. Stone, owner, of the Prince Edward, through Parnell & Zeitlin, a deal is on for the production of Girl Crasy.

Production is conditional upon Aarons raising \$17,500, to match a like amount Stone is prepared to put un.

Show is to be staged as soon as asting is completed and rehearsals flushed. Aarons is after Albert Burton, a previncial comic; formerly in Cochran's Evergreen, for the Bert Lehr role.

#### LONDON GOOD IN LENT

Trade Up 30%-Credit Fair and Ford's Exhibit

London Feb 29

West End hotels, cabarets, plcture houses and legit theatres are all doing splendidly, with entertainment places grossing a good 30% above average.

above average.

Business is a surprise as Lenten time is almost always lean here. Reasons are given as being the British Industries Far and the Ford Motor Exhibition which are bringing thousands of foreigners and provincials into town.

#### BERLIN SHOW TAX DROP **EVIDENCES POOR BIZ**

Berlin, Feb. 20. Taxation on entertainment is beoming less and less profitable, as shown by January figures of the present year, compared to those of 1931. Gross of \$220,000 against an average of \$320,000 last year is 30% average of \$320,000 last year is \$0% off. Compared to December, 1931. January, considered as the best month for entertainment tax receipts, only had a plusage of hardly \$25,000. Cabaret, etc. receipts are contained in the above figure which is a clear picture of off conditions in amusements.

All organizations for months have been endeavoring to obtain a tax reduction, but so far without any

#### Empire, Ace Paris Vaude House, to Pathe-Natan

Empire theatre, last worthwhile vaude stand in Paris, has been bought by Pathe-Natan. It was the one Paris house that found frequent room for American acts here and has been for years one of the top yaude houses in Europe. top vaude nouses in Europe.
Undeclded yet what the picture
company will do to the theatre,
with a offage of policy considered
unlikely for the near future.
Dutrenne and Varna, legit producers, were former lessees.

#### New Operas Click

Rome, Feb. 20.

Royal opera house here has given the first performance of the opera 'Nadonna Oretta,' by maestro Primo Riccitelli, which, after having to wait many years for a hearing, owing to adverse circumstances, won an immediate success. Composer who was present at the premiere was being called innumerable times.

The book is by Gioacchino For-ano, co-author with Mussolini of Champs de Mars, the Napoleonic lay which has enjoyed success in

#### Cyril Maude Shy

Paris, Feb. 20.
Charlie Gordon back from London where he tried to bring, Cyril Naude out of retirement to play. Papavert' in London. Star not decided. When Joe Zelli returned the pair went lnto a huddle over what to do about the Apollo, where 'Hector' can only hope to hold up another six weeks. Plan now is to take in a Camil'

Pian now is to take in a cambra Wyn revival of 'Broadway' or 'Mary Dugan' and hold the French ver-sion of 'Jarnegan' up till fall. Wy-its also holding up his production of 'Cat and the Fiddle' until fall.

Gordon and Zelli also negetiating for Athence lease, where they may produce more plays next season.

#### STANLEY LE SAGE DIES

London, Feb. 29

Similey Le Sage, acting manager of Daly's died today (Mon.) after a career of 30 years as stage manager of London theatres.

Previously he had been manager of the Royalty and Stoll's Opera House,

#### BRADY TAKES PARIS HIT

Plans Starring John Barrymore in

Paris, Feb. 29.

William A. Brady, through Irvin Marks, has bought 'Domino,' play by Achard which is the smash of the current season here. Understood that intention is to star John Barry

Intention is to star John Barry-in it. pard, the author, received a advance.

# 2 NEW LONDON PLAYS WEAK

London, Feb. 29.

Derby Day, new comic opera at he Lyric Hammersmith is bright

the Lyric Hammersmith is bright, topical and tuneful. It was splendidly received and will enjoy a comfortable success. Atmosphere is too insular, however, for the show to have chance abroad. Edward Laurillard's newest production is Tovely Lady' at the Phoenix. It's a continental comedy will be succeed to the continental comedy will be succeeded to the continental appearing here for the first time and was accorded considerable

appearing here for the first time and was accorded considerable praise by the press. With a take of only \$59 Friday night, 'Lovely Lady' decided to call it a season on Saturday night (27);

#### **GULLIVER BROADCASTS** AIM OF 20 VALID WEEKS

London, Feb. 29.

Charles Gulliver, speaking in an interview after the Moss-Engines stockholders meeting Friday (26), said that the only hope for Moss Empires is vaudeville. He claims also that most directors of the circuit agree with him and will only agree to talkers if Will Evans can definitely prove he is in a position to obtain films.

Meeting of the stockholders was

agree to talkers if Will Evans can definitely prove he is in a position to obtain films.

Meeting of the stockholders was rather tame, despite some oratorical efforts by the Gaumont British nominees. Ended with the directors' report and the audited balance sheet being unanimously accepted. Largely on the strength of the daumont opposition at 2theorems of the strength of the daumont opposition at 2theorems of the strength of th

own:
As a further evidence of his confidence in the future of the circuit Guilliver says he is prepared to buy all shares at market prices. That, however, means he's willing to buy to the holders paid 52 shillings, and which they are reluctant to let go of now.

#### Vet British Performer Asks Police for Aid

Toledo, Feb. 29.

Toledo, Feb. 29.

The trail of Bessie Young has ended. Known by that name on the stage years ago the woman, now known as Bessie Louise Morris, asked pollee here last week to give her food and shelter.

Bessie came to the United States in 1889, one of the 162 members of the Bolossy-Kiralfy Players, Widowel and left penniless, she came here and has finally applied to the police for aid. She will likely be sent to the Lucas County Home. Miss Young was well known in London in the "10's.

# Molly Picon and Nan Blackstone London Hits; Palladium Biz Big

#### U. A. BUYS ENGLISH-MADE

Pays \$250,000 for Release of \$750,000 Decourville Feature

London, Feb. 29.
United Artists paid \$250,000 for the exclusive French release rights on 'Le-Casque de Cuir' (The Leather Helmet'). Picture was made by Albert De Courville and is owned by Count Max De Pourtalas and Favre de Thierrend. It cost \$750,000 to

Deal is that UA gets its invest-ment back from first moneys, with the yest of the income being divided on a 60-40 basis, the 40 going to the American concern.

#### PARIS TRYOUT OF PLAY TRANSLATIONS IN ENG.

Paris, Feb. 29.

Ruth Putnam Mason, American actress-producer, has taken the in-timate legit stand, Oell de Parls, with an option for a year. Plays will be done in English by an Engwill be done in English by an Eng-lish-American company styled Put-nam Productions, and will be re-vivals or translations of plays alnam Productions, and will be re-vivals or translations of plays al-ready produced in New York, Lon-don or Paris, Opening play was Captain Hornsby Evans' adaptation of Louis Verneiul's (Egiolo: next, Importance of Being Ernest.' (Ojgolo: a Louis Verneuil play, was so poorly adapted and produced that the first night audience had a gay time laughing at the wrong places.

One purpose of troupe will be to try out translations here and if Broadway managers are interested to cash in on the rights and pro-duction expenses.

#### World League Angeling 'The Enemy' in London

Last Coupon folds at the Garrick, March 5, to be succeeded by a revival of Channing Pollock's The Enemy for a short run. Enemy revival is being financed by the English branch of the League of Nations.

Originally 'The Enemy' was produced here at the Strand Theatre in 1928 by Austen Chamberlain, then Secretary of State, but flopped. BIP bought the film rights to The Coupon for about \$1,750 with Jack Morrison, in the show, being tested for the film.

#### Loses Prince and Suit

Paris, Feb. 29.

Local court has thrown out the breach of promise suit filed by Betty Marvin, daneer, now in New York, against the Egyptian Prince Mohammed Ibrahim.

Miss Marvin had asked the court for \$12,000, charging that her Prince walked out while the couple were touring Italy.

#### Stage 'Man I Killed' London, Feb. 29.

'Man I Killed' will be revived at the Apollo March 2 by Parnell & Zeitlin in conjunction with Albert Zeitlin in deCourville deCourville. Show tried out here but never got to the West End. Proposal now is to rush it in be-fore Paramount's film of the play fore Paramoun. .. reaches the Carlton.

#### ROSIE DOLLY TO REWED

l'arls, Feb. 29. Rosic bolly and Irving Netcher all for New York on March 9 with be intention of getting married on

san re-the intention of general arrival.

Alss Dolly is the owner of a

#### 'Paulette' Weak on Tryout

ranistic weak on Iryout
London, Eco. 29,Paulette, musical show scheduled
to open Fuesday (1) got, \$1,050 dululing its two weeks' tryout stop in
Manchester.
Show is going into the Savoy.

London, Feb. 29.

Five American acts on the new Palladium bill which opened Feb. 22. Molly Picon in the first show did four numbers to fair results but in the second show switched part of her routine and scored emphatical core in packed didience. All of the second show switched part of her routine and score and terminal splendidly and the Stone and Vernon also doubled nicely into a doll act with Jessie Draper, formerly of Duffin and Draper.

Three dance acts follow each other detractine from the show's

lassi worder in the audit act with the sease braper, formerly of Different acts follow, each other detreating, from the show's value and revealing a lack of show-manship on the titeatre's part.

Alfredo, with an English recruited gypay orchestra, stopped the show neatly.

Business was sellout for the last shows and is figured to gross over \$14,000 for the week, making the best gross in months.

Nan Blackstone (...merican) head-lining the Victoria Palace bill fared poorly at the first show due to a mixup in the stage hands not lowering the curtains properly, with the audience unaware her turn was over. Second show was minus mishaps and a solid score. Duffin and Chita, latter previously with Calledon and Chita, scoreenfeed and control of the stage of

#### LEICESTER SQ. SET FOR SACHS' MUSICAL

London, Feb. 29.
Successor to RKO at the Leicester Square theatre is finally set, with the house going for musical comedy. RKO moves out March 6, as expected.

as expected.
Universal Enterprises, Ltd., company with \$35,000 capital, has been formed to take over the theatre-starting March 28 at a weekly rental of \$2,900. Chairman of the company is Dr. C. S. Pearson, a newcomer in show business, and George Banfield, formerly in picture business, larke, is the director.

business here, is the director.

First show was intended to be
Ziegfeld's last season 'Smiles,' but
a cast could not be assembled in
time so Lilae Domino' will be revived for the Interim.
Understanding is that Joc Sachs
is behind the venture.

William Thornton, manager of the Leicester Square, leaves on March 5 to take over management of the Brixton, Astoria, for Paramount.

#### Earl Leslie's Fall

Earl Leslie, American dancer and revue producer of the Casino de Paris, is in the American hospital with a fractured wrist and the with a fractured wrist and the other one sprained. This is the result of a fall while rehearsing with Mistinguett a short time be-

fore the performance at the Casino.

He substituted for one of Mistinguett's boys who was suddenly

#### Hoare's Lehar Series On Mexican Bankroll

On Mexican Bankron

Paris, Feb. 20.

Edmond Roze, who owns lease of
Folies Wagram, has lost so much
this season he is anxious to get out
and is negotiating with Wilfred
Hoare, who has a wealthy Mexican
with \$300,000 to blow, behind blim.
Plan is now to produce 'Franguita'
in about 10 weeks with Franz Lehre
consenting to conduct the opening
night.

night.
This is to be followed by Waltzes from Vlenna' and then all Lehar

#### Browne Does a Zelli

London, Feb. 19.

Maurice Browne, whose expensive production of Punchheile dropped out at the Globe after three nights, is producing the play again, after considerable dialog cuts.

John Hastines Turner authored H. Robert Farquibarson as Punchinello will be replaced by George Hayes, just back from the States.

# Air Announcers Cover Ball Clubs For Dailies as Sport Scribes Burn

Radio announcers are invading the basebail writing field in a big way for the Chicago sector. major stations have already as signed their sports spiciers to cover the spring training activities of the hometown bail clubs. The dailies and the station both cut down ex-

and the station both cut down ex-penses, each sharing the cost of maintaining the one man to serve both press and mike. But the regular sports writing tribe are burning. They particu-larly take umbrage at being de-prived of their annual winter vaca-tion. Some of the sport bags men tion. Some of the sport page mer are inclined to biame the development on the Floyd Gibbons influ ment on the Floyd Gibbons influ-ence, referring to the correspon-dent's assimilation of the mike style in reporting the Sino-Jap tiff. They describe the crashing of the sports pages by the verbal word wielders as a fad doomed to quick passing, and from the expert angle to serve as a boomerang for nerclalize athletics.

#### WBBM's Idea

This is the first season that any of the local radio stations have undertaken to post staff announcers in the training camps. Credit for the innovation is due WBBM, local the innovation is due WBBM, local Columbia key, which, picked its regular sports mike massager, Pat Flanagan to join the Cubs at their training camp on Catalins Island off the Pacific Coast. Flanagan left three weeks ago. Meantime, the station sold the "Daily Times," lo-cal tab, on the idea of carrying a delth willing discrete, force, Flanadaily by-line dispatch from Flan-agan. Remuneration asked was on an. Kemuneration asked was on expense sharing basis, and the ure agreed on allowed a big sav-; over what it would have cost of Times had it sent out one of own writers.

Kobler's Column Troubles
Katherine McNeilli, said to be resident in a New York hotel, alleges
libel in a column of the New York
Sunday 'Mirror,' issue of Feb. 21,
and filed affidaytis in the Yorkyille
Court to a result surrogues were Court. As a result summonses were by Magistrate Anthon issued by Magistrate Anthony Burke against A. J. Kobler, pub-lisher of the Mirror'; Emile Gauv-reau and George Clark, editors, and Paul Yawitz, who wrote the column. The summonses were served Satur-day (27) and are returnable

objected to appeared in the first edition of the paper, but was

first edition of the paper, but was subsequently vanked. Yawitz has written the Sunday column for three weeks, succeeding Lee, Mortimer, who was placed on assignment work following objection to his style by Walter Winchell.

#### 'Obscene' Book Bill Lost

That the influence of the group behind John S. Sumner, of the Vice Society, instead of waning, as re-ported, is as strong as ever, is seen in the action of the New York Assembly in tabling the bill of Assemblyman Langdon W. Post, which provides that the publisher and not the seller of obscene books be pros-

No ulterior motive behind the bill, sponsored by the Vanguard Press, a book publishing house, and endorsed by the Publishers' Association, and only means that the pub-lishers themselves want to take the biame if a book issued by them is charged as being obscene,

Reason for this generous act is that there are some books which he booksellers won't take on because of fear of action by Summer, but which the publishers will go to bat for. These the booksellers the seiler were prosecuted.

The publishers are better able to fight ar obscene book presecution than the booksellers, who are mostthan the booksellers, who are most-ly of limited means. Should the publishers succeed in getting the obsecne book responsibility shifted to them the publishers association will take on the defense of such cases as a body, with unlimited resources at its command, it is said.

This is understood to be just the Practice is to send the matrices reason why the Summer group does not want the law changed. Failing the for for reprint in the affiliated to obtain a number of indictments 'Guides' in the other cities. reason why the Sumner group does

sports commentator for station WMAQ, owned by the Daily News' and operated by NBC. Totten's destination is the Cubs bailwick, and like Flangan is stated to proceed later to the Wilte Sox spring proceed after to the Wilte Sox spring process and all the Flangan is saided to proceed after to the Wilte Sox spring the Sox and the Flangan is set on Articula South and ceed after to the white sox spring camp at 'San Antonio, Both an-nouncers will also follow either or both teams around on their pre-season tours. 'News' has arranged for a daily signed story by Totten and a split on the announcer's expenses.

Bob Elson Too

Bob Eisen Too
Bob Eisen Too
Bob Eisen of WGN, left last
Thursday (25) with a dozen White
Sox piayers for that team's conditioning spct, Mineral Wells, Tex.
His itinerary calls for a trip to
Catalina after spending a spell at
Antonio. WGN is the Chi. Tribune's mouthplees and the schedune's mouthpiece and the sched-uled space grabbing hookup by the announcer in one of the country's most conservative sheets has the regular typewriter pounders shak-ing their heads in dismay.

#### Radio's Angle

Stations explain the innovation by pointing out that basebail broad-casting has become of major importance in their summer activities. It has served to retain strong listener interest during the industry's

tener interest during the industry's tough, seasona' stretch and. It has succeeded in seiling distributors or manufacturers of warm weather products on long term contracts. By following the teams through the training camps and pre-season games, the stations are their as many than the station are their as the property of the station of eccentricities and obtain a well rounded knowledge that will give rounded knowledge that will give the mike spleiers authoritative standing with the radio public. As for the announcer's aillance with the sports pages, the broadcasting exces say, it only goes to show the influence that radio has made on Next announcer to obtain a train-ing camp portfolio was Hal Totten, news writing.

ot booksellers recently, the Sumner group is said to believe it will have seven less chance if lining up against the publishers. The bill, which is being gone over by Morris Ernst, a lawyer, who has also had a number of books published, will again be introduced before the Assembly shortiy. Assemblyman Langdon W. Post, who introduced the bill, is also an author, and was at one time motion picture critic for the Evening 'World.'

#### Matrimonial Lowdown

Matrimonial Lowdown

My First Husband' apparently
places this book in the category of
the cycle of ex-titles, particularly
when authored 'by his First Wife.'
In reality this is the more or less
unvarnished truth about the marrlage of a Chicago newspaper man
who became a genius to a feliow
worker who dispassionately but explicitly teils what being married to
a self-styled genius is like. As a
matter of fact it might be the
matrimonial history of half a hundred men, for the patterns of their
lives run pretty much to the same lives run pretty much to the same tencil.

stencil.

Actual newspaper names are used in profusion to give the semblance the newspaper names are used in profusion to give the semblance the author, while preserving anonymity is generous with clues. However, it is the same old story of a successful writer who is happy in marriage until he meets a superior flatterer, gaining plquancy only through an occasional revelation. It leaves the book was written with a desire to gold reduction of the server way, it probably will hit the mark, providing interesting reading for the initiate and proving almost equality as interesting reading for the initiate and proving almost equality as interesting to the outsiders who will buy the book for its title. It is published by Greenberg. Actual newspaper names are used Greenberg.

#### Air Mag Drops Regionals

'Radio Guide,' published region ally in several key cities, will short abandon publication in Philadel phia, Baltimore and Washington D. C. Interest in those cities is chiefly in the chain program, hence the New York edition of Guide will

**Prodigy Personified** 

In his 'Great Scott.' Horace Wade makes a merger of the most un-pleasant traits of all juyenile prodpleasant traits of all juvenile prod-igles and produces a boy wonder who is so intolerably irritating that he becomes interesting. The narra-tive is often beyond the bounds of credibility, but the adventures of Walter Scott Hugo, who is a pre-natal victim of a fortune teller who informs his mother that he will be a genius, in spite of their improb-ability, are interesting at the mo-ment.

The book wastes no time The book wastes no time with psychology or character analysis. We have the infant publishing a novel before he reaches his 'teens, becoming a columnist on a Chicagopaper, getting in a jam with the Cicero racketeers and finally, as the decrease of the control of the color of the

#### Rich Man's Mouthniece

A personal journal of opinion, of the type which used to flourish years ago when commentators on all sorts of topics used to get out

all sorts of topics used to get outpamphlets, is soon to make its appearance, the project of William
Guggenheim, of the muitt-millionaire family of copper magnates.

The mag or pamphlet will becalled The Lone Voice, and its
subject matter will be strictly the
called The Lone Voice, and its
subject matter will be strictly the
Guggenheim has been a court of
the various mage on all sorts of
to various mage on all sorts of
topics, but his own mag, it is said,
will contain pieces of a nature not will contain pieces of a nature not handled by the general run of pub-ications. His desire to see these in print, nevertheless, is reported to be one of the reasons for the estab

#### Convist's Error

Hurry of the publishers of the ewest 'Ballyhoo' imitator to get their mag on the stands proved

Title originally selected for the Title originally selected for the mag was 'The Jester', and only when the plates for the Issue were made up did the publishers learn that Columbia University has a humorous publication of the same title. Title on the plates was then retouched to read just 'Jest,' but it hald un the mer for a time.

held up the mag for a time.

Publishers of Jest are Joseph S.

Sproul, David Gordon and H.

Schlein. Gordon is editing.

#### Mrs. Reifsnider Dies

Mrs. Anna Porter Reifsnider, 84 authoress and former vice-presi-dent of the Midland Publishing Co of St. Louis, died of pneumonia at her home in Cincinnati, Feb. 25.

ner nome in Cincinnati, Feb. 26.
Among the books she wrote were
Between Two Worlds, and True
Memory, She was also editor of
The Coming Age, a mag published
in Boston from 1898 to 1901.

Newspaper Proprietors Association in London has been in conclave on the subject of free insurance and free gifts to new readers, as a result of which they have agreed to suspend all free gift schemes, to abolish fire insurance to registered readers after June 1, and to incease general accident most of incease general accident meeting next white.

and not to increase general accident insurance benefits until another meeting next winter. Immediate result of this decision was a rise in all newspaper stock on the general market, as the free gift business in particular had ab-solutely crippled many a news

#### New Interest In Aviation

Revived interest in Aviation
Revived interest in air stories
has led Popular Publications, the
pulp mag chain conducted by Harry
Steeger and Harold S. Goldsmith,
to issue a new monthly of this
type, Dare-Devil Aces Magazine.'
Orleinal intention was to nut. out. Original intention was to put out

Original intention was to put out Popular's other air-story mag Battle Aces,' twice monthly instead of once a month, Decided, then that an additional mag of the same type, might get still more readers and at no extra cost. The two air-story mags will atternate on publication dates. Eugene A. Clancy editing both

Cameramen's Club
Detroit nows camera men have
formed a club for social purposes
called the Detroit Press Camerancies' Ass'n.
First officers are Tom Howard,
('Mirror') press, Jack Collins,
('World-Wide) v-p.; Frank Don('World-Wide) v-p.; Frank Lon('Pree Press') treas,

Canadian Raids As a further step in the cam-paign being waged by Winnipeg,

Canada, police against alleged ob scene literature, morality officer literature, morality officers nine newsstands, seizing of a publication known as 'Calgary Eye-Opener.' selling and distributing this

Some 15 newsdealers were also haled before the bench because of Hooey, copies of which were selzed.

#### Laugh Mag Storm

Minneapolis newsdealers are riled ecause Mayor Anderson has banned

because Mayor Anderson has banned 'Ballyhoo,' as well as all similar publications, from sale there. Following the arrest of one dealer who defied the order, others are obeying it for the time being, but it is announced that the next edition of 'Ballyhoo' will be piaced on sale and a test case instituted if the mayor attempts to interfere.

#### Coast 'Baloney

First Western publication in the Ballyhoo' cycle is 'Hollywood Boiney,' out this week in pocket format. Despite the midget content, price asked is 15c. Material runs to ad-kidding, with a few smudge

gags.

H. Charles Anderson is editor and publisher, Hanson Hathaway managing editor, and Bill Tara art director.

#### 47th Almanac

The 1932 edition of the World' Almanac has been published by the World-Telegram.' The data book is regarded as one of the best single assets taken over by Scripps-Howard when they absorbed the Morn-ing and Evening Worlds.

Current edition edited, as usual, by Robert Hunt Lyman, is the 47th

#### Fleet St. Shakeup

Fleet street bomb was the sudden dismissal of about six men from the Evening News, of the Rothermere group. "The News' came out with

group. The News' came out with a 10-page paper on Feb. 16, the smallest issue it has had for years. When it is realized the Evening News' is the biggest of London's three evening papers, the plight of English journalism can be appreci-

Ward Moorehouse, supposed we sold 'New York Town' for Ward Moorehouse, supposed to have sold 'New York Town' for 25 G's to Warner Bros, immediately engaged a class New York apartment and paid \$1,500 advance rent for six months. Next day he discovered he had to leave for Hollywood.

wood. Willard Keefe and Mark Barron fell heir to the apartment.

#### Defending Hoover

Defending Hoover
Various books derogatory to
President Hoover are slapped by
Arthur Train in a small volume
called 'The Strange Attacks on
Herbert Hoover, which Train's
publisher, John Day, is issuing.
'Train attempts to show up every
one of the charges against Hoover,
seconding Will Irwin, who also
takes his Republicanism that way.

#### Chicago Axe Falls

In one of the most drastic slashes the Chicago 'Heraid-Examiner' has experienced, more than 50 letouts are recorded. Included are the edi-torial, business and composing departments.
Some of those turned loose had

been with the paper for years, .uch as Peggy Doyle on the reportorial staff and Riq Atwater, book re-

viewer.

Another angle concerns a group
of five efficiency experts sent in to
inspect. Wound up with one of the
efficiency lads being fired, too.

#### Chance for Tyros

Chance for Tyros

An oppo-tunity for short story
tyros to get in the money is offered
by Tiberty in a contest open only
to those who have never had a
short story published before. Prizes
totaling \$5,000 will be awarded for
the best of the tales submitted,
runging from a \$1,000 first prize
down to \$250. Stories may be any
length and must be in before May
12.

#### Grocery Newsstands

Grocery Newsstands
'Radio Fan,' a new air mag, is
being distributed through grocery
stores only. Ether fan weekly has
hooked up with the James Butler
stores for distribution.

Publisher's reason for going after grocery store outlets is that it fig-ures that its mag appeals to women mainly and that the best way to reach the women is through grocery

Real Names of Authors John Lindsey, author of The Lady and the Mute, is John M. St. Clair. Rosita Forbes, 'Promise You

Clair. Rosia Forces, Fromse for Won't Marry Me, is Mrs. Arthur Thomas McGrath. Colette, 'A Les-son in Love,' is Gabrielle Claudina Colette de Jouvenal. But who are Nevil Shute, author, of 'Lonely Road,' and Jane Dashe wood, author of 'The Month of "Acu"?

#### Film Mag's Radio Dept.

'New Movie,' Woolworth chain store film mag of the Tower group. is the first fan periodical to also,

include radio gossip.
It is covering radio under Radio
Rambles. Jose Schorr, brother of
Hortense Schorr, of Columbia Pictures, is handling the department,
Schorr also edits New York
Amusements.

#### **Boosting Community**

Group of Westchester residents will get out a monthly mag to be called 'Our Westchester' Purpose of the publication is to exploit that section as a residential community. First issue will make its appearance about April.

#### Miss Wilson's Job

Elizabeth Wilson, who went tothe coast as a writer of Screenland Weekly, which didn't materialize, has been appointed western editor of Silver Screen, 10-cent fan monthly. She fills the berth for-merly held by Ruth Waterbury.

#### Chatter

Gilbert Patton, the original 'Frank Merriwell.' goes on the air ext month.

Kathieen Sproul soid books before she began writing them.

The Georgette Lebiane book on her ex-husband, Maurice Maeter-linck, will be as hot as was Mrs. Arnold Bennett's on hers. Erich Maria Remarque, ('All Quiet') may come oyer here, Ger-hart Hauptmann here now, after 40 years. Inevitable that Diego Rivera do

his autoblography.
The title of Kathleen Tama-gawa's 'Holy Prayers in a Horse's Ear' comes from a Japanese pro-verb which goes something like that. Miss Tamagawa's mother was

ish. McGraw-Hill has switched A. M.

A M. Staches Trom its mining group of magas to the construction group. Limited edition of Diana Thorne's new book will contain an original teching signed by her. Her etchings sell for around \$20 alone. Dignity of the sponsoi of that new highbrow mag, "Contact, may be ruffied when they learn that S. J. Perelman, one of its associate editors, supplies gags for the Four M. Myself and the Young Bowman' is Cyril Hum's first book in three years, Hollywood laziness.
Foremost exponent of the new 'James Cagney shirt' is Nocl Meadow.

Easy for an ex-World' man to gct a book published by Vanguard. Edward Dean Suilivan makes Senedict Arnold the Al Capone of

Zenedict 'Arnoid the Al Capone of his day.

M. J. Klein, who eased out of 'Newsdom,' now with 'Radio Guide.'

J. B. Priestley now living in the house once occupied by Coleridge, the poet. Coleridge was good, too.

Will please Alexander 'Woollott to learn that '1066 and All That' has been done into a piay.

Popularity of 'Maid In Waiting' has decided Scribner to reissue a couple of John Gaisworthy's older books.

Edwina Fairchild going to the

outh of France.

Judge Seabury was among those

present at the tea Century gave at the Waldorf-Astoria for Walter Chambers, who wrote the jurist's blog, 'Samuel Seabury: A Chal-lenge.'

May Edginton, gone sexy, has seen taken for publication by

been, taken for publication by Macaulay.

The Good Earth, which is about China, has only now been trans-lated into Chluese.

Elsle Janis mixing with scrib-hlers since getting her book pub-lished.

lished.
Ogden Nash turning lyricist.
Writing songs with Bernice Casanov for submission for the Tourth.

Little Show.

When Grant Rice got back to New York from his vacation he found himself on the second sports page of the 'Sun' (evenlap), and no longer is he set double column.

# WOOLWORTH'S 20¢ MUSIC

#### Sayers Dies Day Before U. S. Court **Grants Him Award**

Henry J. Sayers, 84-year-old ngwriter, who started suit against Spaeth and Doubleday Doran & Co., for infringement on his old song, "Ta-Ra-Ra-Boom De and made the same claim against Robbins Music, died the

against Robbins Music, died the day before the U. S. District Court awarded him \$280 for damages in the Spaeth-Doubleday Doran case. Decision was rendered last week by Judge Patterson. Sayers started both actions some months ago, the Spaeth matter coming up first. Sayers claimed that in 1926 Doubleday Page, now Doubleday Doran & Co., published Read 'Em And Weep,' by Sigmund-Spaeth. This book contained songs popular during the past century and, claimed Sayers, reprinted his song in full.

Sayers averred that he copyrighted

and, claimed Sayers, reprinted his song; in full:
Sayers aversed that he copyrighted his song, "Ta-Ra-Ra-Boom De A; through Willis Woodward & Co, who published it in 1891. He wrote the song expressly for a show produced at that time called Tuxedo.' He further alleged that the copyright on the song, which expired in 1919, was renewed by him and so does not expire until 1947. Court awarded complainant \$250, plus counsel fees, amounting to \$500. The action against Robbins fe based on the same contentions through Robbins' reprinting the song in its book, Pitty Famous Favorites, under the title, "Ta-Ra-Ra-Ra-Center, the county of the same content of the same county to the same content of the same conte

#### 802 Shelves Proposals on **Doubling and Specialties**

General meetings of Local 802, of the American Federation of Musicians at Carnogle Hall vesterday (Monday), to discuss a ban or (Monady), to discuss a ban on doubling, and to forbid singing or any form of acting on the part of musicians in the pit, was adjourned without any action being taken. It means that both resolutions have been shelved indefinitely.

When the resolutions were put to a verbal you at the meating, both

When the resolutions were put to a verbal vote at the meeting, both proposals are reported to have been swamped by nos. Doubtful if the second proposal, regarding pit specializing, could be placed in operation. All theatre circuits have an agreement with the A.F.M. which stipulates no changes until 1934.

#### Strive for Peace in Minn.-Wis. Slug-Fest

Duluth, Minn., Feb. 29.
Long drawn battle between Duluth and Superior, Wis., musicians fared up violently for the second time when seven local orchestra

nared up violently for the second time when seven local orchestra members were set upon by a gang of hoodlums. The musicians were provided to the set of hood to the walk of the state of the walk of the Lakes local pulled out and stated plans for their own organization. They charged Duluth musicians had been given preference in broadcasting. Duluth men Laim this is not true. Broadcastings are at Superior because the studies there are larger than those here. Arrests have been threatened but both sides are taking up the matter hoping to reach a friendly settlement.

Cliff Hess, Remick professional man and songwriter, has been as-signed to the Warner Brooklyn studios starting March 15 to handle studios starting March 15 to handle music for talking shorts. Besides overseeing the use of music in shorts, Hess will also write origi-nals for the one and two-reelers. Hess will shortly begin on tunes for 28-two reel musical shorts which Warre will produce in its Brook-lyn.studios.

#### L. A. UNION TAXING 4% ON STUDIO JOBS

Los Angeles, Feb. 29. Los Angeles, Feb. 29.

Local musicians' union has jumped the tax members have to pay for studio, recording and theatre work. Former 2% tax on all studio recording, electrical transcription, rehearsal or test work has been doubled to 4%, A 2% slap has been put on all side line or atmosphere work in studios as well as for all casual engagements.

The 4% tax now goes for all the-The 4% tax now goes for all the-atre engagements on stage or in pit, even for one day. This also applies to local musical acts. Traveling musical acts pay 2%

#### LONG-DISTANCE SUIT

Desposition ir N. Y. for Australian Brunswick-Davis Action

Desposition ir N. Y. for Australian Brunswick-Davis Action
A counsel sent to this country by the Australian courts in the petition of D. Davis & Co., Ltd., of Australia, that Brunswick-Australia, Ltd., be declared insolvent, is now taking depositions from Warner Brothers and Brunswick exces in New York.
D. Davis, holding a large interest in Brunswick-Australia, in which Brunswick-Balke - Collender, Ltd. Brunswick-Balke - Collender, Ltd. the controlling interest, filed an application in the Australian courts that Brunswick-Australia be declared insolvent. This petition was granted by the court, but Brunswick-Balke-Collender appealed to the higher courts. Davis' agreement with BBC is that if Brunswick-Australia and Court of the State of t

#### WLW Feature Tours

Cincinnati, Feb. 29.
Henry Thies 10-piece orchestra and Charles Damcron, singer, terminate stay of more than two years a WLW March 11 and will tour central states, playing theatres and

dansants.
Friendly relations continue between station and band, and latter may return in few months.
Bob Brown, announcer, left Crosley Feb. 26 and joins NBC studios in Chicago this week.

#### BUDDY MORRIS' CRUISE

Buddy Morris, head of the War-ner publishers, is on a cruise to the West Indies to recuperate from a recent illness.

Returns to New York late next

#### Shavitch Stays

MUSIC MGRS. CHANGE

Chicago, Feb. 29.
Chick Castle is resigning as manager of the local Olman music office. He had also been in charge of the Robbins office here. He demander of the Robbins office here. The demander of the Robbins of th

# At WB Brooklyn Studio for 26 PUBLISHERS HALL IT AS SALVATION

Chain Hasn't Handled Sheet Sales in 13 Years-Publishers Figure No Deal Difficulties If Experiment Gets Over-Could Revive Bulk Sales

#### 100 STORE TRIAL

If Woolworth generally adopts a 20c price on sheet music for all its stores, after experimenting with this new scale in 100 spots, the music publishers will make every attempt to obtain Woolworth distribution. The store chain hasn't handled sheet music since 1919, at which time it sold tunes at 10c per conv.

which time it sold tunes at 10c per copy.
Woolworth will shortly inaugurates the 20c idea in a general sales expansion plan as a trial in its stores. Music publishers will eigerly watch the experiment and if the syndicate accepts the new scale, the milody men say that Weellworth distribution plant to the salvation of the music business. Woolworth has a total of around 1,900 stores in the United States and Canada.

1,900 stores in the United States and Canada.

In the old days, about 15 years ago, when sheet music sold for 10c and Woolworth was handling 'heet music, Woolworth did about 10% of the total sheet music business. Music stores at that time handled sheet music on he are seen that the last was the last of the last was a size of the last was the

Wholesala Profit

Early last summer a few publishers were in favor of trying to publish 10e sheet music for Woolworth, but decided against this move on the ground that there would barely be any profit in a 10e retail price. However, with a retail, price of twice that much the publishers will be in a position to wholesale their music to Woolworth at a price which will still allow them a reasonable profit, besides the increased bulk sales. It will be necessary to reduce the current 18½c wholesale price a few cents, but this all the publishers will be willing to do to gain the Woolworth outlet.

Fullishers believe that once Woolworth inaugurates the to work out a deal with the chain store company. It is claimed that syndicate here of the work there is the work there is the work out a deal with the chain store company. It is claimed that syndicate

out a deal with the chain store com-pany. It is claimed that syndicate stores have always found it advan-tageous to handle sheet music be-cause of the many persons it brings in. For that reason sheet music counters are always spotted in the rear of syndicate stores.

#### Brit. Maestro's Films

London, Feb. 20.
Finishing with the British Broad-Finishing with the British Broad-casting Corp. next month, Jack-Payne and his band have contract-ed to go talker right away, with British & Domhions Film Corp. First picture will be 'Say It with Music'

#### ONE IN-ONE OUT

Detroit, Feb. 29.

Detroit, Feb. 29.

Jimmle Aftel and his music now at the New Whittier hotel, local class spot, for three months.

Upon the closing of the Everclades iff the hôtel Tuller, Sexmour Simons orchestra is through there.

#### TREMAINE AT BEACON

Paul Tremaine's orchestra, booked through CBS, goes into the Beacon theatre, New York, March 4. Band starts on an indefinite engagement.

Tremaine follows in Harold Tremaine follows

#### NO ROYALTY

Flat Sum for Rodgers-Hart Music in Chevalier Film

Dick Rodgers and Larry Hart, writing the music for the next Maurice Chevaller picture, will not receive, royalties from the sale of their music for that picture.

Although Rodgers and Hart have their own publishing firm (Rodart). a Harm's subsidiary, Famous Music, will publish the tunes from the film. Famous is a Paramount subsidiary.

Paramount made the deal for the music for Chevaller direct with the writers for a flat sum. Arrangement called for Famous Music to publish and for the writers to release royalty claims.

#### HOUSE APPROVES BILL ON ALIEN MUSICIANS

Washington Feb 29 A bill to put musicians under the ontract labor provisions of the immigration law has been approved by he House of Representatives.

Purpose of the legislation is to protect American musicians from competition of allens now gaining admission as "professional artists," exempt from the contract labor law. Alien musicians of recognized ability, with definite American contracts, would still be allowed to enter for the time specified in the contracts.

#### SUIT OVER 'COMMAND'

Walter-Mobley Sue Robbins Writers-Infringement Claim

Serge Waiter and Ross Mobley have started suit against Bing Crosby, Harry Barris and Harry

Crosby, Harry Barris and Harry Toblas, writers of 'At Your Command,' and Robbins Music, publishers of the song, for infringement. Walter and Mobley claim the melody of 'Command,' and part of the lyrics, were litted from a song they wrote called 'Jealous.' They allege that their tune, which was not published, was copyrighted March 22, 1324. 'Command' was published the past summer. Writers of 'Jealous' claim, however, their song has been sung in night clubs and broadcast yla radio. They deriand an accounting on all profits from 'Command.'

Abeles & Green represent Rob-bins and the writers of 'Command' in the action.

#### Single WB Head

Chicago, Feb. 29. Local offices of Witmark and Remick were put under the single Remick were put under the single guidance of Bohby Mellin last week, arrangement being made by George Plantadosi on a quick trip here. Consolidation brings the resignation of Jimmy Clark, handling the Wit-mark catalog, while Mellin was in-charge of Remick Both catalogs remick and nominally Both catalogs include in order to gather the full amount of the ASCAP royalty quotas for each firm.

#### Harms' Ufa Music

Harms' secured the American rights to the three songs from the Lifa film 'Congress Dances.' U.A. rights to the threa sones from the Ufa film 'Congress Dances.' U.A. may release the film in this country. 'Congress Dances,' is a tri-lingual film made in German, French and Encilsh.' The Encilsh 'Iylca' were written by Jimmy Campbell and Reg Conneily, who publish the sones in England. It is from Campbell & Conneily that Harms' purchased the American rights to the tunes.

#### Detroit Prexy Resigns Detroit, Feb. 29.

# Chi Pluggers Go **Dizzy Covering Celebrity Nites**

Chicago, Feb. 29. Music publishers are again threatening to take a determined stand against theatrical nights in the local niteries. They have made the attempt to curb the practise many times but not once have they been able to hold to the decision.

been able to hold to the decision.

Break in their lines is attributed by the majority of the local pluggers to one publisher who, alone, appears to favor the theatrical appears to favor the theatrical appears to favor the theatrical second to patronize the state of the second to patronize the state of the state of the second to patronize the state of the state of the second the state of the

Lago (Maurie Sherman orch.).
Music offices, with only one representative here find it impossible
to pay proper attention to their
plugging Jobs when they are
forced to spend an entire evening
at one of these celebrity gag affairs. It's either show or no plug
with the big noise, of course, being
that Just showing up don't go. In
order to count the plugger must
bring long at least one cliump per
bring long at least one cliump per
the house.

#### Can't Tell Notes, Bernie Pleads in Ballroom Case

Chicago, Feb. 29. Ben Bernie admitted before a ourtroom at Monroe, Mich., that

he couldn't read music when appearing there in a suit against him for \$5,000 damages brought by Clarence Kirk, daneehall proprietor. It all

lor so, our damages prought by Clarence Kirk, daneshall proprietor. It all
ence Kirk, daneshall proprietor. The manner of the contract of the contract of the contract of the contract of the contract. Another disagreement in Kirk's auditorium.

Owner claims Bernie walked out refusing to play the last 40 minutes of his engagement. The maestro says the quarrel was over payment of the contract. Another disagreement between the versions of the affair is that Kirk testified Bernie hit him with a music rack. Bernie hit him with a music rack. The contract was at this point Bernie nontracked he had no music rack, or any need of one since he can't rad.

After an hour and 10 minutes, a jury awarded Kirk \$500, or 10% of his original claim, for the smack he alleged he received from Bernie.

#### ASCAP Yelps to Push 2 Chi Clubs Off Air

Chicago, Feb. 29.

Chicago, Feb. 29.
Acting for the American Society,
John Mackarlane last week took
steps to yank a couple of foral night
spots off the air. Involved are Al
Quodbach's southside Granada cafe,
MacKarlane phoning Raiph Atlass,
of WBIBM, to take Quodback's Harley Parhan band off the station because of a year's dues coming to the
Society.
The ASCAP rep also got in touch
with Buck Harris, of WIDO, to pull
the Music Box niteric from the
ether. Society claims seven months
of royalites due.

of royalties due.

#### BELLE BAKER-DENNY

Detroit, Fen. 22.

Bill Balley, president of the local Musicians' Union, resigned after bits salary had been cut from \$10.00 Denny. for the American Safety of \$10.00 a.year. A successor has not been elected.

Balley is a lawyer who also owns a noultry farm.

# CLOCK BEARING Dice Barges Embroil DOWN ON **RADIO**

VARIETY

Moves being made by both NBC and CBS to build up their daylight programs is due to the night hours having practically reached a saturation point as regards available commercial time. Circumstance is forcing the networks to sell the daylight periods if income is to be contained to the contained of the contained that the contained of the containe

Dumont at Ad Agency

Paul Dumont, former NBC an-nouncer, takes charge of radio pro-duction for the Erwin-Wasey ad agency this week.

# Columbia

# Gem of a Notion

When It Decided to Put

# EASY ACES

#### **NETWORK**

TUESDAYS THURSDAYS SATURDAYS

At 7:15 P. M., E.S.T.

Continuing on WGN at 9 P. M. C.S.T.

Written and Produced for Lavoris By ACE

#### **ALLISON and FIELDS**

Broadcasting Daily For MILLER FUR CO. GOSHEN SHIRT CO. 1:15 P. M. Dally WBUM—CBS, CHICAGO

# **KMTR** with Commish

Los Angeles, Feb. 29. Los Angeles, Feb. 29.
Complaints from the local purity element over air advertising of the gambling ships. Rose Isie and Johanna E. Smith, are believed to be behind the Federal Radio Commission's refusal to grant KMTR a license renewal. Station has been book and the shoot of the state of the shoot of th

outs are anchored off Long Beach.
Report has KMTR sold by Frank
Daugherty, attorney, to Victor Dalton, auto loan man and owner of
KMCS. Daugherty is now in Washington in connection with the Commission's investigation of KMTR
programs.

#### Supreme Court Rules Against Karzas Over Stations WOK-WBBM

Chicago, Feb. 29.

Chicago, Feb. 29.
Andrew Karzas lost his fight for WOK and WBBM when power of the rederal radio commission to order radio stations off the air, thereby affirming the validity of the radio statute, was upheld by the U. S. Supreme Court in Washington, D. C. Court refused to review a case involving the Chicago stations.

Involving the Chicago stations.

Both stations are located at Homewood, on the outskirts of Chicago, and have been off the air since September, 1923. Owners, American Bond and Moreage Co. and Trite ground that the radio commission was depriving them of their property without compensation and that the action amounted to unconstitutional confiscation.

In refusing to take up the complaint the high court let, stand the previous decision of the U. S. District Court of Appeals that the radio of Appeals that the radio of the complaint the high court let, stand the previous decision of the U. S. District Court of Appeals that the radio of the court of th

previous decision of the U. S. Dis-trict Court of Appeals that the ra-dio, law of 1927, giving the govern-ment exclusive control of broad-casting, was valid.

Interested in the stations is Kar-zas, operator of the Trianon and Aragon balirooms here. Final de-clsion, brings to an end the long battle Karzas has been waging to eopen the ether outlets.

#### 'Photoplay' Hesitates

Thotoplay Hesitates
Chicago, Feb. 23.
Photoplay, film fan magazine, has called off its ether ballyhoo debut for the time belng. Publication had been not to take a weekle slice work, starting the middle of March, with program and time picked. But last week the publisher, Jimmy Quirk, ordered all negotiations deferred for another month.
Program "Photoplay had in mind was a series of dramatizations based on the lives of screen stars.



# BARON LEE

#### BLUE RHYTHM BAND

Featuring Edgar Hayes, pianist WEAF Mon. and Thurs. 11:45 P. M. WJZ Frl., 12 Midnight From Cotton Club, New York

Mills Dance Orchestras, Inc.

#### LEE SIMS

With ILOMAY BAILEY

This Week, CHICAGO THEATRE, Chicago

# Radio Set Makers Seek Extra Coin In Other Fields

Chlcago, Feb. 29.

Chicago, Feb. 29.
Radio manufacturers have generally and finally admitted that there's a little chance for any boom on receiving set sales. Most of these firms have added electrical refrigeration and other sets of the set of radio manufacturers into the regular electrical field that their national organization, formerly known as the National Federation of Radio Associations, have changed its label to the National Association of Radio Associations, have changed its label to the National Association of Radio Associations, have changed its label to the National Association of Radio and the control of the National Association of Radio Associations, have changed its label to the National Association of Radio Associations, which is the set of the National Association of the Nationa

Small Renewal Market
Small Renewal Market
Estelling among these manufacturers is that there's no use hoping
the state of t

totally cut-price outfits didn't bring more than \$55

#### Fairbanks' Ad Reticence Forestalls Radio Deals

Hollywood, Feb. 29.

Hollywood, Feb. 29.
Deal for national broadcasts by Mary Pickford and Douglas Fairbanks is being held up due to the picture stars' attitude about the nature of the commercials. Several advertisers have been after the Pickford-Fairbanks names as attractions, but as yet the pair have counted for them. found none co

Understood that Fairbanks would

enough for them.
Understood that Fairbanks would have gone for a toothpaste company, but Miss Flekford held off, preferring to line up with a motor car firm. All auto companies have bade an office of the state of

#### N. H. OUTLET OPENS

N. H. OUTLET OPENS

Manchester, N. H., Feb. 29.
WFEA, new here, will open tomorrow (1) as the most powerful
broadcaster in New Hampshire, It
will carry programs of the Yankee
Network and CBS.
WFEA is the 10th station to become associated with the Yankee
Network, key stations, of which,
WNAC and WAAB, are in Boston.

#### MAINE STATION STARTS

Augusta, Me., Feb. 29.
New radio station, WRDO, took to the air last week pending its formal opening March 23. Conrad Kennison is manager and the announcers are Perry T. Johnson and Darrah Pomeroy.

#### **Crosley Signs Ford Rush** For Year at \$40,000

Cincinnati, Feb. 29.

Cincinnati, Feb. 29.
Ford Rush has signed a year's contract with Crosley Radio Corp. for \$40,000, top sainay ever paid by an independent station to an individual entertainer.

In addition to commercial programs, Crosley has claim on the artist's services for theatre engagements and personal appearances in connection with advertising accounts.

counts.

Rush, whose air identity is 'Old Man Sunshine,' and Glenn Rowell, started broadcasting in 1944 at WLS, Chicago, as Ford, and Glenn Later the due separated Rush continuing as a single and Glenn takleng another partner, the new team being known as Gene and Glenn.

#### **WCAE Auditions** For 50c Admish In Pitt Contest

Pittsburgh, Feb. 29.

Pittsburgh, Feb. 29.

WCAE, Hearst-owned station here, going into show business as well. Studio is taking over the Al-vin this week to run off auditions for a 'Sweetest Volce in Pittsburgh' contest, and at the same time to build a production to include all local favorites etherizing from the

More than 3,500 applicants in the more than 3,500 applicants in the contest and winner has been promised a job at WCAE. It'll cost friends and relatives of the applicants 50 cents to see the contestants speak through a mike for 10 sec-onds, but that entitles 'em to see the pros make personal appear pros make personal appear-

ances.

It may open up a new field of revenue for the local air stations, and it may not.

#### 'Goldbergs' Spread

Chicago, Feb. 29.

Chicago, Feb. 29.

Rise of the Goldbergs' swings into a cross country hookup March 14, with the revised lineup combining the NBC basic red network and the northwest link. Expansion will give the skit 27 stations. Currently it's limited to eight outlets. Spread of the 'Goldbergs' serial is made possible by the switch of the Stebbins Boys show from the red to the blue network. Latter also goes into effect March 14. As presently arranged the Swift program obtains a triple broadcast each evening to take care of the eastern, midwest and west coast sectors. Under the new schedule the act, in a single broadcast at 7:39 p. m. eastern time, will cover the east and midwest. If found at 7:50 p. m. eastern time, will cover the east and midwest. If found at 16 west coast about three how to the west coast about three hows later.



MELODY SPEEDWAY WOR and 80 Associate Stations



Columbia System—8:30 P.M.
ON LA PALINA PROGRAM
Week March 12
Palace, Ohicage
Personal Management—Ted Califes

# **Radio Actors** Organize to Combat Evils

Los Angeles, Feb. 29 Microphone Club of America is the name of a brand new organization of radio artists. It's hope is to realize a strong affiliation of radio actors between New York. Chlcago and the Coast along Equity iines.

Standard contract providing fixed working conditions, abolishment of working conditions, abolishment of, sypping agents, creation of a sick benefit fund, and opposition to unchical advertising practices over the air are cited as aims of the organization. Still under cover and embryonic with no claims made as yet to memberahlp. Coast branch is incorporated under California laws.

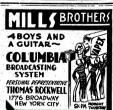


WEAF





CREAM OF WHEAT PROGRAM Morning Over WJZ at 7:45





#### SPITALNY LEOPOLD

SHEAFFER LIFETIME REVUE
Over NBC Coast to Coast Network
FOODTOWN POPS REVUE
Electrical Transcription Twice Weekly
Over 18 Stations and Increasing Weekly

# Coast's Backwoods Radio Status Can't Outgrow Its Simple Audience

West of the Rockies is south of the radicoal tracks in radio. Broad-asting in quality and ideas is stonishingly behind the east out ere. This contrast is vivid to asting in astonishingly newcomers from eastern radio pro-duction centers. And the hick standards are a result of nothing more nor less than the hick audi-

ence.
Radio locally is strictly utilitarian. Today's broadcast must
bring tanglible, negotiable, results
by tomorrow morning. Good will,
institutional advertising, are the
redinements of eastern Rotarians.
They don't bother with such highfaulting nonzense out here.

#### Chain Co. Domination

Logical, simple, is the radio situa Logical, simple, is the radio situa-tion on the Pacific slope. It's mer-chandizing to supplement or sup-plant newspaper advertising. One type of advertiser dominates coast radio—the chain organization. Chains pro rate the cost-to each store or branch, thereby solving the

# ACCLAIMED

RADIO'S GREATEST HENRY THIES

**ORCHESTRA** 

FEATURING

CHARLES DAMERON

VOCAT. SOLDIST

WLW



Ever-Ready Safety Razor Pregram AMERICAN SAFETY RAZOR COMPANY



# ABE LYMAN

CALIFORNIA ORCHESTRA Columbia Broadcasting System PHILLIPS

DENTAL MAGNESIA

WABC COAST TO COAST UES., THURS., SAT., 8:15 (EAST)

financial question that keeps in-dividual firms off the air. Credit houses such as the Fed-eral Outfitting Co. are typical of radio in these precincts. They take an hour each day, from 12 noon to one, over KMPC to captizate the hicks. Only selling idea they want one, over KMPC to captivate the hicks. Only selling idea they want to put over is that a credit account can be opened in any of their stores free of charge. To lure the hicks the 'Happy Chapples' mention everyone and anybody, birth-days, anniversaries, local chitchat, personsities personalities.

Two classes of people form the Two classes of people form the store's radio audience. First, transplanted Iowans on short bankrolls; second, people who trade on expectations through ownership of orange, lemon, grape, avocado, crops, etc. They form the bulk of the settled population, the trading element, the disciples of Aimee MacThenson and the customers of

#### 2D CANCELLATION FOR **SOPH: SHE SANG GRATIS**

Sophie Tucker has been cancelled by Fleischmann as 'guest star' for its NBC broadcast, Thursday (8), due to having sung over WMCA at the Motion Picture Ball, New York. It is the second time this has occurred to Miss Tucker. First

It is the second time this has occurred to Miss Tucker. First time was about two months ago when the songstress did a gratis appearance over a Chicago station about a week prior to a booking on the Fleischmann period. At that time the commercial contempiated cancelling her because of the prior appearance but reconsidered and Reason that Fleischmann and other advertisers burn when artists whom they have booked work on other programs, is that they consider it detrimental to have their selected guest' make too many appearances on the air. Also because they pay plenty to the artist.

Miss Tucker stated that she didn't know it was a WMCA wire as the call letters were not on the mike. She was under the impression, she said, that NBC was carryling the broadcast.

#### U. S. Mails Denied to Station XED, Mexico

Los Angeles, Feb. 29.
U. S. malls have been closed to the Mexican station XED at Reynosa, Tampico, because of broadcasts drumming up American business for a Mexican rafile. Letters to the station or to addresses are returned to senders stamped 'fraud-

ocedure is similar to that taker with European firms detected ship ping obscene photographs.

#### ANNOUNCER'S RETURN

Norman Brokenshire, one time CBS announcer, returns to that net-CBS announcer, returns to that net-work as a commercial announcer March 8. He will handle the Society Brand periods, firm having con-tracted for 13 Tucaday broadcasts beginning March 8.

shire's contract is not with CBS but is with the advertiser. Welcome Lewis and Nat Brusiloff's chestra comprise the talent.

#### LOUIS KATZMAN'S INNOVATION IN RADIO THE MELLO CLARIONS

Lew White at the Organ BROWN SHOE CO. WJZ COAST TO COAST 8:15 PM. WEDNESDAYS

## 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.

#### The Radio Way

Broadcasting stations and networks have their own 'dog-house' treatment for recalidation that of the state of

clock.

The radio method of curbing slough talent is to spot it on morning or afternoon hours.

When a network wants to build up a personality it allots a choice evening period.

# **1ST NAT'L STORY** MAG TO GO FOR RADIO FANS

Chicago, Feb. 29.

Wedbook's announcement iast weak that, commending with the tensive drive for dial fan interest by introducing a five page radio section, created considerable buzz in local broadcasting and advertising circles. Also some wide-eyed dismay in the publishing field. This fiction monthly is the first of the national magazines to break from the ranks and to flout the trade's the ranks and to flout the trade's continuation of the section of the control of

ing responsible for the major part of these successive issess. Efforts on the part of promotion departments to induce their publications to go after the radio fan element have met with repeated sour looks from the powers-that-be and sterrivent of the powers-that-be and sterrivent of the powers-that-be and sterrivent out of powers and the powers-that-be and sterrivent policy agreed upon by the trade. Immediately after one of these conferences in which the subject came up, a weekly five center went out of its way to clinch a serial satirizing radio broadcasting, going 'way over the figure offered by a rival.

Sales brochure sent out by 'Red-book' to advertising agencies heralding its switch in policy starts off with the following catchline:

Some people may think we're fracternizing with the enemy, but only the policy of the policy in the start of the s

In explaining its 'radically new publishing feature,' the publication

publishing feature, the publication writes:

Why have magazine and newspaper publishers thought of radio as an enemy—a sort of dragon to be siain? Largely, we suppose, because in the 10 short years radio has attracted so many listeners to its national programs, and because so many advertisers have found radio a profitable medium to emmoty.

"But is there anything to be gained by this attitude? We don't think so."
Pamphlet proceeds to tell about the proposed contents of the mag's radio section which will start off with five pages and earry the complete schedules of both "Bor each Columbia...with each sponnor noted.

#### FIRM RESUMES ON AIR

FIRM RESUMES ON AIR
Mildred Hunt will be featured on
the Van Heusen broadcasts, which
start for CBS about mid-March.
New Van Heusen periods will
mark that company's fourth return
to the air after a long lapse between
each appearance and with a different program idea.
Van Heusen engagement gives
Miss Hunt two CBS commercials,
songstress currently being with
Frostillia as well.

Annual Broadcasts
Fred Fear Co. returns to the ether
for its two annual broadcasts March
22-24. Both periods will be on CBS.
Firm takes air-time yearly just'before Easter. Only children will be used on the programs.

Alice Joy's Film Short
Alice Joy, on the Prince Albert
period, NBC, will make another
short for Paramount in two weeks,
She has just completed her first.
Her second will be titled after
her theme song, 'Caroline Is Calling
Mc.'

# Ziegfeld Goes Ether for Chrysler: To Produce Weekly 'Follies' Hour

Chicago, Feb. 29.

Under an option heid by the Chrysler Motor Car Co., Florenz Ziegfeld steps into the radio producing picture as soon as the Columbia network can line up all stations available on its basic link for a Sunday evening broadcast. Final details are being worked out with the chairly saids reps at the Chrysler home office. In Defroit. Signed by this Thursday (3).

About four weeks ago the auto manufacturer took an option on Ziegfeld's ether services, contract providing for Ziegfeld's personal surpervision of the weekly half hour program and the inclusion in the show of any and all stars who are under personal contract to him and who happen to be available in New York. Litter includes those in Tiot Chai, scheduled for premiere at the Ziegfeld theater, New York. Ziegfeld theater, New York. Ziegfeld the St. 1900 per broadcast, splitting of the coin among the talent being left to him exclusively. Additional costs, such as the 26-piece studio orchestra and continuity preparation, will be paid for by

#### **COLUMBIA'S NEW DISCS** ARE FOR RADIO ONLY

Chicago, Feb. 29. Concentrating on radio disc, Co iumbia phonograph has completed a new process record strictly for the transmitter. Platter was brought here for inspection by Frank Walker, in charge of all Coiumbia studios.

iumbla studios.

New note in preparation is the transparency of the playing surface revealing a biue colored base. Labels are waxed beneath this transparent surface, making them indelible. Disc will not be ready for marketing before another month.

Cost of recording will remain the same as for present platters, but

Cost or recording will remain the same as for present platters, but rates on individual stamplings will be raised approximately one third. This will make the cost of each radio dise \$3 instead of the present \$2.

New preparation will be available only for radio records and not as phonograph discs, since the studio feels that the public is not now in the mood to pay extra money for better home platters.

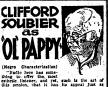
#### WPEG, Police Outlet, Spurs Low Wave Sales

Introduction of the police broad-casting station, WPEG, has stim-ulated the sale of short wave re-celving sets in New York. WPEG is being operated to broadcast police warnings, as in other cities.

#### REFUSE \$1,000 BID

Eton Quartet, doubling from the Village Grove Nut Club to CBS, turned down \$1,000 a week from Quaker Oats via the Columbia net-

Quartet is continuing on several sustaining programs a week bu are biding their time for commer-cial purposes.



MON., TUES., WED., THURS. and FRI.

the commercial though the final word on everything will be Zieggy's. When Chrysler announced its intention to take a 13-week crack at network merchandizing, NEC and Columbia each dispatched a squad of salesmen to the company's Detroit offices two weeks ago. NEC's sales forces finally withdrew from the filed yesterday (25) when the Chrysler exces decreed that the program would have to secure a Sunday evening release and that the network carrying its show couldn't broadcast another motor car account the same evening. NBC has the Buick period on an extensive contract for Sunday evenings. contract for Sunday evenings.

contract for Sunday evenings.

The Chrysler show will run a half hour and will be tagged 'Chrysler Follies,' Commercial's also figuring on a newspaper campaign to ballyhoo the Ziegfeld as-



## EDDIE DUCHIN CELLEDAL DARK CASILLO ORCHESTRA **COLUMBIA BROADCASTING**

SYSTEM WEDNESDAY SATURDAY SUNDAY 12:RM. 5:30RM. 12:P.M.

The Voice You Love

## **VAUGHN** DE LEATH

Radio's Friendly Singer of Friendly Songs Columbia Breadcasting System

Now Appearing in Person in RKO Theatres

GILL DEMLING OF HUMOR now featured in the SHEAFFER DEN PROGRAM NBC WAST-TO-WAST



TUNE IN ON THE

Yeastfoamers Program

SUNDAY 1:30 to 2 P. M. C.S.T. Munagement
MUSIC CORPORATION OF
AMERICA Appearing Nightly at Blackhawk Restaurant, Chicago

RAY PERKINS COMMERCIAL 15 Mins. WJZ, N. Y.

15 Mine. WJZ, N.Y.
Twice weekly, Tuesday, and Saturday, for 15 minutes; commencing the second of the

time this reviewer has heart specific pies for a. conveyed over Breezilly, chattilly, almost in ad ib manner, the advantages for Jergen's lotion are recounted either for house or office work as a means to circumvent 'putted hands'. This is motif of 'Soft White Hands'. Perkins' own entertainment is a clever planolog topically dwelling on sundry things, and panning among other items the new 'school to the new humorous :nags, which he states, he can't see.

His comedy quips are effective throughout and with his planologing (Perkins at one time was something of a songwrith so sussementing of the sussementing of th

SONG FOR TODAY

SONG FOR TODAY.
Lowell Patton
Make
Bustaining
WENR, Chicase
Every sun-up over NBC comes
the organ-pumping, music-composthe organ-pumping, music-composthe organ-pumping, music-compostostart the day off right for the
home folks. Fatton may be Immediately seated in the little freside
group containing Seth Farker and
Edgar Guest as the leaders of the
Brograms like this are for the ingenucus and the naive, and from
the bugs following enjoyed by the
Patchers and the Guests, there must
be counties of them spread through
the counties of them spread through
the countries of the may be and the
programs like this are for the ingenucus and the cluests, there must
be countries of them spread through
the countries of the may be comediated
to the start of the search of the search
the countries of the search
t

FREDDIE ENGEL'S ORCH.

program probably by remote control.

Col. clearr. Is not a large one, but a very label and the collection of the collect

FIFI D'ORSAY
Song and Talk
Ways and Talk
Ways and Talk
Ways and Talk
Vivacious French-Canadian movie
and stage actress front-paged on a
Radio Extra. Broadcast started as
an interview between formor retook charge of proceedings.
Miss D'Orsay is one screen actress
who does not freeze up before the
mike. Words flow, in a steady
stream; thoughts are will consensed
sunk in characteristic style. Did
two on this program and put then
over nicely. Miss D'Orsay side
Indidentally, Miss D'Orsay side
Indidentally, Miss D'Orsay side
whom gife appeared in pictures.
Heard via radio, Miss D'Orsay is
entertaining. Should click on a
Quebec broadcast.

FRIENDS OF OPERA Samuel Insull, Marian Claire Talk, Singing Sustaining WENR, Chicago

Sustaining WENR, Chicago Civic Opera supposedly doomed for a fadeout unless \$25,000 more of the required half million is raised by the coming summer, Chicago 400 has taken over the task of ballyhooling Dema Harstbarger, manager of the NBC Civic Concerts Service, bobbed into the pleture by getting the network of assign by the comment of the comment of the nBC Civic Concerts Service, bobbed into the pleture by getting the network of assign by the name of the nBC civic Concerts Service, bobbed into the pleture by the name of the nBC civic Concerts Service, bobbed into the pleture of the name of the nBC civic Concerns to the name of the name of the nBC civic Concerns the name of the na

opera company, while the network has gratis broadcasting call on the troupe's Saturday night presentative of the company of th

the listening by the continue of the venture. In this plea for pledgres the multi-listening by the continue of the continue of

BOB ELSON'S BASEBALL PARTY

BOB ELSON'S BASEBALL PARTY
Talk
WGN, Chicago
Frobably the first time a big daily
like the Chicago Trib' has putd for
partment. Occasion is in advance of
the coming baseball season, with indications that the Tribure is out to
accord special plugging to that particular phase of the paper this year.
Although WGN is the local outlet
for the Trib, if a a separate outful
and the proper paid, the usual
and the proper paid the particular phase of the paper paid
and the proper paid the particular phase of the paper paid
and the proper paid the particular phase of the paper paid
and the proper paid the paper
with the plug working both ways.
With only 15 minutes on hand Elson
had to spiel fast in order to get in
all the introductions and a minute
or so of chatter from the ball playtes. S. hangered a face' of the disS. S. hangered a face' of the dis-

an me introductions and a minute or so of chatter from the ball players.

So happened a flock of the diamond boys, both from the Sox and Cubs team, were passing through the control of th

club chiefs.

Pienty of baseball fans in titis town, with the likelihood that a large percentage were listening in.

Spar.

VIVIEN RUTH

VIVIEN RUTH
Songs
Sustaining
Sustaining
We York
Vivien Ruth comes to radio without having any previous reputation, having been selected by CBS
through an audition. At least so
CBS states. The nctwork at first
intended to bill the songstress as at
that idea partly because WMCA
claimed prior rights to the billing.
What radio is looking for now in
solo artists is something different.
Mrs Ruth has little in this directhough the soloning of the soloning of the company
but along orthodox lines. She does
three or four song numbers on each
of her 15-minute periods, with
Freddie Rich's orchestra supporting. At times it is suggested she
irrack for conguresses by injecting
a bit of flaors, such as humming the
melody in parts. However, this
isn't strong enough or impressive
enough to really count. Her voice,
to constitute the soloning of the conditions
Miss Ruth isn't as yet strong
enough to carry an entire period by
her lonesome, even if the orchestra
is good support. She needs building, much inore experience and the
lievelopment of an individual technique.

FOODTOWN POPS REVUE With Dennis King, Miss Beverly and H. Leopold Spitalny orches-tra and Vocal Chorus

Disc COMMERCIAL KYW, Chicago

tra and Yoeal Chorus
Disc
COMMERCIAL
KYW, Chiese long food products
Another seed long food food food
Apain Spitalny Back musical director and production idea mancomes through with a bang-up program, carrying with it a strong containment that will please everyone.
Spitalny's contract with this account
is for 28 programs to be readied at
the rate of two or three episodes a
Spitalny's hands the Kellogg people
made a wise choice. The massire
as alreay proven a good card with
the Shaefter Pen program, while his
faculty for assembling musical enEor a 15-minute period this program packs a wallop. Starting off
with a choral number of mixed
volces, underlined by the excellent
for juvenile attention when little
Beverly Kaplan, known only as Miss
Beverly, sings kid numbers. Unusual is the smoothness of the doveland the child's introduction.
King is opportunely spotted in
two selections that bring out his
voice for all it's worth. Singer was
a comparison of the control of the control
and the child's introduction.
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King is opportunely spotted in
two selections that bring out his
voice for all it's worth. Singer was
a comparison of the control
and the child's i

ART JARRETT
Song string
WABC, New York
Art Jarrett has been on the CBS
sir waves from New York for some
months now and is building as he,
goes along. The boy has an ununtil your and a special string the
process of the string the string the
up as the high tenor counterpart to
Crosby or Columbo with his heated
ha-cha-cha' and wah-wah' style of
slamming a song across.
Butthett as a song across.
Butthett as song across.
Butthett as song across.
Butthett as with CBS through MCA,
which has a long-time contract with
the son across the string the string the string the string the
Butthett as a constant of the string the string

which has a long-time contract with the singer. He supplies his own accompaniment on the banio. The boy has something new in song circles. But whether or not he will build a following is is yet to be determined. Fanction & Marco have him for a four-week booking in its Fox house. He is handicapped by his radio spotting during the late acreement of the promptly. Jame Jarrett would prove himself promptly.

OLD MAN DOLLAR
Comedy Skit
Swining
Washing
Was

appearing doilar act, while the latter orates against it. Hight comedy to the permits may be the horaling couple stuff their rew bucks into the oven near a pot of roast and along comes a beggar, sneaking in through the back door, cops the roast but doesn't touch the coin. Parts are well handled and the material prevides laughs.

# Too Much Ego on the Air

(Continued from page 1)

Along Radio's Idea

The Morton Downey-Tony Wons-Jacques Renard Camel trio is re-garded favorably by radio as a good example of radio showmanship. These 15-minute continuities, with the Carolina tobacco plantation mo-

These to-minute continuities, with the Carolina tobacco plantation motifis, are primed essentially to keep the cigaret brand to the fore.

Radio advertisers are turthen purchased to the opinion that with the property of the population of the property of the property of the property of the property of the producesting stations.

This is generally contrary to the broadcasting stations theory of the producesting stations theories when they sign a vocalist or ensemble for sustaining programs, with an eye to selling them commercially. Theory has been that this creates a ready made audience, as witness the build-ups for Crosby and Russ Columbo.

But, argue the ad agencies, the fact that non-commercial radio can do it proves conclusively that spon-

fact that non-commercial radio can do it proves conclusively that sponsored programs can do that also, and more so. For one thing, commercial programs are spotted at what are supposed to be the most effective hours, whether morning or evening, depending on the merchandising outlets almed at—1, e. the housewiff during the day or the father and his family at dinner time and thereafter.

Which Best Known?

Which Best Known?
Argument persists that Vallee is better known than Fleischmann's Yeast; Columbo better known than Listerine (which incidentally goes off NBC March ?); that the Boswell Sisters are better known than Pompelian Cream; that Pilisbury more doesn get the public attention of the propersion of the Pilibury of the Street Source, et al. 1985.

tion of Arthur Tracy, the Street Singer, et al. NBC seems to concur with the growing trend of thought by letting Marion Harris and Sylvia Froos go. Former was given four weeks notice but refused to work it out

(Continued from page 1)

program this week and going sustaining for CBS until that station secures a new sponsor for him.

The Crosby instance is pointed to as an example of wrong merchant.

The Crosby instance is pointed to as an example of wrong merchant and the continued and the sustaining periods.

With the Listerine contract off with the third systematic period but women do not a syst, smoke cigars.

On the other hand, Kate Smith, plugging a loc ligar, La Palina, is many men as women. Still that's effect with nobody yet trying to sell the idea to the women tall it's nice to see their men folks smoke La Palinas.

Along Radio's idea

(Continued from page 1)

Palm Walked Immediately, going to the palm Peach. Miss Froos, who was in for an ether build-up, is being for an ether build-up,

be nothing.

General plan from both sponsoe and networks seems to be to limit the soloist as much as possible, and then enlist them solely where there is valid reason for such.

Unit building up of programs, with an eye to plot and continuity, sepecially primed to give the merchandising factors a break, is the new scheme of things.

That the name lan't essential for

That he me seemed to the commercial to the result of the commercial to the commercial commercial radio affiliation, Lyman for example working anonymously for Danderine and Edna Wallace Hopper, beauty preparations.

man for example working anonymously for Dandcrine and Edna Wallace Hopper, beauty preparations of the property of the property

n' Andy) have not outgrown their commercially sponsoring associa-tion, and this close coupling is something which radio regards as valuable for direct merchandising returns.

YARDLEY PROGRAM
Beatrice Herford, Mischa Levitzki
and the London String Quartet
Music and Monologs
COMMERCIAL
WMAQ, Chicago

Very English is the studied at-tempt of this femme beautifier. The spiels and the plugs are all scribbled and presented with the London tonsii-manner going fuli blast. They tip the public to pen for a booklet and that it will be 'posted' to them off the bat. 'Posted,' mind you.

off the bat 'Posted,' mind you.

Its Buckingham Palace at, however, does not detract from the merits of the program. It rather spices it up a bit with a flavor of novelty. Tradigers method the spice of the program is not provided by the property of the program is not provided by the product of the product

product for a manuful of the problem. The session itself is of a superior brand, strictly lorgnette-and-concert-half on the names of Herford, Levitzki and the quartet. The string ensomphie and the planists are recognized Herford is 44.0 style on her monolog. The Terre Haute ladies may not quite enjoy that quiet type of clowning; they may need something a bit closer to Terre Haute. Miss a bit closer to Terre Haute. Miss any planish planish manuful and register effectively over manner and register effectively over the specific country in the story its consistency of the story its consist

will be strictly to that portion of the citizenry which is accustomed to struggling into dinner coats and rushing downtown to fill their subscription seats at the weet half that much can't miss. Whether the Terre Haute ladies, who prefer Gable and Garbo, will fall for Levitzki to the point of grabing some Yardiey beautifier is still the question.

# 'FRIENDSHIP TOWN' Sketch COMMERCIAL WJZ, New York A small-town weekly sketch series

containing no special interest. Each sketch is supposed to contain a separate story, each taking place in a small rural community called Friendship Town.

The incidentals in this piece are of more interest than the story it-self. The action held together by a

#### MUSIC **GUIDE**

"WHEN WE'RE ALONE "RAIN ON THE ROOF" "WHO'S YOU'RE LITTLE WHO-ZIS" "TIRED" "LO AND BEHOLD" "JAZZ NOCTURNE" FAMOUS MUSIC CORP. 719-7th Ave., New York

# SAM FOX

"LADY OF SPAIN WORLD BEGINS AND ENDS WITH YOU" "LOOK, HERE COMES A RAINBOW" "EISS ME GOOD NIGHT, NOT "SOUTHERN MOON"

#### SAM FOX PUB. CO. 158-169 West 45th St., New York (Cleveland—Chicago—Los Angeles)

#### 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 "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

## MARKS' HITS

Marta Mama Don't Want No Peas Father of Land We Love **Adios Muchachos** Waitin' for the Moon Little Gad-a-bout

223 MARKS West NEW YORK House MUSIC

"KISS ME GOODNIGHT" "STOP THE SUN, STOP THE MOON (My Man's Gone)" "YOU'RE THE ONE "You Only Want Me WHEN NOBODY ELSE IS AROUND" "EV'RY TIME MY HEART BEATS"

#### 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 & GUMBLE, 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 SYCAMORE TREE "STRANGERS"

"I'LL MISS YOU IN THE EVENING" "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 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

#### Shapiro, Bernstein & Co.

"I FOUND YOU" "RIVER, STAY WAY FROM "LIES"

"SAY THAT YOU WERE TEAS-ING ME"

"If I Ever Meet THE GIRL OF MY DREAMS" "LONESOME MELODY"
"TAKE A PICTURE OF MOON"

Capitol Theatre Building COR. BRO! DWAY & 51ST STREET NEW YORK

"AFTER THE DANCE WAS OVER"

## OLMAN MUSIC CORP.

745-7th Ave., New York

"Oh What a Thrill"
"Shadows on the Windov
"My Little Swanes Sue"
"Waltz Me to Sleep in
Your Arms"

Davis, Coots & Engel, Inc. 719-7th Ave., New York

#### U.S.-DUTCH BROADCAST PROVES SO-SO AFFAIR

The Hague, Feb. 20.

Dutch broadcaster AVRO relayed a program from Columbia Broadcasting System in New York titled Hello, Europe.

Negro spirituals and Fisk Jubiles Singers came over very faintly but second half much cleares, Rugby (England) received the American radio-waves, then transmitted to the Belgian coast, thence to Brussels and from there via Rotterdam over telephone cable to Hilversum AVRO studio and thus broadcasted.

#### MIDWEST BANDS MOVE

Russo On Chi Northside, Jones to Cleveland-Inn's 3 Outfits

Chicago, Feb. 29.
Danny Russo's band opened last week at the Beach View Gardens, northside cafe. With this move the radio outlet of the spot was switched from WIBO to WBBM. Russo also gets a CBS web through the new ration.

Russo also gets a CES wen unrough the new station.

Isham Jones, after three weeks at the hotel Schroeder, Milwaukee, changed to the Golden Pheasant, Cleveland. Ted Weems's now in the Schroeder Milwaukee room.

Schroeder Milwaukee room.
College Inn, at the local Sherman
hotel, this week tilts its number of
bands to three. Phil Levant's orchestra comes in for the noon tunefest, Maurie Sherman has the tea
dansants, and Ben Bernie remains
for the evening sessions.
Paradise ballroom March 21. He's
been there about seven months.
Moves to the bandstand at the Canton Tea Gardens.

ton Tea Gardens.

Herb Carlin's outfit follows in at

Herb Carilla's outfit follows in at the dance hall...
Clyde McCoy orchestra also moves out of the Merry Gardens ballroom, north side, next week to grab a four months' tour of the midwest, booked by the Kennaway office. Before he takes to the pike McCoy will make two records for Columbia phonograph here.

#### Richman as Cincy M.C.: **Busse on One-Niters**

Cincinnati, Feb. 29.
Harry Richman, in his native
burg with the Foliles, is doubling
at the Netherland Plaza, nite club, at the Netherland Plaza, nife club, as m.c. with Harry Busse's orchestra. His bit from the hotel 1s \$1 per head, which the management has added to the regular covercharge of \$1 for week nights and \$1.50 for Saturday.

Bunse's band ends its 10 weeks' stay March 7. The following night the stay of the stay o

Ohio, Pennsylvania and Michigan for a fortnight before opening in Chicago

#### Barg's Auto Smash

Chicago, Feb. 29.

Irving Barg, for years manager of
the local Milton Weil office, was
seriously injured last week in an
auto accident. He's now \*\*
Francis Withseriously injured last week in an auto accident. He's now at the Francis Willard hospital here. His wife and child, in the machine with him, escaped serious injury.

Barg is now local manager of the Foster Music Co.

#### GENDRON LEAVING LOOP

Chicago, Feb. 29.
Henri Gendron, after a couple of years with a local chow-meinery, is taking his band out of the loop. Fluure dates not set but April 15. Future dates not set but understood there's possibility of a Paris book-

Gendron has been working at the new Oriental Gardens, of which he is reported to be part-owner. Jimmy Carrigan band will replace at the

#### COL. PHONOGRAPH PRUNES

COL. PHONOGRAPH PROBES
Chicago, Feb. 29.
Columbia phonograph company
chopped its staff here last week,
letting four drop.
Those effected were D. S. Ramsdell, merchandlse manager;
William Link and Edward Blimke, sales representatives.

Coast Union Ball
San Francisco, Feb. 29,
Maisicinair Union is planning a
March 11 ball 'At Civic Auditor! 1
to alleviate unemployment.
Will use 75 musicians, paying
them scale, with the town's leadling our hes ra directors as guest

#### WILD CLUB OPENING

Unemployed Singer Slugs Patron, and Riot is On

New Orleans, Feb. 29. The Playground, town's newest

unemployed entertainer, songstress by name of "Bucktown Billy" Boyce, rendered two numbers without rea pretty young thing was teller escort she was wild about lace. "Bucktown Billy," over down high rescort and the place. "Bucktown Bins, hearing, became angered, "So you like this dump," she yelled the girl. Then took out a black-med the pretty young back-med the pretty back-med the pretty young back-med the pretty young back-med the pretty young back-med the pretty back-med the pretty young back-med the pretty young back-med the pretty young back-med the pretty back-med the pretty young bac

thing on the head. Pandemonium. Bottles flew and there was some hefty chair swinging. Three people were taken to jall and the pretty young thing to a hospital to have her scalp hemstitched.

A tough break for 'Babe' Carroll, girl, who is operating the place.

#### Marathon Pilot Skips: **Hoofers & Creds Wait**

Chicago, Feb. 29.

Operator of the Jovial Ballroom.
Calument City, Ind., did a quick fade last week leaving behind a flock of disappointed marathon hoofers and a few creditors. Spot passed into the hands of a receiver and station Wilks, Gary, Ind., which broadcast the 'National Mad Dance Marathon,' had a little difficulty getting its equipment out of the hall. Chicago Feb. 29

the hall.

What prompted the ballroom's plot, Herbert Altenburg, to skip has the receiver mystifed. Place has been clicking and the books showed the debts outstanding, besides the prizes due the contestants, amounted to little. Altenburg opened the dancehall in partnership with Charles-Pierce last November. He bought out the latter's interest following a personal rumpus about two weeks before the final blowup.

#### Chi Program East

Easy Aces, the Chicago program staged by Lavoris over WGN for the past 26 weeks, goes on the CBS network, starting this week. Mouth wash company has taken the network for three 15-minute broadcasts weekly. It has part of the time formerly occupied by Cremo. Easy Aces is a comedy bridge game skit series. Heretofore it has been used out of Chicago only. WGN is operated by CBS.

#### Sullivan's Renewal

La Gerardine has renewed Ed Sullivan's contract for another eight weeks starting April 1. Sul-livan's original contract was for 13 weeks. Believed his salary doubles under the new arrangement.
Sullivan is columnist for the New York 'Graphic.'

#### ON IDEA HUNT

Listerine, whose contract with NBC and Russ Columbo expires March 7, is considering remaining on the air with a new broadcast

idea. Commercial is now listening to auditions in the NBC studies. It is considering the use of B. A. Rolfe and an orchestra of 25 men among other sprograms, according to re-

#### MARTIN IN CHARGE

MARTIN IN CHARGE
John S. Martin has succeeded
Clark Kinnaird as manager of
WINS, Heard's New York station.
Martin was formerly with the National Radio Advertises.
Kinnaird will manage the radio
department of King Pactures Syndicate and will be seasten director
of Hearst Itaallo Service.

#### Palooka' as Commercial

Joe Palooka as commercial owned by the McNaught Syndicate, may shortly be placed on the air, Audition for a commercial was held at the CBS offices with Mark Warnow's orchestra. Name of the prospective adver-

tiser not divulged.

#### Crafts As Niterie M. C.

Calcago, Feb. 29. Charlie Crafts, former picture house in. c. starts as nite club interlocutor this week at the Winter Garden.

In on a four week contract.

#### CAN'T FIND MAINE MIKE THAT KIDS THE LOCALS

Bangor, Me., Feb. 29.

Defying radio commission inspectors to locate it, station PDQ is on the air in this section-and how. The ether wave 'bootlegger' appears to have a broadcasting radius of about 50 miles. Members of the local radlo club have been foiled as well as the federal men, in endeavoring to put an end to the programs that razz regular station formalities and poke fun at this one and that one in Bangor and vicinity.

The other night PDQ sent out a program in which the announcer twitted the Radlo club for not being able to find him. He also made wisecracks about Bangor's regular station, WLBZ, and gave a none station, W.I.B.Z. and gave a non-tro compilimentary imitation of its chief announcer, Jack Reilly, P.D.G. and the state of the state of the also seeks and the state of the noriginal way of giving time signals. The novelty of hearing the freak-lah programs land the cause of folks being riled, it's the razzber-ries that:

ries that's getting goats

#### Club's Floor Show from Owner's Dancing School

Lincoln, Feb. 29.

Club Waldorf, first local night club attempt, was opened under management of Wally Marrow. Will have floor shows three nights week and no cover charge oth

nights.

Marrow, also operating a dancing studio, will furnish the talent from his own classes. He has own or-chestra and is a well known foot-ball and track star here, so draws heavily from college circles.

#### CHARLIE AGNEW AND HIS ORCHESTRA

EDGEWATER BEACH HOTEL CHICAGO **FEATURING** 

# **'SOMEBODY** LOVES Y011'

JOE MORRIS MUSIC CO. 1587 Broadway, New York



## JACK YELLEN

CHARLEY WARREN BERNIE POLLACK

Neither the firm of Jack Yellen, Inc., nor Jack Yellen, personally, has any connection whatever with any other music publishing house,

#### 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

House is Nedzie

House is now getting underway earlier foe- its- first Friday showing festival and has discovered it's an experience of the two shows. In the past, by starting the initial performance too late, the house was holding em out to the two shows. In the past, by starting the initial performance too late, the house was holding em out to empty pews at the second.

Eight acts in the last week's layout which broke as one of the poorer sessions that occasionally happen was Richard Wally, Juggler, who might be billed as the human pool table. Act has some sceleint trick was Richard Wally, Juggler, who might be billed as the human pool table. Act has some sceleint trick with fresher and more colorful robling Wally stands as a likely novelty turn. Most of the stunts consisted with the standard of the proposition of th

some clever effects in the process. Material is there; it's now a question of additional costuming and beautifying.

In the state of th

STANLEY (Continued from page 30)

(Continued from page 39)

off about the numbers. Curtains close in, Heidt brings out his police dead from tricks and chorus is on the control of the control

**LETTERS** When Sending for Mail to VARIETY Address Mail Clerk POSTCARDS, ADVERTISING OF CIRCULAR LETTERS WILL NOT BE ADVERTISED

LETTERS ADVERTISED IN ONE ISSUE ONLY

CHICAGO OFFICE

RKO STATE LAKE

THE LOST SOUADRON

with Richard Dix—Robt. Armstrong-Mary Astor—Dorothy Jordon and Eric Von Stroheim

Black John S Brent Charles Brent John C Ohlmeyer Charles

Kelly Mae Sheerar

Younger Marjorle

Lewis Leo May Gypsy

Bauchi Boris

Dermon Alexander

Clyde June

warhler. Pleasant tonsil-waving, but without a selling punch. Three songs, one after the other, without any variation of pace, makes it sockless. With a dash of spicing somewhere the turn would present a somewhere the turn would present a formation of the passing gals, of which there are three, forms the basis of the first half of the turn to which there are three, forms the basis of the first half of the turn to which there are three, forms the basis of the first half of the turn to which there are three, forms the basis of the first half of the turn to which the first half of the turn to which the same the group tries to do Frankenstein for laughs. But no laughs due to needless stalling by Rarick. Rarick is a dummy to be brought to life by a dector to be brought to life by a dector act goes nowhere and folds on the operating table. Zeppelin Four looks like the right combination for small time. No reason for the name on the same than the same than the same and the same and the same registropher, train, Ford, etc., and all to the taste of crowds back home at the cross-roads and the lesser neighborhoods. These boys are from Hamilton, C., and for audiences of that standard, they appear to be ready results. Closing were the Dancing Rands, stepping pair backed by a five-piece

they appear to be ready results.

Closing were the Dancing Rands, stepping pair backed by a five-piece orchestra. Has excellent possibilities for the smallies. The Rands are neat workers, particularly the femme. They work in heavy tan make-up for rumbs, Indian and make-up for rumbs, Indian and cut a good deal of the heavy cooching on those rhumbs and black-and-tan bits. Oversteps for the audiences this act will play to. Suggestion is plenty; not suggestiveness. Band has some good numbers to the supplied of the supplied o

Joe Hartman has joined the Floyd Brockell film booking office.

of comedy lines and weak mugging.

Rewritten and recast, the idea should bear fruit.

Liza Jane is a blackface mammy
Highland Park theatre.

chorus for noisy though effective

chorus for noisy though effective finish.

Indisa, how the week something different. Dick Powell found at the console, singing through a mike, inviting audience to sing and giving impression that he's knocking out the tunes. At the close, Bernie, portable keyboard for a laugh. No overture, Dave Broudy and pit crew merely playing a short prelude to newsreel.

The man and ownstairs filled for first show.

Cohen.

#### STATE, L. A.

STATE, L. A.

Thapsody Los Angeles, Feb. 24.
Thapsody and mainthut.m. state brickly and mainthut.m. state brickly and mainthut.m. state brickly and mainthut.m. state brickly and mainthut.m. state state and the state of the sta

I. MANUEL FRE Shoes for the Stage and Street SHOWFOLK'S SHOESHOP-1552 BROADWAY

VARIETY

ligible. Bai..nce of their crossfire was okey for sound and effect.

Johnnie Bryant, whistier, deer one was okey for sound and effect.

Johnnie Bryant, whistier, deer one was the second of the secon

show nine hours.
Business looked sood enough, the downstairs complete at the final

#### BEACON, N. Y.

BEACON, N. Y.

New York, Feb. 28.

If the buying of film, with franchises shutting up a lot of sources, control of the shutting up a lot of sources, severy chance the Beacon to the reserved of the source of the source of the source of the source of the struggle it faces as an independently operated theatre. Max Cohen, who has Wallack's, on 42d stree, in double features at street of the street of the source of the sourc

at 10 clock.

It may be that the picture, with H. B. Warner as its star, was doing the drawing, but, also, it may be that the condensed, intimate stage should be a supported that the condensed, intimate stage should be a supported that the condensed, intimate stage should be a supported that the condensed in support of time, it catching on.

Harold Stern is up here on his second week, with a thorughly entertaining, if not sockful, show. It's worked mostly from the pit and is definite touch of class.

Stern, who brings over his orchestar from the St. Moritz for doubling, uses 12 men with a woman accordionate Organ with a woman accordionate Organ with the country of the condense of the condense of the condense of the country of the condense of the country of the condense of the country of the

#### DENVER

DENVER

Denver, Feb. 24.

The 'Around the World' idea is introduced with a skyscraper scene. Lighted miniature dirigible shown behind scrim tying up at mooring mast and lighted elevator comes to ground floor, and flarry Usher, nace. I have the stricks of magic and assists Frances Usher in her mindreading turn.

This stunt is arresting to the audience, as she names objects patrons hand to Harry as he goes through the crowd. The act is put over in rapid fire order, with little talk for cellens.

over in rapid are order, with inte-talk for cueing.

First 'Around World' spot Eng-land, with Phyllis Du Barry singing King's Horses,' and dressed in a silver harness. Mixed line with men

#### **HOLLYWOOD**

and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taft Bldg.)
Phone Hollywood 6141

Paul F. Caton, sound technician also known as F. Edwards, checked \$1,181 in obligations over to a bank-ruptcy referee. Household goods worth \$125 his only assets.

Disney Film Recording Co.s sult for an additional \$2,250 from National Players under a recording contract in 1930 was thrown out of court. National showed a settlement had been made in full.

A \$50,000 damage suit against Radio by E. S. Hubbard, studio elec-trician hit by a failing plank during stage construction last apring, was dismissed and referred to the indus-trial accident commission.

Indianapolis printing firm is suing F. A. Hartwell, former publisher of Hollywood magazine, for \$10,500 on a rescinded printing contract. Frinter figures lost profit as \$3,000, the balance spent on new equipment to handle, the fan mag 100.

New stock cast at the Moore, Seattle, includes Robert Martin, Ted Osborn, Leon Cluff, George Main, John McQuade, George Routh and Charles Yale, in addition to the three sent up from Hollywood.

Title changes: 'Callente' goes on 'The Informa-tion Kid' at Universal.

essed as prop horses does pranc-

dressed as prop horses does prancing routine.

Tex Morrrisey and company, the
company being synthetic horse. This
act is run of rapidly and surefire
comedy. The gag horse' goes into
seats, patting the girls and slapping
backs of men.

Second scene laid in Ireland with
line in Irish costumes doing intricate routine winding up with men
outselve appearing in person, does
a Spanish dance with castanets and
sings snatches of foreign songs.

A more an experience of the stage
and and the stage of the stage
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and doing difficult daggio stuft, the
Fanchon & Marco lines extremely
well trained lately. Act closes with
whirling fiash.

Overture, opening with Columbia,

well trained lately. Act closes with whirling fisses, one of the country of the Ocean, taps being Germ of the Ocean, taps being Germ of the Ocean, taps being and the three shots fired, as the orchestra goes into finale curtain parts showing huge picture of Washington in front of two fiags. Presidential salute fired as over-ture onds,

#### ORPHEUM

San Francisco, Feb. 25. Orph has been changing its policy

Orph has been changing its policy as often as a line girl changes her costume. Current policy of 'names' is another item in a long list of shiftings that have included stage bands, stage shows, straight pictures and whatnots. This time RKO has stepped out with an extensive budget and is buying real talent in an effort to put this and the Los an effort to put this and the Los line sheet or pheums back among paying the stage of the sheet of the

First of the name is Duke Elling-for bouses.

First of the name is Duke Elling-ton's band, in for three weeks at an approximate cost of \$8,00. House spent considerable in advertising and several inundred more in a house band of seven men required by the house of the seven men and seven have out because in the seven ings were rather indifferent, but since that time attendance has in-creased materially, with word-of-mouth responsible. Ellington ag-gregation hopped directly from New Seven Se

York.

Band did a 30-minute show that was a pip, holstered by the shouting of Ivy. Anderson and the hoofing of the Four Step Brothers. Ellington directed while seated at the piano, and in his announcements displayed a neat personality. He presented that the property of the pixel of the pixe

specialistics event of the boys in specialistics, and the docting cultimate the properties of the prop

Road House Murder' new handle for Lame Dog Inn, at Radio. Truth Game' again in search of a better. Mister and Mistress out. Twelvetres for Vener, the Helen Twelvetress picture just finished by Radio. World and the Fiesh' is the latest for the many-titled On the Black Sea, current George Bancrot of the Chimp' for Monkey Doodle and Strictty Undesirable for 'Hoc Harmony' at Roach. Former is Laurel and Hardy; latter, Pitts-Todd.

Litigation:
Bert Wheeler's salary at Radio
was collected by the sheriff to cover
two notes for \$882 each given Phili
Rosen last September. Rosen had
suit brought in municipal court
through Sam Wolf.

Border revolution story, 'Trapped in Tijuana,' supposed to start this week at Callente location, was called off.

called off.

Depended on a deal between
Ralph Like and Raymond Wells,
latter to do a Spanish version simultaneously. They failed to get
toether Like instead will do one
toether will be instead will do one
workship, with Frank Strayer directing.

#### Warner's Hollywood

Hollywood, Feb. 25, After all these years it's some-

thing of an accomplishment for a stage-band policy to get over as well as Jack Crawford's boys, and a couple of vaude acts, did on the couple of value acts, did on the opening performance Thursday. And by the same token the matinee audience seemed a fair-sized gathering for an average programmer, 'Allas the Doctor' (FN).

Light bill on cost and not even a tinge of originality. A certain inherent unction in Crawford's handling of the band put that department over, while Erna and Fisher's
hoke eccentricities have been keeping that team booked, east and
west, for years.
Ladles in the audience deviced.

west, for years.

Ladles in the audience derived a larmed larmed la beety manus who burlesqued a 10 beety manus who burlesqued a 10 set of the larmed larmed

cutie stuff.

Crawford, who has fiddled in many a baliroom for the Stein Corporation of America, picked up an easy the state of the stein control of the stein the strict of a keen talent exploiter. To the extent that he even suggests production possibilities, although his voice is a bit husky.

Gaylord Carter, gagging as a nentalist, brought a vigorous sure-ess to his organiude. Slides held, a abundance of giggies and some ruly ingenious lyrics. Land.

Hollywood 5c Mag
Midget Weekly, nickel sheet just
started in Hollywood, is not a trade
Journal for lilliputians. Title refers
to pocket format. Sheet is offering
picture reviews, short-short storles,
plugs for local firms, and cake
recipes. Published by Oliver
Thomas, with Arlington Thomas
editing. Phomas, with addition of Backer is Maidee Crawford, once

censorship editor at Universal, and backer of 'Screen Stories Review,' which lasted one issue.

DOROTHEA ANTEL 316 W. 72d St., New York City The Sunshine Shoppe New Assortment of

GREETING CARDS For All Occasions



The Leading and ACCORDION FACTORY in the United States The only factory that makes any set of Reeds Guerrini & Co.



#### Toronto Fair's '31 Net Of \$989,832 Not So Bad

Toronto, Feb. 29.

Despite business conditions, an nual report of the directors of the Canadian National Exhibition shows the total revenue for the past year to be \$989,832, a fair figure when it is remembered that the two-week is remembered that the two-week chow had a downfall of rain for sight days. Attendance was 1,687,-809, fulling short of the 1930 figure ty 30,900. Most pronounced decrease in the revenues was grand-stand and special-show receipts. Magnitude of two-week exhibition is indicated in following tabulation of revenues:

	1980.	1931.
Gate	\$842,923,95	\$333,780.08
Grandstand	121,351.65	90,244.45
Special shows	77,510,85	67,305.06
Sundry shows	17,900.95	20,041.25
Building space	284,788.94	. 258, 252, 28
Outdoor concess	166,067.63	165,760,49
Other Income	52,765.78	45,303.80
	1 009 218 78	2000 000 70

\$1,063,315.75 \$089,832,50

#### **Bond Salesman Heads** Chi Fair Promotion

Chicago, Feb. 29.

E. Ross Bartley moved in last week as director of promotion for the Chicago World's Fair. It's his first experience in this field, coming direct from the bond department of a local brokerage house, When Gen. Charles T. Dawes was vice-presi-dent, Bartley served as his confiden-tial secretary, being picked from the Washington staff of the Associated

Norman Gregg, who had until Bartley's arrival supervised the ex-position's advance publicity, is slated to step in as assistant to Prof. Forest R. Moulton, director of amusements and concessions.

#### Side Show Fat Woman Up on Liquor Charges Kansas City, Feb. 29.

Among a number of persons ar rested in neighboring towns and arraigned here on Federal charges this week is May Grass, former

this week is May Grass, former circus side show fat woman. She stated she was out of a job because she only weighs 388 pounds now. She; was aircested at Lexington, Mo, and charged with the posersion of liquor. Miss Grass is 29 and said she lost her job with the circus because she lost weight worrying over family troubles.

#### Coast Snubs Holland

Los Angeles, Feb. 29.

Milt Holland's Indoor Circus out of Chicago landed in California last week and played for the Elix in Glendale to poor business. This is the first time the show has been on the Coast. Outfit will not linger here but will start east through Arizona next week.

T. Dwight Pepple, former RKO roducer in Chicago, is agenting the show. Outfit travels on 10

#### Bills Next Week

(Continued from page 40)

Don Neece Sunkist Ens TOLEDO Paramount (4) Tintypes' I Pressiar & Kiniss Christy & Nataro-Aaron Sis Harry Moore Oscar, Taylor Marie Remington Sunkiet Ens hief Clearsky dams Sis\_\_\_ Chief Clearsky
Adams Siz
Adams Siz
SilligyEFORT
SHILEYEFORT
Jet Trans House' 1
Dream House' 1
Dr Sunklet Ens
TORONTO
Imperial (4)
'Aloha' I
Ryan & Nobiette
Briants
Gordon's Dogs
Kikutas

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Gaylenne & Dulk'ne
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Chem hair (2-4) BAYONNE
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Howe Leonard & II
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(27)
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Swan Lucilie & C
Scooter Lowry
Milt Douglas
(One to fill)
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Queens C Blossom & June Talent & Merit Bmmerton's Bd IAWRENGE Warner (27) Mardo. & Bennett Jack Pepper Co (Two to fill) NEW HAVEN Sherman (6) Warner Co Percival (Four to fill) (27) Kay Hamiln & K

Kay Hamiln & K
King & Burnett
Burh Skelly Co
Neil Kelly
Jerry Co
Wally Vernon
NEW LONDON
Garde (5)
Barry & Lancaster
(Others to fill)
Clayton Wentworth

(One to fluction)
Wilderen
1at half (6-8)
1at half (27)
Clayton Wentworth
(Others to fill)
PHILADELPHIA
Circle
1st haif (5-8)
3 Jacks 3 Jacks
Watson & Cohen
(Three to fill)
2d haif (9-11)
Wilson Bros
(Four to fill) Fisher & Grah Burt & Lee Nate Busby Levan & Bolcs

#### London

Week Feb. 29

Veek Leines Combany is booked Combany is booked Astoria Alfreda Campoli 3 Charles Higher Charles Hand Charles Higher Charles Hand Cha

#### Provincial Week Feb. 29

BIRMINGHAM

Binpire
Will Hay & Co
Lily Morris
Harold Walden
Chizol
Glibert & French
10 Little Lillys
Walt Eillson
Wo Three Fellows Marcelle 3 Tony, Bebe & Rer
MANCHESTER
Paramount
Albert Sandler 3
Jimmy Day
NEWCASTLE
Paramount
Volcano
Mangan Tiller 15
Myrlo & Desha Wait Ellison
We Three Fellows
BLACKPOOL
Opern House
Denville Stock Co CARDIFF Empire

Mangan Ther is Myrio & Desha SOLTHAMPTON Roya Sis-Dolloof Morel & Meville Dorth & Meville Dorth & Meville & Myrio & Meville & Myrio & Misse Collobby Olrao Hall & Adhin Damesil & Boy Val Vett Caro & Partner Billy Bennett Empire
Max & II Nesbitt
Terry & Yorke
Ando Family
DUBLIN
Capitel
Georges Wolkowsky Georges Wolkows Dadia & Loranna LEEDS Paramount
'Duich Plate'
Mangan Tiller'ts

#### Winters, Burley Show Vet of Toledo, Retires

OUTDOORS-BURLESQUE

Toledo, Feb. 29,

Harry Winters, veteran of the Ri-alto, has retired. Harry, who has been in business as a showman for 25 years in Toledo burlesque, has called it quites and will now spend his time traveling. Winters first started here in 1907 as Erreasurer for the old Arcade and Empire houses under Hurtig & Sea-

Empire houses under Hurtig & Sea-mon. The Arcade was disposed of in 1917 and a few years later a new site was acquired where the new Empire, Toledo's only burley house now stands. One of the best known burlesque managers in the country, Harry will be succeeded by Sam Micals, producer of the stock shows now in at the Empire.

#### No Show—No Rent

Chicago, Feb. 29. Chicago, Feb. 29.

Though Izzy Herk has a five year lease on the burlesque Star and Garter, which has recently been dark, he is not paying a cent for rent because of the peculiar agreement for the theatre.

Lease calls for no rent figure and is a percentage agreement, meaning 10 percent of the percent of

#### Town Bans Burlesque

Lancaster, Pa., Feb. 29. Battle against burlesque at Co-lumbla, this county, has ended in a total rout for this type entertain-ment, which een showing for months in t. abla opera house, owned by the assough. Shows quit

Petitions were filed with authori-ies from citizens asking that shows

#### Moeller's Stock

Chicago, Feb. 29.

The Howard theatre, formerly known as the Empress, reopened Saturday (27) with stock burlesque, Art Moeller, who until recently managed the Star and Garter, is the

operator.

Howard is a southside house and will do two shows daily. About 30 people in the cast for the initial production.

#### CLOSE AKBON HOUSE

Akron, O., Feb. 29. License of the Grand theatre has

License of the Grand theatre has been revoked by Safety Director Luther Park, who called in Charles Brill, manager, and ordered him to close the theatre.

House has been offering stock burlesque for more than two years. Brill retained counsel but failed in effort to halt the action. No prospects of an immediate reopening.

#### Horn Moves West

Hollywood, Feb. 29. J. S. Horn, Kansas City wild animal mogul, is moving much of his live stock, mostly lions, to his Altedena (Cal.) ranch.

Anticipation of a heavier demand for wild life for action feature films and serials prompts the hegira

#### Columbia Wheel

Lydimina where the control of the co

Robert I. Bentley, president of an Francisco Opera Association, San Francisco Opera Association, and prominent wealthy business man, died at his home there Feb.

Claude Davenport Kent, 32, former drummer in the Orpheum theatre, Los Angeles, died at his home in L. A. recently.

Widow of W. Vaughn Moody, playwright, died in Chicago Feb. 22 of asthma. Survived by a niece and two sisters-in-law.

Mother of Pauline Lord died from an attack of asthma last week in New York

## OBITUARY

GEORGE MacFARLANE
George MacFarlane, 55, one time
musical comedy and baritone, died
at the Hollywood Hospital Hollywood, Cal., Fcb. 22, a few hours
after he had been injured in an
automobile accident while on his

way to a preview.

MacFarlane went to the Coast MacParlane went to the Coast some time ago under contract to Fox but was dropped several weeks ago. His last screen appearance was in Union Depot for Warners. He had been playing character parts in pictures after two unlucky legit production tries on Broadway, MacParlane's last stage attempt was a musical called 'Rainbow Rose,' which opened at the Forrest. It was backed by Frank Doelger, son of the former New York brewer. Eddle Withmer also had an interest, Another losing venture was 'Honest Llars.'

Liars." MacFarlane, in his prime, was among the best stage baritones and appeared in a number of operetta successes. Lator, he did single in vaudeville where he, too, was a monologist. Last plays in which he appeared on Broadway in nonsinging parts were 'Reveiry'

singing pairs were revery and Salvation.

JACK MANSFIELD

Jack Mansfield 35, formerly assistant to Harold B. Franfall at Fox-West Coast Theatres, and more recently with Publix-B & K, died of addominal complications leading to pneumonia at the Jackson Park hospital, Chicago, Feb. 24.

Mansfield was manager of the Tivoli theatre for B& K at the time of this death, after holding down the state of the state o

not married. Survivors are the mother and a brother living on the coast.

JOHANNA GADSKI

Johanna Gadski, dramatic so-prano, was killed in Berlin, Feb. 23 when the car in which she was riding with her husband, Herr. Tauscher, collided with a street car. Mme. Gadski's skull was frac-

ired.
Mme. Gadski came to America
n the same wave which brought Mime Gadeki came to America on the same wave which brought Wagnerian opera to the Metropolitan Opera House in the early '90's. For nearly 20 years she was regularly engaged each season, making such infrequent appearances abroad that when she did sing there she was regarded as an American artist.

Three of your years age she gave Three rendition of 'Tamihanser' which led to the formation of a German Grand Opera Co. which toured for three years, though not figuring in New York. Mme, Gadski was expected to return next season for another tour.

ALPHONSE FRANCK

Alphonse Franck, 70, honorary president of the French Theatre Managers' Ass'n, died in Paris fol-

managers Assn, died in Paris fol-lowing a short illness. First a journalist he became in-terested in vaudeville and later First a journalist he became in-terested in vaudeville and later opened the Capucines theatre. He then also managed the Gymnaus and Apollo. During the war he opened the Edward VII, then the Kinemacolor theatre. Franck was continentally known and one of the ranking French pro-ducers.

CHAS. G. NATSKY
Charles Gustave Natsky 72, hotel
orchestra leader, died at his home
in Norwalk, Cal.
Arriving in this country in 1879

Glenwood Springs, Colo., hotels and lived in San Francisco for some

CLARENCE GREENBLATT Clarence Greenblat; 50, one of the south's best known showmen, died Feb. 24 in a San Francisco hospital. Greenblat left his home, New Orleans, for California in an effort to

regain his health. He was the Delta division manager of Saenger-Publix. He was born in Pine Bluff, Ark, and after leaving school began work in the legit end of the theater. He is survived by a brother, Edward Greenblatt, of Shreveport,

MYRTLE VANE

MYRTLE VANE
Stricken with a pairalytic stroke,
Myrtle Vane, \$2, died at San Diego
county hospital two days before she
was to have appeared at the Savoy
in 'Trouperson Parade.'
Her death ended a stage career
that began in 1908 when she played
a vaudeville act on the Coast with
her husband, Millar Bacon.
She later became leading woman
for Def Lawrence at the old Pickwick and played with the Virginia
Brissae stock company. For some

Brissac stock company. For some time she headed her own company. She is survived by a son, Irving

SAM HAASE

SAM HAASE
Sam Haase, 35, Palace (RKO) orchestra leader in Chicago, died Peb.
28 at Lutheran hospital, that city,
of an unusual malady known as
Hodgkins disease. Haase had been
with REC for a number of years.
Market of the state of the state of the state
control of the state of the state of the state
impede its progress.

impede its progress.

He is survived by his wife and two children. Funeral is March 2 from Piser's Chapel, Chicago, with interment at Waldheim.

BERT HALL

Bert Hall, 39, musician and president of the Rhythm Club, New York, died in New York Feb. 25 a cerebral hemorrhage

from a cerebral hemorrhage.
Hall was a business representative of Local 802 and ex-president
and delegate of Local 208, the Chicago A.F.M. local. A widow and
two children survive. Interment in
Baltimore.

JERRY G. SCHNEIDER

Jerry G. Schneider, 33, for several years with Publix-Baiaban & Katz, died in Chicago Feb. 25 of a malignant chest infection. He had mangnant enest intection. He had been ill about three months. His duties at B.&K. were not defined, Schneider beling rated as a secretarial assistant to Barney Balaban, Widow and child survive. Burial in Chicago.

THEO HEWES

Mile. Theo Hewes, 39, died in
Indianapolis of cerebro-spinal men-

ingitis. ingitis.

She started her career in the ballet of the Chicago Opera Co, but in recent years had conducted dance studios in six Indiana cities. Surviving are a son, Capt. Cloyd Hewes, of Miami, and her father, Theodore Hewes.

Christian Timmer, 61, of the viola section of the Los Angeles Phil-harmonic Orchestra, died at the

Theodore Hewes.

harmonic Orchestra, died a Pahl Hospital, Los Angeles. Timmer came to this count 1911 from Amsterdam, where h country in

In Loving, Tender Memory

ROI COOPER MEGRUE

February 27, 1927

concert master of the Concertge-bouw Orchestra. He was concert master of the St. Paul Symphony and in 1912 became first conductor of the Cieveland Symphony.

Jean Pierre Monna, 76, life mem-

Jean Pierre Monna, 76, life member of the Los Angeles musician's union, died at his home in Huntington Park, Cal.

A former cellist with opera companies, in New Orleans, Cairo, Havana and Mexico City, he was also identified with orchestras at the Mason Opera Gome and Brothers Cafeteria, Los Angeles.

Arriving in this country in 1879
from Gernany with a boy's band, he traveled with various road companies, going to California 35 years ago to direct the orchestra at the flavmond hotel, Pasaulena.

11 He also had bands in Chicago and York.

#### DAZIAN'S Inc.

Supplied the Draperies for the

#### 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 Losch at the New Amsterdam Theatre, 1931

"Three's a Crowd"
with Clifton Webb,
Fred Allen and
Libby Holman
Selwyn Theatre, 1930

"The Sandy Hooker 1929" with Lenore Ulric

"Sunny Days" Jeannette 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, 1920

"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"

Chanin's 46th Street Theatre, 1925 "Hassard Short's

Ritz Revue with Charlotte Greenwood at the Bits Theatre, 1924

"Peg O' My Dreams' Jolson's 59th Street Theatre, 1924

"No Trespassing" Sam Harris Theatre, 1924

"The Third Music Box Revue" Music Box Theatre, 1923

"The Second Music Box Revue"

Music Box Theatre, 1922 "Music Box Revue" in London for C. B. Cochran at the Palace Theatre, 1922

"The First Music Box Revue' Music Box Theatre, 1921

"The Rose Girl" Ambassador Theatre, 1921

"Her Family Tree"
with Nora Bayes
at the
Lyric Theatre, 1920

"Honey-Dew" Casino Theatre, 1920

The Equity Shows at the Motropolitan Opera House, 1920, 1921, 1922

# HASSARD SHORT

Was the First Producer to Use DRAPERIES

instead of scenery

(This was done for the first time when he staged the First "Irving Berlin Music Box Revue" at the Music Box Theatre in New York, 1921).

This innovation became the vogue with producers throughout the world.

The draperies for all Hassard Short's productions have always been supplied by

# DAZIAN'S Inc.

142 West 44th St. **New York City** 

Dazian's also made the "Diamond Horeshoe" scene in the "First Music Box Revue" and "The Rhinestone Scene" in "Face the Music."

## Why I Like Them-

"HASSARD SHORT: Because of the mirror number in "FACE THE MUSIC." It is one of the most beautiful first act finales I have ever seen in a musical. The mirror trick is one of the few that isn't done with mirrors." Sidney Skolsky, "DAILY NEWS."

The Most Sensational Musical Successes Ever Presented Were Produced, Staged and Lighted by

# Hassard Short

HASSARD SHORT'S PRODUCTION of "WALTZES FROM VIENNA"

Will Be Presented by Max Gordon in New York in September

#### "Face The Music" The Entire Production Conceived, Staged, and Lighted by HASSARD SHORT

MASSARD SHORT
Quedations from the Press
"HASSARD SHORT,
who staged 'Three's a
Crowd' and 'The Band
Wagon,' has contributed
the same brand of spectacle magic. The stunning mirror dance, which
is the first-act finale, is
in the old tradition."

J. Brough of TIMES 7.

in the old tradition."

J. Brooks Atkinson,

"N. Y. TIMES."

"The scene showing St.

Wark's Church in Venice worked out in rhinestones is an eye openor
stones is an eye openor
mirrors. These scenes
and in fact the full
show and also the lightlng were staged by show and also the light-ing were to the light-ing were to the light-HASSARD SHOTT and the is entitled to a good deal of credit for his share in making this new offering the great success that it is." "WOMEN'S WEAR DAILY."

"WOMEN'S WEAR DAILY."
... while HASSARD SHORT took charge of the whole production, which means that he is responsible for the novelty and beauty of the numbers and the general gorgeounness of the the state of the theory of the numbers and the general gorgeounness of the through the state of the through the state of the state of

"...and one (Laurel Wreath) is also bestowed upon the brow of HASSARD SHORT for his superb lighting and staging of the production." for his and staging of the duction."
"DAILY MIRROR."

"...and the entrancing finale of the first
act in which Mr. SHORT
creates marvellously
the illusion of many
dancers in a hall of
mirrors..."
"On anderon,
"N. Y. EVENING
JOURNAL."

"Grand' happens to be just the word in this grant the word in this SHORT has staged it in such a spectacular manner that there is always something to be looking at, and something pretty nice, too."

"THE NEW YORKER."

"The staging is stun-ning. Mr. SHORT'S pet ning. Mer. SHORT'S net trick of couples dencing in front of apparently infinite reflections of themselves is as lovely an illusion as any playhouse has harbored in years." Galbert W. Gabriel, Galbert Ga

of HASSARD SHORT'S work... Nor has any musical production of recent years had the advantage of more tuneful music, more ex-pert staging, hand-somer settings or glib-ber performers."

... EVENING
POST."
... and Master HASSARD SHORT'S effects
with lights and mirrors
and people continue the
brave tradition which
is his.
"HE MORNING
THE MORNING
THEEGRAPH."
"Liber'S always
"HASSAPS

"....there's always the HASSARD SHORT HASSARD SHORT mounting to relieve everything while the HASSARD SHORT ex-HASSARD SHORT ex-travaganza highlights give it the true musical comedy touch. Abcl, "VARIETY."

# 15¢

Published Wookly at 114 West 64th St., New York, N. Y., by Variety, Inc. Annual subscription, 48. Single copies, 15 cents. Entered as second-class matter December 12, 1955, at the 90th Office at New York, N. Y., ander the act of March 3, 1875.

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VOL. 105 No. 13

NEW YORK, TUESDAY, MARCH 8, 1932

# Mail Order Love Agencies Revive As Busted Gents Hunt Hot Heiresses

Los Angeles, March 7.

The matrimonial agency, one of America's oldest gags but for years in the diseard as a money maker, is back in the running again. Over 100 of them are now operating. Practically all of them are west of the Mississippi in the confied country, with a number of new ones located in and around Los Angeles. General depletion of finances is credited for the revival with most of the males hoping to grab an eligible femme with a bankroll. Agencies are classing themselves as correspondence clubs for lonely people to get away from the agency sitgma.

#### \$1,000 Weekly

That the long distance mail order

That the long distance mail order courtships are still popular is evidenced by the number of letters sent out dally by one company operating here. The promoter is netting himset account and the sent out daily one weekly. Outfit charges \$6 for membership and promises nothing but a good old friendship between opposite sexes and a chance for the lonely ones to meet people. Membership certificate and card, together with a flock of by-laws, are given to those mailing in the fin.

Buildup jusually comes later when the club starts to send out photo-

Buildup usually comes later when the club starts to send out photo-graphs of supposedly eligible girls to the male members. This L. A. elub uses pictures made by a New York photographer who specializes in heads. Most of those pictured and produced by the company of the lated, lovable lonely, never with-out less than \$20,000 in the bank.

#### Disillusion

The real girls mostly are buxom dames halling from Gldeon, Mo., (Continued on Page 42)

#### BANK IS SAVED BY LOCAL MEN'S LOANS

Detroit, March 7.

A bank in one of Michigan's key eitles has been steafled through its crisis by the town's business men reversing the usual procedure and learning money to the bank.

I have been secured in the stander of the have been secured in the stander following an appeal from the financial institution.

cial institution

Among the contributors to the fund is reported a theatre man who borrowed \$5,000 from another bank for the purpose.

#### UNEMPLOYED PAN GOLD

Denver, March 7.
Fanning gold within Denver city
limits and making a living at it,
scores of unemployed men line the
banks of the Platte river daily.
Some make as high as \$4 a day
and occasionaly find garnets, worth
10 to \$15 a pair. Others make from
Il cents up.
The gold is sold to dental supply
oues.

#### Tipster's X'd Signals

Hollywood, March 7.
Tipsters for Broadway columnists are increasing within
the film colony. One trade
paper man here, believed connected with a local daily, is
turnishing two N w Xork colum his haste last week hefirst gave one New Yorker a
story later printed here in his
sheet.

# **FILM PARTY GAG** IN HOLLYWOOD

Hollywood, March 7. Big laugh in Hollywood at present is the showing of blow-up ent is the snowing or blow-up reels at private parties. The blow-up' reel is a series of cut-outs from films, where the player has gone up in his or her lines with embarrassing results.

When the pictures are sprung at parties, players concerned usually

When the pictures are sprung at parties, players concerned usually leave the room until they regain their composure, for what is said and done in the n. g'd portion of their pictures usually brings plenty of blood to the face. It's a great gag when it happens to the other

Unreeled at an exec's home last week, one of these blow-up shorts showed several picture gals flying the wrong colors. They're all ladies but when their memory fails they're liable to say things that look bad in print and sound worse.

#### Bad English

One pleture star, very English and much the grande dame on the set, knows all the words and part of the music when she muffs her lines. She attended the party but didn't remain after her clips were shown.

shown.

A male star, kneeling in prayer, couldn't remember the 'Amen' for (Continued on page 62)

#### 4-a-Day Vaude, 3 Acts, Cards with 29c Dinner

Erie, Pa., March 7. Free vaudeville, four-a-day, and a whole dinner for 29c. is the program at a local cafeteria. The place

gram at a local cafeteria. The place also serves as many cups of coffee as you can drink without charge. The java is taking more encores than the acts.

Last week the show was composed of singer, waltz team and a four-piece orchestra. The boss mixes with the dincrs and hands out free decks of eards as that claim out free decks of eards so that claim. tomers can bridge, rummy or casino while the acts perform.

# 80 'NAME ACTS,' \$2,000 OR MORE

Paid by Theatres This Season Because Films Couldn't Draw-Most Imports Picture Personalities; Musical Comedy, 2d; Radio, 3d; Vaude, 4th-Many Flopped as Draws

\$10,000 TOP SALARY

Everything that goes up must come down, but one element that went up and has stayed there durwent up and has stayed there dur-ing the past season has been the salaries of the 'name acts' for per-zonal apparances in the variety theatres.

The cituation is deemed, within the trade, to have been instigated by a run of goor pictures which could not make the theatres elow

could not make the theatres show a profit.

Dire necessity and wide demand for eomething to draw money to wilting boxoffices set thinge up for name attractions ac they've never been set up before. In a generalized attempt to keep their heads above water, the theatres made many acts rich. These acts were selected for their presumed name value, the ment would be returned and more. They also figured business stimulation through creation of added inthrough creation of added in-

terest.
The high salaries were actually born of desperation rather than because of affluent treasuries.
Many of the high salaried names (Continued on page 30)

#### Hellinger Wants to Wave That Stick at Musicians

Mark Hellinger wants to be a band leader and m. c. besides a newspaperman. NBC has the consent of Hellinger, New York Mirror' columnist, to book him. Network tried to place Hellinger and a band for the New Yorker hotel and for the Pennsylvania, where Buddy Rogers is now spotted.

## **Operations** in Color

Hollywood, March 7.
Surgical operations by outstanding specialists in this country and
abroad are being photographed in
color, with synchronized explanatory lectures by the surgeon himself, for a medical library service
in organization here.

in organization here. Operations are mainly recorded on one reci, though some of the majors require two or three. Rental to medical schools or to individual surgeons is at \$5 a reci.

# Press Vs. Radio Feud Rekindled By Ether's Scoop on Lindy Baby

#### Page 1 Competish

When the Lindbergh kid-naping dimmed the war on the front pages, Japan and China ccased firing.

# PRICE SPREE IN HOPEWELL, N. J.

Trenton, N. J., March 7. The little town of Hopewell, 12

The little town of Hopewell, 12 miles from Trenton, is the only community in the country that has gotten over the depression.

The village that has not tasted fame since Revolutionary days—and then it suffered competition—is reaping thousands of 'dollars a day, and every cent of it is going to the farmer-inhabitants who are the beneficiaries of the vivid kidnaping drama that puts any current Broad-drama that puts any current Broad-drama that puts any current Broad-

beneficiaries of the vivid kidnaping drama that puts any current Broadway attraction to shame. Outsiders, particularly and Princeton merchants, and in some instances Philadelphia businessmen, who thought that they might chies in and benefit by the tremendous influx of reporters, between the current state of the property of the prope might chisel in and benefit by the tremendous infux of reporters, photographers, the curlous, et al., by renting vacant stores in Hopewell or by making outright purchases of small businesses, have found themselves not wanted. This is Hopewell's show, for, after all, who are the neighbors of Lindbergh? The fact that they sever saw Lindbergh doesn't make a particle of difference.

#### Prices Soar

Prices Soar
Prior to last Wednesday, when
the Invasion of newspapermen from
all parts of the country got under
way, it was an enviable merchant
in Hopewell who grossed more than
\$25 a day.
That went for the one and only
restairateur, for Gobhart's Hotel
to the country of the country of the country
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#### Public Ball Benefit For Bandit on Trial

Portland, Me., March 7. A benefit ball was staged here Friday for John 'Spec' O'Donnell, who is in the county jall here facing who is in the county jail here lacing 15 to 30 years in state's prison for alleged participation in the sensational Cabot Mills payroll robbery a few months ago. The dance took place at the State ballroom, and tickets were openly sold by his friends to raise funds for the decrease.

City and county officials knew of ne plans from the start.

Radio has scooped the daily presson almost all news stories of national and international importance for the past two years. Since the simple procedure of getting a story on the air doesn't include the more involved newspaper process, the element of time gives radio a big odge in high speed dissemination of news.

On Friday (4) the A.P. II. P. and

On Friday (4) the A. P., U. P. and INS ceased furnishing news bulle-tins to both NBC and CBS. News offices told the networks that they offices told the networks that they are being kept too busy on the kidnapping case to take care of the 
broadcasting stations. INS has its 
own affiliated station in New York, 
WINS (Hearst) and could not see 
why it should service the networks.

WINS (Hearst) and could not see why it should service the networks. Inability of the networks to secure bulletin service forced them to send their own representatives to the U.P. and A.P. offices, and to some of the New York dailies, to pick up all news possible for relay to the microphone. In the property of the security of the self-security of the product of the red for repair but investigation by the broadcasting companies showed that the radio men were bothering the editors for data. In the majority of these instances, the bothersome reps were replaced by new men who were instructed not to bother the newsmen.

onew men who were instructed not to bother the newsmen.

bother the newsmen was their own men at the Lindbergh home now, reporting in by remote control.

At the finish of news releases radio in general has lately appended the information that further details can be learned from any daily newspaper. That's a partial squarer, but hasn't quite sucpapers' anti-valio sentiments.

When radio threatened to cut in (Continued on page 34)

#### **DESERT'S LOW FLIERS** SEEKING NUDE STARS

Los Angeles, March 7.
Returners from Falm Springs are complainties from Falm Springs are complainties and the springs are complainties and spring low we attend to the spring low on the town and getting an eyeful of nudes. Sunhaths behind canvas side walls offer no protection against the overhead lookers who sometimes carry cameras.

Those who go for the complete suntain say that every time they hear the drone of a plane it's on Fractice of flying over the town with a pair of binoculars has been spreading with several of the free-lanes flyers around San Bernardino, Redlands, Riverside and other towns promising passengers an oyeful during a 20-minute air ride. Camera gag is a recent development, the photo addicts, hoping to get a film star au natural on them. negatives.

many commercial planes A around the Springs, several as lines making it a scheduled stop but the nudist can't take a chaned—so all airplanes are poison.

Pauline Frederick's deep stage actress voice gets all tightened up

with indignation whenever anyone

calls her a picture star. Though

# Any Attempt to Cure Film Critics Unfavorably Regarded by Industry

Curing the critics is held helpiess by Haysites who have made a more thorough study of the newspaper review system than all other morials. Only chance lies in the education of the publishers, it having been found that the more a picture critic knows the more critical he wakes in type.

To attempt to legislate a no-hurt formula for the hard-writing boys and girls on the dailies, as was gestured in Washington toward the different of the publisher of the hard-writing boys and girls on the dailies, as was gestured in Washington toward the darked by leading beture buffers as not only impossible but dangerous. Picture spokesmen do not regard picture reviewers on the whole oversevere. They register many individual objections, however, these being directed against critics who take their friends too seriously and who write with the idea of entertaining this particular group and with little consideration whether or not the film is entertaining to the masses. Producers, however, strennously object to papers permitting the star system of checking up a feature.

Dialog has added to the producers' critic discomfort. On some of the metropolitan papers are re-plewers noted, among the makers.

ducers' critic disconfort. On some of the metropolitan paper and the metrop

ture, regardless of other qualities, is invariabley rated as secondary. Wising up reviewers to production details also has proven foolish. Picture spokesmen contend that when anything technical is explained to some of them, they store away the definition but when they see the next picture and the one after that they apply the knowledge in their own way, which usually is

in their own way, which usually is 100% wroing. Educating the publishers to the point where they could bridle criticisms and confine the duties of a critic away from the personal to a more straight-away reportorial account of how the audience seeked the picture is the picture producer's dream right now.

#### SOBOL'S SHORTS

Columnist Starts This Week for Dowling and Bill Rowland

Lowing and Bill Rowland
Louis Sobol and Texas Guinan will be in the first of the series of shorts which Eddie Dowling and Bill Rowland are producing at the Standard Sound studio, New York. Sobol, New York Journal' columnist, will do 13 shorts for the firm, using a different stage personality for each.

Nick Kenny, 'Mirror' radio columnist, will make 13 others with ether names.

Sobol was picked to handle the stage names when a deal for Ed Sullivan fell through. The Sobol-Guinan brief goes into production this week.

#### ATWILL'S 2D

Hollywood, March 7.
Lionel Atwill, legit actor, has gone with Warner Brothers. It's his second picture.
Leo Morrison placed.

#### Whitbeck as Wampas Prez

Whitheek as wampas Frez
Hollywood, March 2.
Frank Whitheek is expected to
be elected president of the Wampas
tomorrow (Tuesday).
Paul Snell (Paramount) having
withdrawn from the race leaves a
clear field.

#### Lady Inverclyde Sailing

Hollywood, March 7.
Lady June Invercive sails for
ondon March 24 on the Empress of

She goes into a musical in June for Julian Wylie,

IGNORANCE SHUTS ITS EYES AND BELIEVES IT

MB. AND MRS. JACK NORWORTH 130 West 44th Street New. York

#### Stuck

Mind-reading acts are ducking offers to work because of the Lindbergh babe. Afraid they'll be asked where 'tis. They avoid trouble. on the next president question by saying they can't discuss politics, but can't figure an answer on the new headache.

#### RED GRANGE SERIAL **CALLED SLANDEROUS**

Los Angeles, March 7.
Oddity of small town reaction to
comes from Anahelm.
California, where the Ministers'
Union is campaigning against Sunday amusements. They have i making capital of an apparently

making capital of an apparently innocent states right serial, Galloping Ghost' recently made by Mascot with Red Grauge.
Citizens have been resentful of
this serial treating football as a
racket by combining gridion and
gangster elements. Feeling seemssmirched the fair name of a national enthusiasm and taken the
romance of fighting for dear old
Alma.

Red Grange is one of the authors of the story.

#### Col. Promises Lila Lee Squarer for Buzzell

Hollywood, March 7. Hollywood, March 7.
Lila Lee's suit against Columbia charging breach: of an oral agreement to give her the femme lead in Eddie Buzzell's fight feature last December has been called off. Miss Lee has been promised a ture Columbia feature, in a future Columbia feature, Ralph H. Blum represented the actress.

#### Bancroft's Future

Hollywood, March 7. George Bancroft's contract for three pictures at Paramount will be up May 18, at which time the actor expects to leave for New York on a vacation. He also has an offer

to make a film in England.

Bancroft is now working on World and the Flesh' and goes into his third and last immediately after

#### CROSBY IN RADIO SATIRE

CROSBY IN RADIO SATIRE
Paramount may set Bing Crosby
for the film version of 'Wild Waves,'
the Doran, Ray & Hewes' legit production satirizing the radio. The
crooner has been in several conferences with Jesse L. Lasky toward
this end, but nothing set as yet.
Crosby has two more weeks to so
at the Faramount, Brooklyn.

#### SAILINGS

April 5 (Paris to New York), elen Costello Sherman (Lafay-

March 24 (Los Angeles to London), Lady June Inverciyde (Empress of Britain).

March 14 (New York to Naples), Lloyd Corrigan (Augustus).

March 12 (Vancouver to Orient) Libby Holman (Empress of Can-ada).

March 11 (New York to London) Marion Harris (Europa).

March 11 (New York to London), Jimmy Campbell, Reg Connelly (Majestic).

(Majestic).

March 9 (Paris to New York).

Ina Claire (Olympic).

March 8 (New York to Paris) lady Christians, Jack Warner (Bremen).

March 4 (New York to Paris), ack Connolly, Earl Carroll (He de

March 2 (Vancouver to Mel-ourne), John Junior (Stapleton Kent).

March 2 (New York to Havana) wight Dere Wiman (Morro Tas-

tle), March 2 (New York to Berlin), Mr. and Mrs. Lruno Walter (Ham-

March 2 (London to New York), Alex Aarons (Majestic),



#### WILL MAHONEY

in "Earl Carroll's Vanities" Mr. Rowland Field in the Brook-lyn "Times" said: "The high spot of Earl Carroll's Vanities is the xylo-phone dance by that compared Direction

RALPH G. FARNUM

# **FAN DEPTS. NOW** PAY OWN WAY

Hollywood, March 7.
Eliminating free fan photographs
of plcture-celebs for the asking is
saving the major studios more than
\$256,000 a year. Since the studios
decided to charge from 10 cents
to \$1 each for the photographs, demajor on size, the demands for
plcture in £an letters have dropped
15%.

Ictures in fan letters have dropped 15%.
Studios still maintain fan letter departments, although considerably curtailled on account of the fewer letters to handle. Departments are now almost self-supporting, the dimes and quarters that pour in just about takes care of the cost for stamps, stationery and clerical lets.

for stamps, stationery and clerical hire.

Fassing out free photos was encouraged in the earlier days as a publicity stimulus but now the studios are of the opinion that the more than \$250,000 a year was vittle of the requests came from kids who looked upon the pictures as they did the old cigarette cards.

Putting the pictures on a cost basis eliminated the kid urge to collect them in wholesale lots and the swapping aga as in cigarette coupons. It wasn't unusual to find as many as four and five letters a week from the same youngster asking for pictures of as many stars, each of which was their favorite actrees.

actress.'
One thousand requests a month for photographs of any one star is not considered heavy. Two years ago, toward the end of the free period, the demands reached as high as \$2,000 a month. This was in the case of Clara Bow, and a record for any one player or one

#### CORRIGAN'S VACASH

Hollywood, March 7.
Lloyd Corrigan, Paramount director, left here Sunday (6) for New York. Will sail from there March 14 for Naples.

# Film O. K. for Money, but for Acting Give Her Legit, Says Miss Frederick

#### A \$750 Spite

Hollywood, March 7 An actor contracted at \$750 a week received such a small part in a picture that he de-liberately turned his back to the c mera whenever called in front of the lens.

# with indignation whenever anyone calls her a picture star. Though thousands of American women envy her the title Mise Frederick and the star worked in pictures for years; she's acted on the stage even longer, and it's as a stage actress that she wants to be known. It takes something to become a stage star, Miss Frederick says, but anybody, Just so she has a pretty face, can be a picture star. Miss Frederick takes her acting serious-frederick takes her acting to the director's orders by calling it acting? Only on the stage can an acting? Only on the stage can takes. They provide opportunity to earn enough money to allow the luxury of chancing the financial uncertainties of the stage. Miss Frederick makes more out of one picture than she does from months on the stage. Pictures have their monetary use to recruit stoput this serious for picture work enhancing a stage actrees' reputation—well, that? GOLDWYN DISCOURAGES CANTOR PRE-FILM TOUR

Hollywood, March 7. Eddle Cantor, who went finto the Chinese theatre Sunday as an added attraction to Mata Harry on a guarantee and percentage for the final eight days of the picture's run, may not tour the coast in 'Kid from Spain' as a musical before filming 1: for Sam Goldwyn.

is for Sam Goldwyn.
Goldwyn is not so hot for the
idea, belleving that a musical shot
directly from the script will have
move new business in it than
one which has played to audiences.
Too much opportunity for material
in the stage production to be
copped before it reaches the screen.
Cantor, faced with the possible
picture tactics, admits he's lost enthusiasm over the possibilities of
his legit tour with his picture material.

for picture work enhancing a stage actress' reputation—well, that's just too absurd, says Miss Fred-crick. She didn't go through long hard years of serious work on the stage only to be called a picture star, she repeats.

#### Idle Since April, Louise Wants to Scram Abroad

Hollywood, March 7. Hollywood, March 7.

An offer received some time ago
to make a picture in England may
be accepted by Anita Louise, at
present under contract to Radio.
The 16-year-old actress is tired of
sitting around, not having had a
role on the Radio or Pathe lot since
Everything's Rosey, finished last
April. Six months ago she played
for Universal in 'Heaven on Earth'
on loan.

on loan.

Miss Louise was given a new contract Jan. 1 good for one year.

#### Profs. in Hollywood

Hollywood, March 7.

Hollywood, March 7.

Jacob Gould Schurman, former
ambassador to Germany, and Prof.
Charles Beard of Columbla University are in Hollywood studying
motion picture production.
Say they are interested in production only from an educational
viewpoint. Schurman has been
president of Cornell.

#### Trenker Quits U

Universal City, March 7. Universal City, March 7.
Luls Trenker, former Alpine ski-jumper, chilled on pictures. Actor imported for additional seenes in 'Mountains in Flame' heads for Austria today (7).
Studio and he couldn't glibe on the money for him to work in new scenes for 'Song of the Alps,' Ger-man picture, for domestic use.

New York. Will sail from there tarch 14 for Naples.

On three months' leave from Par. be dropped.

# So zcalous for the interests of the stage, Miss Frederick sees talking pictures in the paradoxical position of giving the stage the greatest important of giving the stage the greatest immechanical, metallic, tales sound of canned voices must drive people into the theatre, she believes. Surely her own voice can't be that; deep, hollow sound she fears coming out of picture theatres' sound machines. It's too machine-made. After a session with a series of such voices, audiences must get a tones of the speaking voice unamplified. She doesn't place much credence in the ourrent belief that theatre audiences have swelled with people who want to see their screen favorites in person. They're there because they want to hear real voices, not sound box distortions, Miss Frederick thinks. voices, not sound box Miss Frederick thinks.

## POST-MORTEM SCRIPT

Edgar Wallace Story Being Finished by Cormack

by Cormack

Hollywood, March 7.

Bartlett Cormack has been engaged by Radio to complete the story on which the late Edgar Wald for the story on which the late Edgar Wald has death. This is a continuity for a new production designed to utilize the prehistoric animal stuff timed by Harry O. Hoyt with mechanical monsters.

Originally ittled 'Creation,' that story was abandoned some time ago, but animal stuff. along the lines of The Lost World is regarded to to worked into the new outline.

Man Without a Face' and 'Deata Watch,' written by the late Wallace, will be filmed as mysteries.

'The Most Dangerous Game' is classed as a horror mystery, Irvins Pichel, a Paramount borroves, will co-direct with Ernest Schoedsack.

#### RAYMOND DELAYED Gene Raymond doesn't leave for

Gené Raymond doesn't leave for the Coast for another week. Former Shubert player, nee Ray-mond Guion; came cast to settle his Shubert contract. Originally the legit firm shared in Raymond's \$1,000 Paramount picture salary, taking 25% taking 25%

#### WE WANT DIANA CHURCHILL

Diana Churchill, daughter of Win-ston Churchill, British statesman, has been offered an acting contract

by Warners.
She is without any previous acting experience on either stage or screen.

# Hemingway as Dialog Model, Dumas For Plots; Hollywood's Favorites

Hellywood, March 7. Despite the fact that he has stories, but has only sold one novel. Farewell to Arms, for pictures, Pernest Hemingway is the most popular modern author among the picture people according to the rental libraries and book shops

here.

Each of the book stores admits
that more writers read Hemingway
than any other aution with one
exception, Alexander Dumas. Book
store people claim that Dumas suppiles more plots than any other
single writer. Hemingway, in their
opinion, is used as a dialog primer.
All western producers are rabid
readers of Zane Grey and Harold
Bell Wright. Every new book they
pen is eagerly awaited by the horse

opera producers who hope for a new angle for their galloping

new angle for their gallorins heroes.

Anna Katherine Green, though she has never sold anything to pictures, is another fav with the flicker group. Gene Fowler, with none of his three published books sold for films, also ranks high. Fowler's Great Mouthpleed has been the inspiration for several stories now in work including the control of the folial control of the folial

# That Strange Man at Palm Springs Is Harry Ruby in a Baseball Outfit

Hollywood, March 7.
They broke Harry Ruby's heart
at Paim Springs, but it was mended
the same day by the same crowd.
The Eddje Cantor-Four MarxesJimmy Durante outfit, with the H.
Ruby-Bert Kalmar bunch were in

The Edde Cantor-Pour NavasJimmy Durante with the H.
Ruby-Bert Kalnar bunch were in
O. Kalmar and Ruby had gone to
Palm Springs to confer with the
Markes on the next Marx picture
for Paramount. They conferred
around the swiming pool of the El
Mirador hotel for four days.
Around the pool Ruby wore a
baseball suit instead of a bathingoutfit. Every spring Ruby has been
with the Washington Senators' at
their training grounds and he fell
inseeme. He's popular with that
ball club. Intended the Market of the
market of the Market of the Market
for pool a load of swaggers.

In between, Ruby staked the bellhops a couple of smackers to catch
a, few for him. Harry told the hops
just how the ball would break, so
they could catch it. Harry didn't
want the gallery to think he was
pitching wild. And slways in the
uniform with the swagger.

Too Tough
Ruby commenced to get tough
competition. No one cared about
his curves. The Durantes and the
Cantors and the Markets Duratell remarket of the market of the hotel
of the market of the hotel
of the market of the hotel
of the Management. It informed Ruby that guests were complaining against a swaggering ball
player Anging around the pool
rightening the children. Would
Mr. Ruby kindly oblige by becomland inself again.

Mr. Ruby kindly oblige by becoming himself again.

A bell-boy placed the note in Ruby's free hand. His other hand held his last curve. Before reading the note, Harry pitched to another \$2 bellinop. That ball is still rolling. Then Hatt ball is still rolling. Then Dajected
Taiking off his cap, Ruby let his head fall until he was doing, an impersonation of Misery. Durante said he looked dejected. Groucho was passing Harry at the time.

"Ill catch a few for you, Harry, if no one else will, said Julius.

Nope, I'm washed up here I guess, answered Harry. Took at this."

Look at this.

Looking with Groucho also was Peppo Marx, in on 25% of everything Marx, but not declared in on the gag. Notleing Harry's lowered morale, Peppo grew sad with him. Meantime, Harry harry solvered morale, Peppo grew sad with him. Meantime, Harry harry solvered morale, Peppo grew sad with him. Meantime, Harry harry solvered morale, Peppo grew as with this Alley with the Meantime of the

Sympathetic Youngster

Sympathetic Youngster
Meanwhile, Groucho's young son
hoticing Peppo's adness, asked his
hoticing his mine Pep that his Pop,
Groucho, had told his mother it was
a frame. So Peppo told Ruby.
Whereupon, Ruby again put on the
uniform but couldn't find the ball
and only had his swagger left.
Ruby has engaged the south bank
of the pool every weekend while
west and has ordered a change in
hoseball uniforms. He'll be both a
Senator and a Pirate. Harry says
he'll show them muggs.

#### \$1,500 for an Eye

Los Angeles, March 7.

Mack Sennett, Inc., has settled for \$1,500 the \$50,000 damage suit brought for Bobby James, 13, injured while playing near the former Sennett studio on Glendale Boulevard.

Boulevard.

Boy found some dynamite caps and lost the sight of an eye when one exploded.

#### Films and Groceries

Los Angeles, March 7.
Ruth Roland among the latest breaking into the food store biz. She is having a \$30,000 public market bullt at 10th and Fairfax.
Convad Nagel, Cecil B. DeMille, and the Gove Bros., exhibs, are other investors in food marts.

## PROPOSE NEW CONTRACT

Agents Ask Only Gratitude

Hollywood, March 7.
New iron-bound contract has been adopted by the Artists Managors' Association for use between agents and clients. Members of the ociation are trying to put it into

agents and cheeks. Askinders of the association are trying to put it hind 100% cfreet. Designed to prevent contract breaking, commission defaulting, the property of the prope

# Studios' Demand For Bit 'Names' Stirs Mob Plaint

Hollywood, March 7.
Regular extras say they have a
real tick coming, with work for mob
rows, it is worst in picture hisrows, if charges are true that standard supports are being paid 875 to
\$125 a day for ordinary bits.
Situation is indicated by the number of Hollywood agents evidently
bitsy, reporting their business
normal but refusing to state who is
working and where. Reason is that
the parts are so minor they fear the
rep of their cilents will suffer if
identified.
Casting departments have gone Hollywood, March 7.

Identified.

Casting departments have gone name mad for parts too minor to be mentioned, is the agents explanation.

Business for which some \$7.50 extra would ordinarily be plucked out and given \$12.50 or \$15 for as a bit, now is specially cast.

cast.

Expensive

Situation is nice for the freelances and their agents, but works
to nuilify the effect of studio salary
cuts. With the contract lists out
25% or more, individual directors
are inclined to spend some of the
savings on more tony atmosphere.
Fractice apparently started off
with Metro's 'Grand Hotel,' which
was not only loaded with top names,
but had a number of \$50 to \$150 day
people doing inconsequential bits.
Typical example at a Hollywood
lot is related by a \$75 man, who
said the director went after him
as the only man for a remained
seen. He was given a hetty script
in which to find his part, and reported on the set four days before
his constant the finds of the constant of the
male lead.

FRierad France 'S

#### Blessed Event' for WB At \$66,000 for Cagney

Warner Bros. topped Metro's bid by \$1,000 for the screen rights to Biessed Event." WB paid \$86,000 for it for Jim Cagney's use. Dealing with the art of Broadway columning for a daily, its screen possibility for Oakie (Tar), Ayres (U) and Dunn (Fox) had these firms also bidding.

#### Fritzi's Hotel Tangle

Hollywood, March 7. Hollywood, March 7.
Fritzi Ridgeway, former picture star, now operating the Del Tahquitz hotel, accommodating 150 guests, at Paim Springs is in a legal tangle with stockholders of the holding company.
Utimate decision will decide if Miss Ridgeway retains control. Hotel mainly caters to picture people.

#### ROACH'S 130 MI.-40 MINS.

Autorn 5 100 min.—40 min. 5.

Hollywood, March 7.

Hal Roach's abroplane made Taim Springs, to Culiver City, about 130 miles, in 40 minutes.

With Roach on the fast hop were Mr. and Mrs. Louis B. Mayer and Mr. aud Mrs. Roul Walsh.

#### Watchfulness

Hollywood, March 7. Hollywood, March 7. Since receiving a threat letter a month ago, Edgar Allan Woolf has been carrying body-guards around with him. The protective force is now down to one ex-cop who is supposed to guard Woolf's front door

all night.
The other evening the protector accidentally let an alarm
clock drop as Edgar opened
the door. Cop said he needed
the clock to keep an appointment in the morning.
But he's still on the job.

#### Studios Digging Into Agents Who Take the Big Edge

Hollywood, March 7.

Hard up actors are squawking at being victimized by agents who insist on more than the usual 10% split in exchange for securing assignments. The agents are known also by the studios to be taking advantage.

Agent argues with the player that the studios needn't know of the studios of the studios of the studios of the studios of the player that the studios needn't know of things being tough, etc., the 10% boys want more than that.

Understood the producers are taking this up at an association meeting. Studios are further; miffed at being put in a spot through in-

meeting. Studies are further miffed at being put in a spot through Inuendo, strictly propagandized by the agents, that studio attaches, casting officials, et al. must be 'seen.' The agents work this by deducting a fixed sum from the player, supposedly to 'take care of somebody in the studio, with no proof that such ever happened, or whether the agent pocketed that in addition to the 16%.

If there is an actual pay off in the casting or other office on the lot, the studio exces have reached the point where they want some information.

#### Mae Clarke's Breakdown

Hollywood, March 7. Mae Ciarke is in a local hospital

Mae Clarke is in a local hospital trying to defeat a breakdown. Recalled from Palm Springs, where she was reating, to make retakes for Universals' Night Club, Miss Clarke was immediately rushed to Cedars of Lebanon hospital by her agent, Leo Morrison, after finishing before the camera. Yesterday (Sunday) Miss Clarke's malady developed so rapidly-she was removed to a sanatarlum and may remain there indefinitely.

# **'Stars at Their Worst' New Demand** Of Dailies, Fan Mags for Pictures

#### MORE FAKE COLUMNISTS

Crashing Hollywood Festivities in Wrinkled Suits

Hollywood, March 7. Hollywood, March 7.

Party crashers who used to represent themselves as members of blueblood and noble European familles of Europe now get to the free eats and drinks by paiming themselves off as prominent newspaper-

With Hollywood currently wise to the prince and duke thing, the newspaper gag appears simpler as the crashers don't have to be so regal in appearance and poise. Pres-ent wave of popularity for column-ists is shelping the graft. Last week Mark Hellinger had a pseudo taking the bows for that pseudo taking the bows for that the pseudo taking the party is get-ting elbow exercise as Frain Sul-livan of the New Yorker.

# KIDNAP SCARE HITS FILM **PARENTS**

Hollywood, March 7.
Private detectives are enjoying a

Private detectives are enjoying a buil market on engagements to guard homes and children of pleture people as a result of the Lindbergh baby kidnapping.
Kidnap hreats, usually from cranks, upset film names periodically. While nothing serious ever developed, the fear is felt that desperate individuals may be inspired to cash on the sentiment that ransoms should be paid for kidnapped bables before notifying the police. Picturites dwelling in semi-isolated hill and beach homes are particularly worried and investing heavily in protection.

#### Coward Due at Fox

Rollywood, March 7.
Noël Coward is expected here this week or next to go into story contabs with Fox on Cavalcade, Bitter Sweet' and a third script to be selected.
Probably will

Probably will be given a writing berth in connection with these two

# **Gag Cipher System of Film Business Protection Against Own Personnel**

Hollywood, March 7.
Show business out here is in cipher. Executives carry around little notebooks with coded names for key men in their own and other organizations. Even the control of t

official.

#### Code Names

As the codes change frequently, probably only a handfull know at any one time what the prevailing hierogylphics arc. Some former code names, now replaced by newer and probably fancier ones, are said to have been:

o have been: Mr. Kay
Sain Kriz.

Sain Kriz.

Mr. Kay
Sain Kriz.

Mr. Thistic
Samue Goldwyn. Mr. Panama
Jiyam Brown. Mr. Hemingway
Million dollars. oil well
Will Hays. Trustee
Straight rental we worry.
Percentage. they worry
Louelia Farsons. Queen
Sid Grauman. Mr. Barnum
Jack Warrer. Mr. Miller
E. R. Tinker. Wall Street.

When negotiations of an import Louella Parsons. Queen Sid Grauinan Mr. Barnum Hollywood, March 7. Jack Warner. Mr. Miller E. R. Tinker Wall Street Hampden's 'Cyrano,' is being tested When negotiations of an important nature involving organizational (Ann Harding).

changes or matters of policy are in prospect it is the custom for those persons, east and west, who will be involved, to formulate a special code for use.

It's practically impossible for outsiders to receive information at any time, but those within the com-panies have many ways of interany time, but those within the com-panies have many ways of inter-cepting, eavesdropping, or getting tips. Where letouts are contem-plated this is especially guarded against, as employes with fore-knowledge that their services are about to end can do much harm, directly through malice or indirectly through indifference. Right now, with almost all the producing companies, and especially their theatre operating adjuncts, in a delicate state of uncertainty, leaks occurring in the transmission of messages constitute a major werry to executives.

#### FLORENCE ELDRIDGE OUT

Hollywood, March 7.
Florence Eldridge (Mrs. Fredric March) is leaving the Cedars of Lebanon hospital the end of this

Appendicitis operation on Mar. 2.

Hollywood March 7 Fan magazines and newspapers have revolted against the continued use of posed still pictures and have started demanding unposed and 'candid camera' stuff of studios. Deadening effect year after year of tooth paste smiles, exposed knees and stitled expressions is being felt. Result is a sudden request for stills that are natural, and especially those taken while subject is un-

Several fan magazines have al-Several fan magazines have al-ready employed photographers of their own to get the pictures. Stu-dio, photogs are admittedly in a rut, having filmed the same kind of people and their antics so often they can't get a new angle on a pair of gams.

Studios' Attempts

Studios' Attempts

Studios are urging their still mento set the 'candid camera' stuff.
Most of this is unit, showing up
player's big feet, wrinkles or bad
side, and is destroyed. Despite the
waste, publicity men are bot after,
the unposed stuff, knowing this canbe readily planted with mags and
newspapers.

Two studios opened their gates
to outside cameramen employed by
magazines to get the candid poses,
with the understanding that studio
publicity departments would okay
te negatives.

publicity departments would okay the negatives.

Harry Lang, who represents Movie Mirror here, employed Les Mawhinney, former photog on the Examiner, to grab off some snaps. Mawhinney was given the run of Radlo and Universal to work. Others studios as yet have refused to permit outside, photographers on the lot, not trusting the boys to show them everything.

Candid Photone

Fawcett Publications employ a bull squeezer named Harold Fink to get candid stuff around Holly-wood for their various fan maga-

to get carried to get

Typical Scene
Several of the 'keyhole' photogs
made themselves unpopular through
swiping scenes at picture, parties
and outdoor events, and publishing
them as. is. One in particular
showed a certain femme star at the
Caliente dog races. Her neck was
well wrinkled, her face seve glasses,
the boy of riend's hat was on
crooked, and he had cigarette ashes
on his vest.

on his vest.
At indoor partics, photogs used
a flash bulb. Now, however, they
aren't welcome, since some of the
scenes they took have been printed.

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# \$300,000 Worth of Film Goes Yearly To New Faces: Most Unsatisfactory

With all studios admitting a dearth of young talent for future starring possibilities, film testing of candidates who ofer promise is costing the studios around \$300,009

Glying the once-over to such tal-Giving the once-over to such tal-ent from the bit field, from extra ranks and sometimes from the simon-pure mob who try to crash the gate, consumes at least 1,000,-000 feet of film a year. An equal amount goes into cameras for spe-cific tests of players already on the payroll.

#### Stage Insufficient

Stage Insufficient
Stage has not been able to supply enough prospects for future big screen spots. Indicative of the exoc viewpoint on this was the parting short of E. R. Tinker at Fox, who stated that hereafter his studio would look to small players already here for its future featured players and stars. Other studios are also concentrating on this field. And it means much testing.

Making preliminary tests is now virtually an industry in itself. Perfunctory tests of former times, often handled by inexperienced technicians, now are of the past.

#### 900-Foot Testa

S00-Foot Tests

Every test now means at least a long of the tof film. One third of this represents the negative picture, of third the took third the voice test negative and the other third the combined positive. It was the voice end that made testing all-important, for in the past it was only a one way gamble—appearance. Poor voice now throws out hundreds of candidates who could have passed muster were face and carriage the only requisites.

Recent horror cycle with the grotesque make-ups of its monstery has heavily taxed the test end recently. Example was the 5,000 feet of film used on Fredric March for Jelyi and Hyde before Paramount officials were satisfied with the trick effects. Universal canned even more film before it was set on

trick effects. Universal canned even more film before it was set on the monster in 'Frankenstein.'

# Good Ol' Bankers **Balking Lavoffs** For Happy Execs

Present chaotic condition in the studios has the army of lay-offs in a quandary as to whom to approach for a job. Studio excess are taking advantage of the situation by passing the buck without giving the job seekers the idea that they are being hi-hat

hi-hat.

No-admittance rule at the studios has execs guiping their food at the Hollywood eateries between 'old pai' greetings from their actor, agent, writer and director friends who are hanging around the Taft building where they get a good view of all picture recopie going into nearby restaurants.

restaurants.
Greatest protection of the execagainst layoffs is 'I don't know how that story stands. The bankers are reading it now.' Layoff has no comeback.

#### Roxy's Bulb Experiments Keep Alhambra Closed

RKO almost got rid of the dark Alhambra, New York, last week, but lost out just as contracts were on the desk waiting to be signed. Irving Yates and Jimmy O'Neni wanted the Harlem house for their all-colored Bill Robinston talker, "Harlem is Heaven."

Harlem Is Heaven.'
Deal was verbally closed and the terms completed when the theatre department discovered Roxy is using the Alhambra for lighting and other experiments for Radio

Roxy stays in and the house stays dark, minus rent, with Yates and O'Neal obliged to look for another spot.

#### Much Indie Activity on U

#### Lot; Also Chas. Rogers

Hollywood, March 7. Hollywood, March 7.
Universal 1s preparing for a heavy influx of indic producers on its lot and is constructing a number of additional offices to be occupied by the guest producers, the 'office' being the chief requisite of the hurry-upport producers of the Universe Rogers is practically set and the control of the Universe of the Un

lesser lights dickering and three or four already at work. Fine for Universal, but a terrible headache for the former rental lots which now have more overhead than intake from the empty spaces which once were busy with off and carreductions.

# **PAR-SENNETT** SHORTS' DEAL

Paramount will drop from the ranks of major shorts' makers next season by its transfer of all producing to the west Coast. Its shorts' nctivities will be carried on under the coast are marked to the coast of the c a working agreement with Mack Sennett whereby Sennett will par-ticipate in the producing, all of which will take place in the Sennett

Transfer of eastern feature work to Hollywood will tax the Par stu-dio there to the limit, hence the necessity of producing shorts else-

here. Larry Kent, Par Shorts' produc Larry Kent, Par Shorts' produc-tion head for several years, is re-ported leaving the company. This will vest direction of the shorts' program with the regular feature production staff and dissolve the former's present status of a sepa-veta densytteent.

ionmer's present status of a sepa-rate department.

Par's tentative shorts program for '31-'32 under the Sennett studio arrangement will comprise 10 one-reclers, 26 two-reclers and six four-reel shorts. Latter will be called 'featurettes.'

'featurettes.'

Of the 10 singles, eight have already been produced at the Long
Island studio during the closing
weeks there. Remaining pair also
will be completed there in all probability, leaving only the two and
four-receirs for the western end.

#### M-G to Remake Ibanez's 2, Both Possibly with Garbo

Both Possibly with Garbo Metro will remake two Vincente Blasco Ibancz noviols, both of which were done by Garbo as silents. Two years "The Torrent," first picture by Garbo in this country, and "The Temptress." Presumption is that in Mctro's purchase of the added rights to the story for filming now, including dialog and foreign talker rights. Garbo will star in both. "Torrent," was released in November, 1924, as a silent, and "Temptress," in October, 1926.

#### Schaefer-Katz Confab

Charles McCarthy will leave here Wednesday for New York. Intended an earlier departure but delayed until the arrival of Sain Katz here today (7). George Schaefer and John Clark, western division manager, are here

rom San Francisco and will go into a huddle with Katz. Schaefer will remain at least an-

Schaeter will remain at the souther week.

When Sam Katz arrived at the Par studio Monday he stated he wanted to stay 10 days only.

Sam Katz, Publix head, is expected back in his New York office by March 28, Easter Monday. Katz left last week for the Coast

#### and a visit to the Paramount SHIFTING COWAN

dies there

James E. Cowan, in charge of the Paramount Astoria studio, closing down following completion of Sensation' (Par) last week, will be shifted to an operating post in Pub-

lix, it is said.

He holds a contract that has some

#### PICTURES LESSER DEAL OFF

T.P.E. Negotiations Chill On Zand Grey Film Series

Talking Picture Epics deal with Sol Lesser and Joe Goldberg looks cold.

cold.

From his sick bed in a hotel Lesser, who has been laid up with bronchitis, will seek other distribution for his Zane Grey series. Goldberg continues in association.

tion for his Zane Grey series. Gold-berg continues in association. Proposition was for Lesser to be-come prez of T.P.E. with Frank R. Wilson, present head, to become v.p., but it's cooled down now.

# FOX-WC CHAIN BEST IN U. S. **SKOURAS**

Los Angeles, March 7.

Los Angeles, March 7.

"The Fox-West Coast circuit is the finest theatre property in the country, 'says Spyros Skouras. The Skouras brothers, Spyros, George and Charles, are now the sole operators of this western chain of around 325 houses.

Spyros and Charles, now out here, are further enthused over F-WC through finding the circuit's condition much better than they had ditto much better than they had the present inspection tour.

Spyros will remain around Los

their present inspection tour.
Spyros will remain around Los
Angeles for about another month.
Upon his return to the east,
Charles Skouras will remain as
general director of the chain.
In toto at present the Skourases
are operating, east and west, around
50 theatres.

#### STUDIO-UNION PARLEY **NEARING SETTLEMENT**

Hollywood, March 7.

Hollywood, March 7.

Five weeks of negotiations between the unions and Pat Casey, who is representing the Porducers' Association, are expected to be amicably consummated this week. New contract will run two years from date of signature.

I. A. Brotherhood of Electrical Workers, Carpenters and Music...ns have practically agreed to accept a 10% cut on the wage scale prevailing prior to November when former terms lapsed. Painters expected to okay similar proposition later this week.

#### Rowland in Charge

Hollywood, March 7. Richard A. Rowland took over the Fox studio reins after the departure Saturday night of W. C. Michel. Rowland's official title is chairman of the management board, of which Michel is also member, as is the Michel is also member, as is the absent Winnie Sheehan.

Glenn Griswold, accompanied by Mrs. Griswold, is due to return to New York today (Tuesday) from

#### Political Film Cycle

Hollywood, March 7. Courtney Terrett has gone Courtney Terrett has gone to presidential candidates; material required for Dark Horse, political story he is writing for Warners.

Story is intended to fit into the cycle of yarns expected to ride in on the political campaign. Fox has If I Were President and Columbia has Washington Merry-Go-Round' to use as a title for a studio-authored story in the same theme. Terrett is hoping to get some inside stuff.

#### Fox Outs McKenna

Hollywood, March 7.
Kenneth McKenna, Fox director
assigned to do 'Man About Town'
was abruptly dropped from pay-

OLDKNOW HOSPITALIZING

Laemmle's May Sailing roll.

John Francis Dillon will direct
'Man' before starting 'Weckends
Only,' for which he was engaged.

Los Angeles, March 7.
Oscar S. Oldknow is in the Good
Samaritan hospital here for a rest.
Former executive yp. of Fox-W.C.
may continue under the Skouras with sinus trouls
regime but with less responsibility.

# 'Dark House Opener' Is New Wrinkle For Film Thievery: Million Feet Stolen

#### Metro Would Buy 'Rain' For Crawford as 'Sadie'

Hollywood, March 7.
Metro is interested in Rain for
Joan Crawford and is dickering
with United Artists for purchase of

the story.

Hays office opposes use of the title, so if the Metro purchase materializes, picture may be made under the Gloria Swanson title, Sadie Thompson.

Lewis Milestone in New York is working with Maxwell Anderson on the story preparation of 'Rain' and knows nothing about U.A. selling the rights or Hays' tabooing the play for screening under its orig-inal title.

# SCHOOL FILMS IN FOR SPURT

Interest, in producing visual educational subjects is being markedly
revived within big production circles as the result of the complete
endorsement of film as a medium
by the National Educational Assoclatin in Wash and the complete
endorsement of film as a medium
by the National Educational Assoclatin in Wash and the companies is prepared shortly to continue visual work on a more extensive scale than ever before.
Establishment of a visual nucleus
through the consolidation of the
film boards of, the NEA and the
Academy of Visual Education is regarded by film executives as one
of the most material as well as political moves toward expediting
pictures in the classroom. This
merger, it is pointed out, has been
agitated among educators for the
past seven years.

#### McIntire's Paper Saving, \$1,000,000 for Fox Lot

Hollywood, March 7.

Hollywood, March 7.

D. E. McIntine, Chase bank's repont the Fox lot, returns to New York with a paper-saving of approximately \$1,000,000 on the removal of Fox production; from the Western avenue lot to Westwood. When the move was first discussed the previous studio regime figured it would cost close to \$1,1000,000 in production tieup added to the production the production that the production that the production is the production to the production schedule. It was accomplished at a cost of around \$30,000 without stoppage on any picture.

Understanding at the Fox home office is that the return of D. E. McIntire from the coast studio is temporary and that he will go back. Visit is described in the east as

#### Jack Warner Sailing

Jack Warner Sailing
Jack L. Warner sails on the
Bremen today (Tuesday) on a short
trip to England to look over Warner
Bros' production there. He will be
abroad only a week or 10 days,
Harry Warner may stay away
from his New York office for another month. Head of WB is still in
Florida. He was originally due back
here late last month.

#### Alec Francis No Alien

Alex Hollywood, March 7.
Alec B. Francis, in 'Variety's list of foreign-born plete players, secured his citizenship papers in November, 1930.
In view of current agitation against alien actors Francis wants his status known.

Laemmie's May Sailing
Cuil Laemmie, Sr., will embark
for Eburope in May, his itinerary to
include Germany. Any anti-Hitier
statement credited to, him is a
wrong report states Universal's
president.
Laemmio left for the Coast
Saturday (5). Junior remains in
New York. He has been laid up
with shus trouble, but plans to depart next week.

A national ring of film thieves using South American theatres as a fence which nav from \$50 to \$100 per reel for pilfered American product is being investigated by the Hays organization and all of its subsidiaries throughout the conn-

Hays organization the country,
Among some of the latest practices being resorted to by the ring of picture bootleggers is the dark house opener. A score of exchanges and several realtors in the middle west have already been reported with the property of requested, believing a steady cus-tomer is in the offing.

#### Exchanges' Skullduggery?

requested, believing a steady customer is in the offing,

Exchanges' Skullduggery?

In this particular practico investigators are certain film exchanges are unwittingly hoodwinked while in others, belief is expressed that there are some 'inside joos' in which film employees' know what is hap—

During the past six months, 47 features and short subjects, estimated to run into over 1,000,000 fcct of exposed negative, have been physically stolen.

Investigators, admit themsclves unable to attempt to calculate the quantity of film rights which have been stolen via the duped negative. A first class isboratory, it is pointed out, can complete such a dune in the country of the regular producers are not included in the industry's hunt to run down the dupe out of this thievery. Indie labs would be the more likely spots to do such duping, it is believed.

Tightening up on the physical stealing, the industry is preparing to warn delivery truckmen especially to be on their guard. Many of the pilferings of positives have been effected while the truckmant has been of the America where the copyright laws are lax and where investigatory results are difficult, is also reported flourishing in some of the lesser towns in the U. S.

\*\*Inc. C. \*\*In

#### Hays Collects Statistics Refuting La Brookhart

Hollywood, March 7.

Hollywood, March 7.

Hays survey of 50 features made by majors in 13 months shows only 16 with gangster or semblance of gang activity in them. Statistics offered in support of the Hays of-fice tag of prevaricator for Senator Brookhart, especially, his statement that exploitation of the gangster was the screen fashion last term with the control in low towards prostitution.

Regarding this year's trend, Ilays office says it will be virile and towards the outdoor and melo, with the scarlet less than last year.

#### Cukor Preparing Suit On Par Credit Removal

Hollywood, March 7.
Injunction will be asked against the exhibition of One-Hour Willi You' unless credit to George Cukor as director is restored on the screen and in advertising, according to Ralpi H. Blum, Cukor's attorney. Max D. Steur has been retained by Blum to handle action in the New York courts.

A bulky affidavit by Cukor regarding his work in legit and for Paramount, and in detail on his relations with Ernst Lubitsch in

Paramount, and in detail on his re-lations with Ernst Lubitsch in One Hour, has been ferwarded to Steuer, with contracts and studio correspondence as exhibits. Con-tention is that Cukor's, credit was jerked after the preview, when Lubitsch Informed the studio that his or Cukor's name would have to come down.

# Defeat of N. Y. 10% Tax Anticipated: Anti-Legislation Plan Developed

Anni-LCS biduv

A national formula for fighting state or Federal tax measures is being developed within the entire industry. Inspiration for the same is admittedly found in the new type of legislative battling machine which, within 48 hours after it was set up in New York, had approximately 25,000 telegrams of protest from churches, schools and civic organizations, as well as the industry deliging of the second per second of the sec

Board of Strategy set up in Man-hattan.

As an instance of the thorough-ness of this week-end proxy hunt-one assemblyman in the Bronx dis-trict received 20 visits and 65 telegrams. There are only five the-atres, incldentally in the district.

In addition to personal calls man-agers were instructed to call upon all in their nelghborhood to whom their theatre had ever rendered a favor. In many instances, it is re-vealed, butchers and grocers were added to politicians, church groups and colleges. The entire faculty of Fordham joined in a protest to the Governor.

Confession in Red.

More theatre ledgers were lugged.

More theatre ledgers were lugged around than at any time, the managers leaving nothing unturned even to showing the assemblymen fresh red ink.

Over in Brooklyn a single man-ager got 36 doctors to wire to Al-bany.

In the meantime Charles Petti-

ager got 38 doctors to wire to Albany.

In most the Hays organization, and Charles Petition. If the Hays organization, and Charles Chelly, of the T. O. C. C., were exchanging trains back and forth to Albany.

Among the wires sent to Roosevelt was one from the official industry in which it was pointed that the stocks of largest producers had dropped 35% during the past two years and so also is the general status of the business.

Is it fair to assume, queried the wire, that the reason given that the reason given that the reason given that we have the salready demoralized?

This wire revealed also that there is not a single exhibitor in New York today who is operating his theatre at a profit greater than 2% of the grows and the salready demoralized?

Legit Activity

On the legit end. Henry Moskowitz, of the Theatre League, had 3000 circulars distributed in Broad-work legit, houses urging publication of the profit of the salready of the salready of the grows and solve the desired out and were mailed by the League. It was estimated that between 5,000 and 6,000 signed protests had heen sent to Albany.

The American Federation of Labur also Joined the protest movement.

Labor also joined the protest move-

ment.

Proposal to place a 10% tax on amusement admissions was suddenproposal to place a 10% tax on amusement admissions was suddenproposal to the ways and Means of the summary of the ways and Means of the summary of the summary of the summary protests from protests from the committee would respond to the general pice. Understood the legislators ruled the ticket tax necessary to bring about the total sum flowers. et tax necessary to bring about total sum figured on. muschient interests will con-

Amusenient interests will con-tinue to fight the impost, which in the past several years has applied only no high priced theatre and box-ing sitetes. It not successful in the loose, the protest will be placed of the protest will be placed. Several years we seem to Finance Commit.

#### Photophone to Cater To Indies by License Fee Cuts: W.E. Later?

RCA Photophone, first of the big electrics to cut reproduction equipment price, will shortly announce a graduated scale of recording royalties. Instead of a flat \$500 per negative reel, Photophone will effect adjustments which will enable the short subject producer to record at about one-third the price of the major producer while the independent maker, from indications, will not be asked to per more than \$500 per the major producer while the independent maker, from indications, will not be asked to per more than \$500 per the major producer while the independent maker, from indications, will not be asked to per more than \$500 per the possibilities is understood to determine largely the RCA decision. That issue has been one of the most bitter inside causes of friction between the electrics and producers. Over a year ago producers began agitating for an elasticity in recoording royalties so that they would be on a more considered to the producers. Western Electric, admittedly forced to lower its equipment prices after RCA took the stand, denies any contemplation of again following Photophone on making any sacrifice in its income from the film industry. Attitude of Westernites now, as before, is that it is not being influenced by changing any sacrifice in its income from the film industry. Attitude of Westernites now, as before, is that it is not being influenced by changing any sacrifice in the licensees. RCA now has 35 producer licensees throughout the world, with 12 of these in England.
Cutting of its recording fees at this time is understood to be most of the producer independent field in the U. S. Many of the Indies now are using the Photophone method and these will be among the first to benefit by the producers.

of the Indies now are using the Photophone method and these will be among the first to benefit by the reduction.

the reduction.

Inde production heads have reminde production heads have reparting \$25,000 hudget should not be
put in the same electric tax class
with one running into 10 times that
and with 20 times the distribution
opportunities. Some of the indie
users of Western claim that as high
as 20% of their budget has had
to be charged off to W. E. license
fees.

Hollywood, March 7.

Balsley & Phillips, licensed ERPI (W. E.) sound recorders, have been given new terms by ERPI, which virtually presents them with a monopoly of the business in ERPI recording for independent productions, since the Metropolitan studio, other ERPI licensed rental lot, does not share the concession. Under the new terms announced by Balsley & Phillips the minimum charge is \$2,500 for \$5 hours, this including the royalty fees, against the former charge of \$500 per red, payable 30 days following the completion of the picture. All recording over the minimum \$5 hours is a straight \$20 per hour.

#### RKO Will Reissue Radio's First Talker

RKO is planning to reissuc 'Syn-copation' (Radio) in its theatres on the strength of the Morton Downey and Waring's Pennsylvanias radio and record rep. Picture is a musi-

cal. "Syncopation" was made three years ago and was Radio's first talker, then playing only in 1,400 sound houses. With many more additional houses now available. RKO's idea is to try it again for the small biz, and, perhaps, grab \$75,000 for it from the minor houses.

sions that exempted tickets up to \$3 when the revision was made.

when the revision was made.

Juckson, Miss. March 7.

The state of Mississippi is on the verge of having a heavier amusement tax. A bill has passed the House and is up in the Senate. Little opposition to the bill is seen. Events sponsered by argicultural societies only are exempted, which includes fairs.

The present Mississippi law requires a tax on each admission over active from the method of the proposes a tax on all tickets regardless of price.

#### Small Cost, Big Grosses

Universal's Trankenstein' looks certain to gross \$1,000,-000 within the domestic market. Belief within the trade has been that this amount is the maximum to be had under present conditions. Some have been of the opinion that the day of of the opinion that the day of seven figure gross rentals are in the past and will remain there until the general situa-tion betters. However, no question that the U thriller has an excellent chance to classify itself in the million dollar class for income. It cost \$270,000 to

make. "Spirit of Notre Dame," another U release, is authentically reported to have reached \$700,000. This grid film cost \$210,000 to turn out, while 'Dracula,' U's other big grosser, got around \$650,000.

# WB Makes 50% Of Film's Play **Buys This Year**

Warners is the undisputed leader in the legit play buying done this season by film producers. WB has taken nearly 50% of the total shows sold, total number being less than in any past season.

With Blessed Event the latest

Warner buy, that company has five legits on its schedule not counting the unproduced Ward Morehouse play New York Nights. If the lat-

play. New York Nights. II the latter is figured in the computation, then Warners have exactly 50% of the complete roster of legits going talker this winter.

That six stage shows should go to Warners for an aggregate of less than \$200,000 is the indication of the drop in film prices. Warners have, Jewel 20000 yr Warners have, Jewel 20000 yr Wasners (Lande & Stevens), \$29,000; 'Hot Money,' James Elliott (\$15,000), and 'Church Mouse' (Wm. Brady), \$22,500, and 'Blessed Event' (\$66,000).

#### BANKER ERA IN FILMS OPPOSES CONTRACTS

New era in films calls for not only lesser salaries but contract-less executives. Millions of dollars have been spent by the picture industry in buying up such contracts radio, have been able to effect adjustments with their manpower. Bankers are among those who point out that in their own field the contract is virtually unknown. In radio, for instance, high executives such as Dayid Sarnoft, head of RCA, are said to be among ether rulers who have no written instrument tying them to their posts.

# Indie Prods. Costing \$100,000 Can Make Twice as Much as Major Cos., Hold Prospective Indie Producers

#### Ed. Mulls Plan of **Quitting Production.** May Only Distribute

Educational is thinking of divorcing itself entirely from production to devote itself. In future to distribution only. This setup, with Educational turning itself strictly into a releasing organization, is said to be desired by few. W. Hammons for producer of distributors are now the strictly into a releasing out product schedules. If going through, Educational will withdraw itself from production of shorts by itself and Tiffany, as well as from features, currently made by Tilf and World-Wide. Under such a scheme deals would be looked for with independent producers, similar to that which Tif had with James B. Cruce with re-lease of product so made as Tiffany, playing the production of products and products and products and products and products and products are released to product so made as Tiffany, playing the product of product so made as Tiffany, playing the product of the p

While at Educational home of-While at Educational home off-fices, withdrawal from actual pro-duction by the company itself is uncertain officially, it is understood that Hammons' intentions toward operation only as a releasing organ-ization are substantially under way.

#### Scarface' Preview Stirs Hays-Hughes Trouble

Hollywood, March 7.
Howard Hughes-Hays squabble on the former's 'Scarface' went into further skirmishes following a press preview of the original version of the gaing picture, with attending blurbs in local papers and pans for the Hays office in holding up

Result of the blurbs is an endcavor of Sid Grauman to get the picture for a world premiere at the Chinese theatre here, with possibillty this might go over, otherwise intention is to open locally at the United Artists.

intention is to open locally at the United Artists.

Twist in the Scarface censorship angle is that UA exces claim the version turnad down in New York by the censor board was the version satisfactory to Hays but that it was the original treatment, which Hays office opposed, that was shown here. California has no censorship board and a first presentation of the Hays office was at the pre-showing.

Howard Hughes 'Scarface' will be released under that title, its original, and in states where the title is banned it will be called 'The Scar'. Means that the picture will be known under two titles. Where officially named 'The Scar' it will carry sub-billing indicating it is based on 'Scarface'.

heads in virtually all of the important and some lesser companies, except Fox and Metro, will shortly reveal themselves in wide effects upon the industry, it is generally ex-

pected.

Increase in independent production ranks with former distrib heads turning indica and getting national release of their product through companies on which they were formerly on the payroll is already in the cards.

More significant to the present executive end of filmdom, however, is the belief among certain of the deposed distributors that they are the first of the big men to feel the exec salary slash, admittedly designed for all.

#### Sales Economies

signed for all.

Sales Economies

While producer spotesmen disclain this and maintain the generality of the let-outs of sales heads to be just a coincidence, the feeling that it is more than coincidental prevails among the ex-heads. These believe that industry rulers in their pruning on the exce end decided to start in the east.

As one of the most recently deposed sales chiefs puts it: 'It strikes me that the whole matter is part of the economy campaign. That the recently on our product is to result the sales with the best way to lower their incomes is to re-shuffle the deck. I do not think the industry has any intention of permanent; yidding itself of any of the sales managers now at liberty. Specifically, I have a feeling that as the new sales posts are offered, the salary presented will at the same time be considerably under the sales when the sales were all the same time be considerably under the sales when the sales managers now at liberty. Specifically, I have a feeling that as the new sales posts are offered, the sales men and should remain in that department, would coincide with the above quotation were it not that many ex-sales heads have done well on the production with the above quotation cnd.

With more high-power exces at

with more high-power execs at liberty than at any other time in the business, thoughts are turning the indie way also as at no other time.

\$100,000 vs. \$250,000

\$100,000 vs. \$250,000.
Some of the distribe at large, fresh from the bodies of their swa big companies, openly express the belief that as an independent producing pictures on a \$100,000 budget they could make twice as much as the big company turning in \$250,000 on a picture. This reasoning is along the lines that many of the biggest companies today are encumbered with such an overhead that to a picture, there is very little remaining for the savings bank. Shortage of big product for the new season is advanced as another reason for worthwhile independents finding it fairly easy to get a national release for whatever they may turn out.

tional release for whatever they may turn out.—
In arguing the case of the distributor turned producer, one of the biggest sales heads in the industry, as well as one of the oldest, states: 'Nine out of every 10 successful pictures produced since the start of the industry, to date were started in New York.

'Every time Hollywood has adopted a picture vogue it has been inspired by New York judgment.'

# Due to General Theatres Receivership?

Is Bill Fox Holding Bag for 5 Millions

rivate car ready to move coastward, William Fox has delayed his contemplated visit west through a receivership. Fox is personally

a receivership. Fox is personally reported a sizeable creditor of General Theatre Equipment, which is now in the hands of the six of

\$5,000,000 observer of which way General Poulpment will come out of its receivership.

Accordingly, there is no telling when the little Fox group will migrate to Hollywood.

Story is that when Bill Fox sold to Harley Clarke, the latter placed overything into the name of General Equipment with Fox expressing his preferance to that at the instead of Fox Films' signa-

This winter but two private Pull-mans have been in use outside of railroad officials. One recently conveyed William Fox and his family to Augusta, Ca., and back again.

#### Kent Confers

Future destination of S. R. Kent, former Paramount-Publix exceu-tive, as regards the picture business s still vague.

Kent spent most of last week conferring with the Fox-Chase group but nothing definite has been de-cided upon as to this affiliation.

#### GERMANY'S INTENSIVE SURVEY OF U. S. FILMS

Dr. Martin Freudeuthal, member of the German foreign office, is in New York to make an official investigation of pleture business. His orders are to stay as long as necessary to make a complete report on American filmdom from every possible viceyopint, including what German chances are in America and what America has in mind for the future in Europe.

After a few weeks in New York, Freudenthal will go to Hollywood, then returning to New York for a final theck-up.

It's the first time the German government has officially had a man here to hook into picture business. Dr. Martin Freudenthal, member

here to look into picture business

# **Machinery for Handling Disputes** As Operated by the Coast Academy

Hollywood, March 7.

The Academy accepts any complaint from responsible persons in the Industry, whether or not Academy members.

Exceptions: (1) plagiarism clustres; (2) cases in litigation. These are accepted only if both parties agree to abide by the Academy's decision, and the litigation is dropped, and the litigation is dropped, and the must be in writing, and signed, but need not contain complete the property of the prop

Before cases can reach the Academy's supreme court, the Conciliation Committee, they are sifted through one of two main jurisdictions:

#### FREELANCE PLAYER CASES

ACTOR-PRODUCER RELATIONS REPRESENTATIVE (William Conklin)

They attemp adjustment by me-diation. This falling, they present the full facts to:

#### ACTORS' ADJUSTMENT COMMITTEE

Decision can be appealed to the Conciliation Committee.

These committees attempt to mediate the zase and bring the parties together. Falling, they present a full report, with the evidence, to the Conciliation Committee.

HARCH

(Actors, directors, producers, technicians, or writers; according to complainant's occupation.)

Decision is final if branch excess the Conciliation Committee.

#### ALL OTHER CASES

Disputes in administration of Standard Minimum Contract Appearance is compulsory and decisions legally binding.

Complaints by term contract Appearance is of the compulsory and decisions producers. Appearance is voluntary and decisions not legaily binding; however, all have been observed to date.

> ACADEMY'S EXECUTIVE SECRETARY

#### EXECUTIVE COMMITTEE OF BRANCH

#### THE CONCILIATION COMMITTEE

(Supreme Court of Academy Conciliation)

- 1. Set time for hearing and notifies parties. 2. Holds hearing at which:
- - -A subcommittee may be appointed to hear and report on a particular phase:
  - complainant and respondent can appear in person or by attor-
  - -if no answer is filed, decision is made on the complaint.
- Records findings and decision, turns them over to the Academy, which immediately notifies complainant and respondent.

#### Conciliation Bench (Numeral is years of term)

Twenty-nine cases had reached the Conciliation Committee to Feb. 15, 1932; 24 of them referred from branch executive committees of the Academy; 5 appeals from the Actors' Adjustment Committee.

Disposition: 11 decisions after hearings, 2 decisions without hearings 15 settled by correspondence before hearing, 1 pending.

#### Par 'Wonderland' Talker By Venturini on Tan

Hollywood, March 7. Talker version of 'Aliee in Won-derland' is on tap at Paramount,

derland is on tap at Paramount, which has been negotiating for a month with Dan Venturini to make his adaptation of the Lewis Carroll story. Understood Par has an option on the screen rights to 'Alice' and if doing it will work along the same lines as it did with 'Peter Pan.'

Story would require an almost continuous series of trick shots with a musical embellishment that is now being worked out by Ralph Rainger

British company made a silent version of 'Alice' about four years ago, which flopped.

#### Werker and Howard Lose Contracts but Stay Fox

Contracts Dut Stay Fox
Hollywood, March 7.
Salary Jumps were too large in
the options of All Werker and David
Howard, Fox directors, so the options weren't renewed.
The directors instead were put on
a week-to-week basis. Howard will
do George O'Brien's next western
and Werker is preparing a story.

#### L. A. to N. Y.

George Schaefer. Charles McCarthy. Lloyd Corrigan, Mrs. Joe Leo. Gregory La Cava. Luis Trenker. Gene Raymond.

#### N. Y. to L. A.

Mr. and Mrs. George May.

## Extras' Quiet Week

Hollywood, March 7.

Mob work dropped back to the asement last week with a daily average of 480 extras working Things looked brightest Friday (4) when 634 worked. Prize set that day was the courtroom for 'State's Attorney at Radio, using 158 people

Attorney at Radio, using 158 people. Next best set of the week was the Spanish flesta at Paramount for Thunder Below, which as dressed with 114 extras Tuesday and kent about half of them next day.

Monday William K. Howard wound up the Trial of Vivian Ware's to with a crowd of 122 in a status rink.

About 25 feature units worked last week, but the trend is up now that the yearly tax valuations have been made.

# Lloyd Doubling Up

Hollywood, March 7. Departing from his policy of making a single production a year, Harold Lloyd will follow his current comedy on Hollywood with Whisting in the Dark, Broadway play, rights to which are owned by

Joe Schenck Not finally set, but regarded as probable.

#### DAVIES IN '3 GIRLS'

Hollywood, March 7.

'Three Blonde Girls' is being pre-ared by Metro as next for Marion

tyles.
"Story is an original by Francis
Marion. Aben Kandel, author of
Rabbi Burns, is with Miss Marion on the adaptation.

#### 1st Runs on Broadway

(Subject to Change)

Week March 11 Paramount — 'The Wiser Sex' (Par). Roxy — 'Beast of the City'

(Metro).
Capitol — 'Passionate
Plumber (Metro).
Rivoli — 'Sky Devils' (UA)

Rivoli — 'Sky Devils' (UA) 2nd week). 'Mayfair—'Impatient Maiden'

(U) (2nd week),
Winter Garden — 'Allas the
Doctor' (FN) (2nd week).
Rialto — 'Shanghai Express' (Par) (4th week).

#### Week March 18 ount—'Dancers in the

Paramount—'Dancers in the eark' (Par),
Roxy — 'Hotel Continental'

(Tiff).

Capitol — Polly of the Cir-

cus' (Metro).
Rivoli — 'Sky Devils' (UA)
(3rd week).
Mayfair — 'Lost Squadron'

(Radio).
Winter Garden — 'Alias the
Doctor' (FN) (3rd week).
Rialto — 'Shanghai Express' (Par) (5th week).

#### \$2 Pictures

'Hell Divers' (Metro) (As-tor) (12th week). 'Man Who Played God' (WB) (Warners) (5th week).

#### Foreign Films

'Das Lied 1st Aus' (Super-film) (German) (Europa) (7th week).

Ein Walzer vom Strauss (Splendid) (German) (Little Carnegie) (5th week).

'Rubacuroi' (Pittaluga) (Italian) (5th Ave Playhouse) (2nd week).

# RACIAL CASTERS **CORNER TYPES**

Hollywood, March 7. Besides Central Casting Bureau there are a number of small cast-ing agencies and individuals who supply extra talent for the studios Latter specialize in foreign types and in most cases act as technical

Latter specialize in foreign types and in most cases act as technical advisors in the pictures for which they supply talent.

Tom Gubbins, best known of the talent specialists, is an Englishman who formerly lived in China. He operates a curio store in Los Angeles, handles all the Chinese talent used in pictures and acts as interpretor for the directors.

Charles Butler corrais all the Negro talent. Every time a call goes out for African bushmen, Butler gets busy and hustles the greatest mob of aborigines in the world with a Harlem account are handled by Capt. Endley, former army officer. Bradley works them with military dicipline and they are about the only group of picture extras who stick in one spot during production.

Boyle's Tough Boys

Boyle's Tough Boys
Jack Boyle is head man of the
cowboys, and to him go the orders
for Western extras. Cowboys are
particularly high-hatty about their
calling and the faker has little
chance of getting a job as an extra
in a western if he is not known to
the regulars. If one does land he
handed the tough horses and as a
rule is shoved up in front if there
is any shooting to be done. The
is any shooting to be done. The rule is showed up in front it there is any shooting to be done. The old-timers see that their guns go off close to his horse's ears and make things generally miserable for him. If he comes back again he's usually accepted by the regulars, though the chances are he'll stick to narlo dramas.

though the enames to parlor dramas.

Jamiel Hasson handles nothing James Hasson nancies nothing but Arabs. He doesn't work often but when he does he usually break-up a half dozen tumbling acts in order to get his countrymen in ple

#### Kobliansky's Russ

Nick Kobilansky, president of the Russian-American club, and Alexis Davidoff handle all the Russians. Too much trouble with the Russ contingent in direct deals has the studies entrusting their orders to this ten?

this team.

Howaiians and Filipinos are hustled by Allessandro Gambo.

Mexicans report for work to John hustied

## 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 Dallies in Los Angeles will be found in that customary

Columbia Gets Serious Columbia Gets Serious Getting ready for resumption of production March 12, Columbia has hired three former major lot directors—Allan Dwan for a bank story, Irving Cummings for a Fallon yarn and Mal St. Clair to direct a Hollywood story. Program calls for 26 features, same as last year, and 110 short subjects.

Restricted Privilege Restricted Privilege
Judge Walter Desmond ruled that
Mickey McGuire, formerly Joe Yule,
Jr, may use his legally adopted
name in private only. Desmond issued a permanent injunction against
professional infringement on the
Fontaine Fox cartoon character in a
suit brought by Fox, Radio and
Larry Darmour. Larry Darmour

Ceasar Valedictory
Last pleture for Arthur Caesar
under present Warner contract is
New York Town,' on which he is
working with Ward Morehouse and
Lillian Hayward, with Douglas Fairbanks, Jr., in mind. Joe Jackson
atter five years, but may continue on
different terms. Monte Banks and
Maude Fulton have already left the
lot.

Lucky Day' Back at \$2 Road four for Lucky Day' started Staturday at the Fox California, San Diego, subbing for the regular pic-ture. After a week goes to Santa Barbura for two nights, then to the Columbia, San Francisco, at \$2 top. Columbia, San Francisco, at \$2 top. Charles Harris continuing as com-pany manager and Bill Thomas, Pantages theatre, p. a., in advance.

Rounding the Vowels
Albert Lovejoy, from the Cambridge dramatic school of Havard, teaching young Radio contractees polse, voice culture and the broad

New associate story ed. at Radio is James Scymour, former Pathe chief, who has been on the Radio writing staff.

Cochrane Says Nix
After considering an advertising
post with Paramount, W. K. Cochrane, U advertising planter, turned
the proposition down because of
possible compileations with his U
ioh.

Ben Markson Moves
Jump from publicity to seenario
dept. at Radio for Ben Markson who
wrote 'Is My Face Red' with Allan
Rivkin and sold it to Radio. Working on adaptation with Gene Fowler.

Nobby Nose Needed
Paramount testing Judith Wood's
nose, flattened in an auto accident,
to see if she'll get an assignment
or more time the see to be seen to be all.

Donald Ogden Stewart westbound to write Metro dialog.

Ed Royce directing dialog on Har-ld Lloyd's studio comedy with Llyde Bruckman, Lloyd's regular negger, handling action.

Tuttle London-Bound
Finishing This Is the Night, his
last for Paramount, Frank Tuttle is
prepping for Europe and his selffinanced English film production of
Galsworthy's 'The Apple Tree.'

Persecuted Innocence
When E. D. McIntire was passing
table in the Fox restaurant, he
overheard a writer say that McIntire wasn't any too hot and had a
term of the fox restaurant of the
after the writer had been fired before it became known that the
writer was talking about O. O., not
E. D.

Horace Jackson Sticks
Now working out the last option
on his contract, Horace Jackson,
Radio writer, gets a new termer in
two months when this one is com-

Jack Jungmeyer Goes Col Jack Jungmeyer is on the Colum-bia writing staff. Wrote the bloog graphical Riding with the Daltons' since his previous studio berth with Fox.

Cornbleth in Again
Joe Cornbleth returned to local
office of Lyons & Lyons as head
of the vaude and pieture house dept.
on a profit-sharing deal. Sidney
Cohen replaced as manager by Rex
Balley, former Radio custor.

Harry Cohn Outvoted
Harry Cohn's protest against use
of major studio talent in Loue
temyris Hollywood on Parade nove
elties, 30% to MP Relief Funds
benefit, was overruled by the producers association. Cohn elaimed
discriminatory competition with his
Sereen Snapshots.

Premature Old Age
At the age of five Bobby Hawking
has outgrown his job in Our Gang,
Kid played 'Wheezer,' but is now too
big for a baby.

Not Cricket

Young rlot at the Music Box when holders of passes were unable to get admission to the theatre on the last night of 'Seventh Heaven'. Stock and the stock of the

Chandler Sprague Starts
New personnel of Paramount's
editorial board will be headed by
Chandler Sprague, former Fox see
Chandler Sprague, former Fox see
Percy Heath, former Staff. De Montagne leaves the studio next week,
Alan Rinehart left last week, Also
out is Hector Turnbul, associate
producer, recently returned from
Astoria.

S. J. Perelman, who finished Horsefeathers' at Paramount, is at Radio to work on Hold Em Jall' Also has an assignment for an Edna May Oliver original.

Alhambra theatre, Hill street grinder, will run foreign features starting March 12. First will be 'Flve Year Plan.'

Pickford Story
Deal with Metro to bring Frances
Marlon over to UA for a month's
work on the story she wrote for
Mary Pickford.

U's New Writers
Two new Universal writers, Ben
Orkowto do a 'Dream Court' original and Lieut, L. E. Davis for an
aviation story. Nina Wileoz Putnam is dickering for another assignment on the lot. She went off the
envelope list when 'Gagllostro' was
finished.

Mitzi Green, after postponing her RKO tour three times, opens March 12 in Cincinnati, canceling St. Louis.

Literary Branch
Frank Lloyd will direct 'Auf Wele
dersehen,' original by Gordon Morris, eldest brother of Chester Morris,
for Fox, early this summer. Deal
negotiated by Adrian Morris, another brother.

Sidney Foxe 'in Style'
Sidney Foxe's next for Universal
to be 'Out in Style,' by Earle Snell,
Jim Mulhauser and Edward Luddy,
with latter directing.

Innocence Scarce
After a fruitless hunt for simple girls of 16 for his Top Vriend' series, Hal Roach gave up when tests of 30 out of 259 prospects were made and none selected. Rohred Mary Kornman and Betty Bowen whom he had dropped, Search for fresh fees continues with Janct for a contract.

Leon Britton's Import
Four reels of edited material
brought back from Shanghal by Joe
Rock and Leon Britton, may be
purchased by Universal as a four
reel news film of Chinese war activities, Graham McNamee to dub
in lecture.

In lecture.

Fox Gets Going Schedule, for next season's program are: Preclous, James Forbes play adapted by Marry Connors and Angle of the Schedule, for the

of the vaude and pieture house dept.
on a profit-sharing deal. Sidney
Coiten replaced as manager by Rex
Balley, former Radio caster.

Minced Words with Marx
Wison Foliett, Puiltzer prize
writer working incognito in Metros
reading department, was out after
words with Sann Marx.

# Indies Want 20% More Accounts. Say '32 Will Be Their Boom Year

Major Indie company heads claim that 20% more indie exhib bookings, or a grand total of 5,000 accounts throughout the U. S., is all they need to live profitably and independently of the national circuits. With just a 10% increase in their feature output they figure they will reach the total of major company production for the new year. Indie exhibitors, likewise, it is declared in freelance circles; can be made independent of major producers. It is a hand-in-hand proposition of independent producers and independent theatre owner. Indie teaders contend it would effect an economy which, at the same time, will advance the contend in the same time, will advance the contend in the contend in

Both the Medical Picture Theatre Bouth of America and Allied States the two national indications the two national indications the two national indications are turning a keener ear in this direction than at any other time, it is claimed by Indie producer representatives.

Realization of their boxoffice strength is bringing the Indies in both branches closer together than ever before, it is maintained.

Indie 'rod. Uprend

That indie producer business is on the definite uptrend is proven in claims that the indie picture is now averaging \$20,000 per feature more in gross rental than in 1931.

Compared to rentals charged by

in gross rental than in 1931.
Compared to rentals charged by
the major companies, the indie, with
no high fixed operating charges, is
able to underbid in the key conters
and cities the big producer by an
average of 40% on each feature.
In the small situations, the national producer, with nightness de-

average of 40% on each feature.

In the small situations, the national producer, with picture and producer, with picture and producer, with picture and producers with picture and producers and producers and producers and producers are the producers in such spots. In these places indies reverse positions with nationals. According to their own books, a small town exhibitor in many instances will pay as much as 20% more form and and producer's high grade and sophisticated drama.

Even if playing directly with independent exhibitors, indie producers claim a lice margin of profit- For \$25,000 they can produce, and sell accordingly, a picture that very often is considered cheap by a national producer at several times that 2500 Out of \$2000 Accts.

of the 9,000 good accounts which national distributors concede is the

national distributors concede is the current average, certain of the larger indic heads claim they have about 3,500, not including a lot of lesser indie exhib bookings.

Of these accounts, 30, the same spokesmen figure, are good for showing indie pictures of a size of the same spokesmen figure, are good for showing indie pictures of a size of the same spokesmen figure, are good for showing indicated about the country in such a way that they virtually represent as many key spots—almost the same number as those enjoyed by the national producers.

ducers.

A year ago such a thing as a week's run for any independently made picture was virtually unknown. This is claimed as proof of the progress in national independence being realized by the indie maker.

er. their present bookings indie ucers claim but 700 are repreproducers cialm but 700 are represented in big circuit accounts. They admit that twice that number of independent exhibitor bookings would be necessary to replace the national showings. This means that the producers had not been account they could be not be not been as the state of the national showings. The means that they could be not be not been accounted they could be not be not been accounted to the Hays organization.

#### Barrymore Better

Hollywood, March ? Froduction work on Radio's 'State's Attorney,' held up by the lameness of John Barrymore foliowing at auto accident, is expected to be resumed next week.

#### Franklin Leaving

Franklin Leaving
Hårold B. Franklin, was still in New
York yesterday (Monday) with the
probability that he wouldn't get
away for the coast until midweek,
irobably Wednesday or Thursday.
Franklin, as an BKO advisor, has
een conferring with both Hiran S
and David Sarnoff, the latter
laving and David Sarnoff, the latter
laving unexpected by the coast of the county laving
the coast of the coast o

#### Downpour's Outpour

Hollywood, March 7. In some instances that bad weather spell meant better pleture

One indle producer started One indle producer started on an outdoor picture with a 10-day schedule when the rain sent him inside. The company cleaned up all the interiors and it was still raining. So the producer kept right on and made a special out of it.

#### Reisman and Rothacker Very Probable for Radio

Phil Reisman is practically set to Join RKO as its general film buyer with added executive duties, and Watterson R Rothacker to go Into the RKO-Radio studio in charge of business administration under David O. Selznicka

#### **New Czech Studio**

Prague, Feb. 27,
The A. B. Film Co. is erecting one of the largest studios in Europe in the suburb Barrandow for the production of domestic films: To the production of domestic films: To the production of domestic films: To the student of the Co. To the film and have a capacity of 80 sound features annually. The minimum capacity of the film laboratories will 1,500,000 feet of films monthly.

Of American-made films English dialog films with Czech substitutes are the most popular. Dubbed films are not in demand.

Cost of a sound feature produced by the A. B. company in 1931 averaged 1,009,000 crowns, (marly \$30,000), and the total cost of sound

eraged 1,000,000 crowns, (nearly \$30,000), and the total cost of sound features produced during 1931 in Czechosłovakia is estimated at 20,000,000 crowns (about \$592,600).

#### \$7.50 for Nabe Publicity Has Appeal for Indies

Has Appeal for Indies
Hollywood, March 7.
Despite opposition from major
lots against giving work to contest
winners, indies like the idac because of the attendant publicity.
In return for yards of publicity
in a neighborhood paper, Allied
Pictures will give one day's work
at an extra's pay to girl winner
of an 'Opportunity' contest at the
Strand theatre in East Los Angeles.
Dick Pritchard promoting.
Studios have opposed giving contest winners jobs, thus taking away
checks from regular studio workers.

#### MGM's Instructions

Detroit, March 7. M-G-M has instructed all its em nt-u-al has instructed all its employees to stay away from the Allied States Convention, to be held here this week.

Invitations were sent to all exchanges by the convention.

#### JACK CONNOLLY SAILS

JACK CORNOLLY SALLS
Jack Connolly was a last minute
addition to a sizeable show contingent sailing on the "He de France,
March 4. Pathe News head will be
gone three weeks or so.
Connolly will add more sound
trucks and arrange for increased
coverage for Pathe during his trip

#### UA CHANGES UFA TITLE

United Artists will change the title of 'Congress Dances,' Ufa film which it purchased for the U.S., to 'Once for Love.'
Picture is tentatively penciled into cither the Riallo or Rivoli. New York, for late April.

Austin's Fish Footage hittywood, March 7. Harold Austin who made most of 'Africa Speaks,' and the fishing footage for 'Monflers of the Deep,' leaves here in a few days for more

leaves nere in a rew days for more thrill fish stuff. He goes with a crew to northern Pacific waters for whole, shark and other hig fish footage.

#### M. P. Club's Meeting

Regular annual meeting of the M. P. Club, held last night (Monday), reported on the recent M. P. ball, which advance reports said netted around \$8,00.

netted around \$8,00. Other matters up were annual report by Lee A. Ochs, president; treasure's report, election of directors for the coming year, and disposition of refund by the treasury department.

# HAYS POLL ON FILM TASTES

to determine picture tastes of America, as well as to build up patronage, the Hays organization spending the next three month polling the nation. Ballots are now being printed. These contain aix classifications of story themes and 35 sub-divisions which require a voter only to 'X' his particular fa-

votes.

This is the first time the industry worstes.

This is the first time the industry has attempted going to the public on a national scale. Up until now the main outside influence has been from organized groups throughout the country, chiefly mothers and parent-teachers' associations.

#### 40% Drop-Off

Marked deeline in regular attendance nationally, it being figured that during the past two years the fan fall-off has been as high as 40%, is largely responsible for the industry reaching along campaignilines for outside advice and aid.

lines for outside advice and sid.

In order to keep, interest during
the balloting allive the Hays organization will interview 2,000 of
the country's most prominent citizens. These will represent all
spheres, industries and sports.

here had consistent class pattonage which, it is figured today, would
deavily swell present national at-

eavily swell present national at-

#### No Successor to Hatch

Educational is not naming a successor to Stanley Hatch, general sales manager, who left recently. Hatch's assistants, Harvey Day and J. R. Wilson, will carry on in the distribution of shorts.

distribution of shorts.
Meanwhile, Jack H. Skirboll, long
associated with Hammons through
exchange interests in Ohio and one
of Educational's large stockholders,
will contact exchanges for Hammons. This will not mean Skirboll
takes over the exchange work of
Day, who will continue covering
branches on Bales.

#### Frank Newman Out

Frank Newman, who resigned as supervisor of Warner's trio of the-atres, Hollywood, Downtown and atres, Hollywood, Downtown and Western, may go with the Skouras brothers in unnamed capacity. Max Shagrin takes over Newman's di-ties on top of his own. Frank Newman, Jr.; was let out after his father resigned.

## MPTOA Conv. Looks Big

M.P.T.O.A. convention in Washington, D. C., March 14-15-16, will be the largest in the organization's

be the largest in the organization's history.

Already 1,000 people have reserved seats at the banquet, which is twice the attendance of last year.

#### CAN'T EXTRADITE MINDLIN

Gov. Roosevelt of New York has refused to honor extradition papers for the removal of Mike Mindlin to Chicago jurisdiction to face charges of misappropriating funds from the Chicago Valentino Memorial Club

According to information, Mind-lin was being held in \$2,000 bond in New York on complaint of Adeline Linnell, secretary of the club who alleges Mindlin collected \$2,600 theatre in Chicago and unabout 4t.

Prederick, E. Goldsna'th repre-

# Loew and Par., Last Week's Best Performers, Drop Back: RKO Gets A Whirl as New Group Favorite

Sales.	High.	Low.L.	ist che	è.
. 300 Cons. F	41/4	4%	414 4	14
400 Cons. F. pf	. 11%	111/6 1	116 -	4
1.500 Eastman K	. 84%	8216 8	1246 -1	
500 Fox	350	. 3% -	314	
1,200 Gen. Th	. 14.	44	16. ±	14
2,400 Loew	933	3016 5	1912 -1	12 5
50 Orph: pf	113	1117	117	
16,200 Par Pub.	. 117	107	174	20.
900 Pathe	1 1078	1038	0.8	28
Of the Paris		*	.74	
24,200 RCA	. 10%	U-78	U44	76
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1,200 W. B	. 814	814	314.	(4)
C.	URR		4 6	1
500 De Forest.	. 1	%	1	
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200 Trans L	214	2 .	214 +	14
BO	NDS*			~
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2,000 HILO 6 8	. 101	100% 10	4.2	<b>/</b> =
. Sales and prices				
- saies and brices	s at 2:0	o p. m		. 4

#### BOTSFORD TO HEAD PAR STUDIO'S STORY BOARD

Hollywood, March 7. A. M. Botsford is returning to the Paramount studio in a few weeks to take charge of the editorial hoard.

Reported that Russell Holman who's now here, assisting in the reorganization of the department. will take Botsford's story job east

will take Botsford's story job east. The Paramount editorial board will keep in close personal contact with the coast studios, under reported intentions of Emanuel Cohen, who will also make frequent 'trips back and forth. It is also expected that Sam Katz, with widened general duties in the Paramount Publik organization, will also visit the lik organization, will also visit the Lik organization, will also visit the castern editorial board should spend about six weeks at the Hollywood studio on trips they are to make.

#### Youthful Producer Gets His Pet Into State, L. A.

Hollywood, March 7.

After months of labor and pro-After months of labor and promotion in which he promoted and expended \$19,000. Ted Eshbaugh has a one-recol color cartoon titled Gooty Goat, which is at Loew's State this week but has no distribution set.

Eshbaugh, a youth with an idea and no capital, has lined up a staff, of young cartoonists ready to turn out more roles if their maestro-cilicis or rollegts.

#### Singers with 'Susie'

As a build-up for the first showing at Keith's Memorial, Boston, March 3, of Sunshine Susiet (film), RKO booked the Meistersingers, male chorus of 13, on the same bill. Circuit may use the act in other spots with the picture. Meistersingers are a Boston choral group, with the volume of 10 miles of 10 mile

'Sunshine Susie' Is a Gainsboro film, taken for distribution in the U. S. by Radio. In Germany the film was known as 'The Private Secretary' in its original version.

#### GRAND HOTEL, ASTOR, \$2

N. g.'ing 'Tarzan, the Ape Man' (Metro) for the Astor, New York, at \$2, under consideration for some time, Loew-Metro will hold 'Hell Div s' at the house until 'Grand Hotel,' in the editing stage, is ready. That will be in three weeks 'Grand

Meanwhile M-G is giving 'Taran' a pre-release world premiere at the Stanley, Baltimore, Friday (11), preparing a special campaign for the showing.

#### Par's Coming Pair

Paramount is planning a talker-ization of The Ten Commandments. Another pretentious film will be a filmization of Sudermann's Song of Songs.' Mirlam Hopkins will be spotted in the latter.

traction above their previous 1932 best. It is the day progressed it became evident that study of became evident that study of the worker and the study of the worker of the progression of the profits. Dealings were on a moderate scale, with the buil sponsors apparently able and willing to give sufficient support to prevent an actual major retreat.

The amusement shares followed the trend of the general market, Loew moved in small volume, butwas definitely weak toward the close, ending the day 1½ down at 32%. There is some feeling that the clique found too much stock for sale around 34, and were will-

the cique found too much stock for sale around 34, and were willing to permit a setback to check fluidation. The top at 34, peak for the new year, now becomes a resistance point and a break through would be a favorable sign for the whole from:

through would be a favorable sign for the whole group.
Paramount likewise backed away from its recent thrust toward a double top at 11½, closing at 10½ for a net loss of %, probably due to profit taking on last week's good news concerning the sale of the control of the sale of the sal

about \$1,000,000 over for new Work-ing capital.

With the slowing down of these two sprightly performers, RKO was brought forward, scoring a net ad-vance of a whole point on the day with transactions at the rela-tively large volume of about \$0,00.

Nothing in the news to account for Nothing in the news to account for the movement, although the trade has heard gossip of new deals. The RKO debentures were up 2½ on negligible dealings and even Or-pheum preferred forged shedd on a few sales, gaining more than a noint

point.

Bonds were strong throughout the list, apparently reflecting the new credit conditions under the Glass-Seagall measure, but the performance of the equity stocks was dublous as the new week started.

Most encouracing factor of the week just passed was the sustained fliprovement in the bond list, an improvement in which the leaders of the control of the control of the week just passed was the sustained fliprovement in which the leaders of the control of the control of the week just passed was the sustained fliprovement in which the leaders of the control of the control of the week just passed was the sustained fliprovement in which the leaders of the control of control of the control of control of the control of control of control of the control of control

# **Cantor Hops Into Chinese and** Boosts to \$24,000; Criterion Going Dark; 'Lysistrata' \$17,000

Eddie Cantor stepped Into Chinese for the final week of 'Mata Hari' and the gross is jumping back

nosity.

Paramount (Franklin) (3,595; 355)— Wayward' (Par) and stage
show. Arbuckle on stage, but under
10,000. Last week Frecric March's
Strangers in Love' annexed \$16,100,
rood.

Strangers in Love annexed \$16,100, good.

RKO (2,850; 30-65)—'A Woman Commands' (RKO) and I. Yo vaude vives to be a superscript of the Circus (24-6).

State (Low-Fox) (2,924; 35-31)—Rolly of the Circus (24-6) and Superscript of th

## Tacoma Orph \$6,500

Tacoma, March 7.

Vaude helping first half at Orpheum with 'Squadron' for last half
makes this look an oke week for
RKO house. Amateur night every
Wednesday clicking, with 16 acts
on for opening week.

rpheum (RKO) (1,500; 25-35-50 25-35)—Big Shot' (Pathe) and de, Singer's Midgets' a help, t half, Lost Squadron' (Radio) \$5,500 fine total. Last week, wen on Earth' (U) and 'Fire-'(FN), \$4,600.

#### BIRMINGHAM FAIR

'Squadron' Pacing Near \$6,000 'Bama \$8,000 with Arliss

Bigmingham Fair

Badie Cantor stepped into the Chinese for the final week of Mate There are the Chinese for the final week of Mate There are the gross is jumping-back to \$24,000. Cantor is in on a flat granantee of \$5,000 and shares \$0.50 on everything over \$20,000. He wont in on two days' advance publicity must raise. The work of the course of the c

San Francisco, March 7,

Street offers a different than
usual story at the boxoffices this
week. At the Warfield, Marlon
Davies alded by a wholesale coverling of publicity from two Hearst
sheets, is doing business. House
sheets, is doing business. House
sheets, is doing business. House
of the sheet is the sheet
for the sheet is the sheet
for the sh

in Business and Pieasure is surprisingly weak at the Fox.

Estimates for This Week
Fox (5,000; 33-65) Business and
Pleasure (Fox) and stage show.
Fulling poorly and £4,500 is alin
Monte Carlo' (FN) very bad at £21.

Golden Gate (RKO) (2,344; 35-60)
Makers of Men' (Col.) and vaude
\$12,000 poor. Last week Anna May
Wong in person and \*Secret Witness' (Col.) \$14,000.

Orphum (RKO) (2,270; 35-60)
Orphum (RKO) (2,270; 35-60)

Orphum (RKO) (2,700; 35-60)

Paramount (Fox) (2,700; 35-50)

Paramount (Fox) (2,700; 35-50)

Paramount (Fox) (2,700; 35-50)

Paramount (Fox) (2,700; 35-60)

United Artists (1,200; 25-40-60)

'Arrowsmith' (8th week) (UA).

Forced, though under \$6,000 isn't

Warfield (Fox) (2,672; 30-60)

Warfield (Fox) (2,672; 30-60)
Warfield (Fox) (2,672; 30-60)
Polly of Circus' (M-G) and stage
show. Hearst plugging helping
plenty and \$22,000 likely. Last week
'Hatchet Man' (WP) drew good

Hatchet Mail (W.S.) 45-50-60) 'Man Who Played God' (2nd week) (WB). Big at \$12,500 after an exceptional first week of \$16,000.

beum, Beatimates for This Week

Steinmates for This Week

Steum (RKO) (1,509; 25-35-50

Singer's Midgets' a help land (1209; 25-35-50)—

Singer's Midgets' a help land (1209; 25-35-50)—

Man I Killed' (Par). Blank at b. ol. plant (1209; 25-35-50)—

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#### WASHINGTON LOW

'Big Timers' Weak at \$15,000; 'Polly,' \$20,000, Oke

Blizzard last night (Sunday) will out current business down. No ex-ttement anywhere along the line. Estimates for This Week Columbia (Lo. ") (1,323; 35-50)— Arrowsmith' (UA). About \$10,000, Last week 'Hell Divers,' 2d week,

Last week 'Hell Divers,' 2d Week, \$7,000 WB) (2,000; 25-55)—'NO One Man' (Par). Will get about \$15,000. Last week 'Shanghal 25x-press' (Par) \$17,500. —31g Timer' Fox (2,452.5-55.00).—31g Timer' experience of the property o

5.500.
Palace—Folly of Circus (M-G.).
About \$20,000. Last week Emma (AM-G.) about the same.
Let Squadron (Radio). Hold over with new vaude; will do about \$9,000. Last week a good \$17,000.
Risito—Impatient Madden (U. Will mean about \$4,000. Last week Rus Madden (U. Will mean about \$4,000. Last week Rus Madden (U. Will mean about \$4,000. Last week Rus Madden (U. Will mean about \$4,000. Last week Rus Madden (U. Will mean about \$4,000.

#### Baltimore Is Up and Down: After Tomorrow' \$8,500,

Baltimore, March 7.

With the Auditorium dark and the Rivoil about to go on the block, about 3,000 first run seats are uncertain. Rumors that more down town houses are to go coribo may be a sea of the continues up and down. Wayward, at the Century with a stage revue but no outstanding name, looks like a good average week currently, while the Stanley, with Broken Lullaby, should finish out front.

ut front.

Last week the Rivoll, with a doule bill of sex stuff, 'Damaged

ouls' and 'Fools of Passion,' got
eal business.

Sould and Tools of Passion, south and the control business for This Week Century (Loew-UA) (330): 25-60). "Wayward" (Par) and stage show. First time in several weeks no big name on stage bill; week seems pretty good, \$11,960. "Beast Carlow (M. G.) last week, plus Jean Harlow (M. G.) last week, plus Jean (M. G.) last week, plus Jean (M. G.) last week "Shanghal Express (Par) got good but not remarkable \$13,500. "Broken Luliaby (Co.) 25-60), "Broken Luliaby (M. G.) (M. G.) last week, "Shanghal Express (Par) got good but not remarkable \$13,500. "Last week" (Shanghal Express (Par) got good but not remarkable \$13,500. "Arrowsmith" (UA) 1,200: 25-55), "Woman of Monte Carlow (Ph), plrst runs seldom smashes at this elevator house; a pretty good \$3,000. "Arrowsmith" (UA) last week, 250. "Arrowsmith" (UA) last week, 250. "Arrowsmith" (UA) last week, day-and-dated with Valencia but randward. Charley Chase on stage the main lure; should go to good \$15, 150. "This last week sagged badly, \$10,000. "Hipp (Rappaport) (2,500; 25-50), "Men of Chanec," Return engagement of George Jessell, who opened this house last September, with The Runaround" with Lee Morse on stage and Koran, with extra added midnight spook show, swell at big \$15,000. Last week 'Millionalre' (Fox), "Aron."

#### Louisville Is Normal With 'Strangers' \$8,600

With 'Strangers' \$8,600 Louisville, March 7.

Theatres continue to fight business, but the best is just what used to be average.

Jack Kane, at Gayety, shifts his business, but the best is just what used to be average.

Jack Kane, at Gayety, shifts his business of the continue to fight the state of the continue to first the cont

# Loop Mixed; 'Arsene' Good \$40,000; Camel Act Boosts Palace \$27,000 Little Hope for 'Greeks,' \$16,000

#### MONTREAL QUIET

'Plumber' Best Near \$13,000—Capi-tol's Two \$10,000

Montreal, March 7.
Buster Keaton and Passionate
Plumber, at Loew's, will put that
house ahead of the crowd this week.
Palace with Broken Lullaby figures to run second. But Lent is
still holding down grosses.
Nabes just about making the
grade.

Estimates for This Week

Estimates for This Week
His Majesty's (CT) (1,900; 5012,50) (legit), "Queen's Hushand.'
Colbourne and Jones London company may collect around \$10,000.
Lest week dark.
Palace (FP) (2,700; 75), Broken
Lullaby (Par), Has some popular
names and may get \$11,000. Last
week 'Man' Who Flayed God' (WB)
about \$11,000 Who Flayed
(Par), Just about \$10,000. Last
week 'Bushless and Pleasure' (Fox)
and 'Slient Witness' (Fox) about
same figure.

week 'Business and Pleasure' (Fox) about same figure.

Loews (FP) (3.30; 35-60). Passure' (M-0) and vaide.

Loews (FP) (3.30; 35-60). Passure' (M-0) and vaide.

Loews (FP) (3.30; 35-60). Passure' (M-0) and vaide.

Loews (FP) (3.30; Tox (M-0) and 'The possibly 31.300. Talse Madonno' (Par), 313.000 last week.

Princess (CT) (1.80; 35-60), 'Passure' (CO) should hold to develope (Radio) and 'Ladies of Jury' (Radio) had fair week at 38.000.

Imperial (FP) (1.900; 25-40), 'Gay Caballero' (Fox) and 'Stepping Sisters' (Fox). May gross 32.800. Liasters' (FOX). May gross 32.800. Liasters' (FOX) and 'Big Shot' (Fathe) about \$2.500.

Cinema de Paris (Ind) (60); 25-50), 'Servants' (French). About as usual, 31.50. Last week 'Ma Cousine Gaby' (French), 31.750.

#### Minn. Slumps as Weather Explodes; 'Smith' Best, \$12,000

Minneapolls, March 7.

Unfavorable weather and lack of outstanding pictures mitigate against heavy grosses this wesk after a stretch of prosperity. With the control of the

Estimates for This Week

this time.

Estimates for This Week

Minnesota (Publix) (4,200; 75)—

Business and Pleasure (Fox) and
unit. Picture regarded below the
usual Will Rogers standard; bad
weather also hurting; maybe a fair

\$\$\frac{1}{2}\$\text{2}\$\text{0}\tex

Chicago, March 7.

Despite the flock of new produce riding into towork of the produce riding into towork of the produce riding into towork of the produce in the produce of the produce of

setback spotted on a number of ars guments, including Lent, income tax, we have a construction of the cons

the flaps. Set to holdover next week at the run Roosevelt.

'Greek's' didn't get a start. Seems to be the case in this town that flickers without obvious man-and-woman leads don't get a cliance. At the common teads on't get a cliance, at the start of the Camel hour in-person week indicates a bettering of the average gross by at least \$5,000. Act a trio of press gurs, and the recults are noticeable despite a snowstorm, Estimates for This Week.

are noticeable despite a snowstorm,
Estimates for This Week
Chicago (Publix-B. & K.) (4,0005
0-75-85), "Arsene Lupin" (M-G)
and stage show. Barrymore brothers
the same of the stage of the same of the stage of the

#### U'S 'SHANGHAI INTERLUDE'

Hollywood, March 7.
Universal has taken Shanghal
Interlude, original by Wellesley
Wong, Chinese.

With few exceptions business is alack in Paris, but better for pletures than legit, which is at ebb. Grosses show the considerable local drawing power. o Martien Dietrich, whose 'Angel,' after several months' run at the Ursuines, is now packing the distribution of the control of the control

Paramount ( ar) (1,900)—'Tu Sers Duchesse' (Par). Second week, with Mary Glory and Fernand Gravey still holding for a far \$22,000, against \$27,000 the first week.

900, against \$27,000 the first week.

Gaumont Paleac (G.P.F.A.) (6,000)

—'Chien Qui Rapporte' (Braunberger). Despite sugrestiveness,
poor \$15,000, following a very weak
\$13,000 the week preceding, when
Pabst's 'Tragedy of the Mine' had
been held over a third week.

Olympia (Halk) (1,500)—'Five Accursed Gentlemen' (Halk), \$11,500.

A poor second week, after \$19,000
the first week.

the first week.

Moulin Rouge (Natan) (2,200)—
Paris Mediterranean' (Naton). The
Annabella-Murat combination getting a very nice \$13,000, against a
poor \$7,500 for the third and closing week of 'Galeries Levy' (Natan)
preceding.

marivaux (Natan) (1,200)—'A Nous La Liberte' (Tobis). A poor \$2,500 for the second week of Rene Clair's film, following \$3,700 of the first week of its Introduction on the boulevard after it had already played the Colisee, on the Champs Elysees.

the Courses, on the Champs Elysees.
Miracles (Ballby) (700), \$4,500 for the fourth week of Marlene Dietrich's dubbed 'Dishonored,' after \$5,500 for the third week. Very satteration.

Madeleine (Metro) (700)—'Jenny Lind' (Metro). \$4,000 for second week, dropping \$500 from a poor first week.

first week.
Imperial (Natan) (500)—'Galerles
Levy' (Natan). After leaving the
Moulin Rouge, getting less than \$2,000, following a panicky \$1,200 for
the the week of Marchant du Sable'
(Hugon-Natan).

(Hugon-Natan).

Aubert Palace (G.F.F.A). (800).

A practically unprecedented \$7,500, with Mariene Dietrich's Blue Ancel already shown for nearly a year in the Ursulines. Week before closed Laurel and Hardy's 'rardon Us, etill getting a fair \$3,000 on its 5th week.

week. Colises (Halk) (550)—'Coeur de Ellas' (Fifra). Increasing to \$3,000 en the second week, after a doubtful \$4,500 for the first week.

Palace (Dufranne & Varna)—'Her Man' (Pathe). Sixth week topping the fifth, with \$4,000 against \$3,200 en the fifth. Holding very well.

Ermitage (Natan) (1,200)—'Dracula' (Universal). After the fashion for razzlng film has vanished, the second week holdover drops to below \$2,000, after \$3,500 on the first week.

#### CINCY PALACE \$16.500 WITH 'LOST SQUADRON'

Cincinnati, March 7.

months. Alace and Lyric are only houses It a chance of bettering last

#### FILM HOUSES SPURT

Product Ups Prov. Sites—'Arrow-smith' Near \$18,000—Albee, \$11,000

Providence, March 7.
Excellent film fare will give straight, picture houses their first real break in webks. Arrowsmith, at the State will lead picture house sroup with Shanghal Express at the Paramount trailing a good second.

group with. Shanghal Express at the Paramount trailing a good second.

Estimates For This Week.

RKO Albee (2.300; 15-50-50)—
Final Edition' (Cot) and vaude.
House seems headed for good week;
to possibly \$11,000. Last week
Toes Squadron (Radio), soared to
fine \$14,700. 15-50). Craft'
(Whirlwind) and vaude. Nick
Stuart and Suc Carol, on stage for
at least \$1,500, great. Last week
'One Man Law' (Cot) and Buck
Jones on State (3,700, 20-30-45)—
Ling first read business it has had in
six weeks feature; lias chance for
\$18,000. Last week 'Polly of Circus' (M-G), low at \$13,600.

Majestiv Bay (2,200, 15-50)

Majestiv Bay (2,200, 15-50)

Majestiv Bay (2,200, 15-50)

Paramount State (3,200, 15-50)

Paramount (2,200, 15-50)

Paramount (2,200, 15-50)

Paramount (2,200, 15-50)

Paramount (2,200, 15-50)

Paramount (1,200, 10-55)

\$8,000.

RKO Victory (1,800; 10.35)—

'Lost Squadron' (Radlo). Moved over from RKO Albee for second week and \$2,500. Last week 'Explorers of World,' tilted \$5,000 for nine days.

#### K. C. TRADE ONLY SO-SO: 'SQUADRON' UP, \$19,000

#### Not Spending in B'klyn; 'Hatchet' Best, \$17,000

week the three of bettering last week creditive for This Week Change (Tox), and vaude. Change (Tox), and vaude. Change (Tox), and vaude. Stage above means noth to box office this week; a sorry \$18,000 In deciding the second of the second of

#### MINUS SOCKS

New Haven Paramount \$16,000 with Ted Lewis—'Fireman' \$10,000

Ted Lewis—Fireman \$10,000

New Haven, March 7.

Pre-haly week letdown seems to have started week letdown seems to have started the seems of the seem

#### Detroit Pepless, but 'Fireman' Looks Bright On \$20,000-Fisher

Detroit, March 7.

Town is really up against it for business. The leader, 'Arsenc Lupin,' is plenty weak at \$33,000 for the control of the co

Estimates for This Wesk

Estimates for This Wesk

Michigan—Arsene Lupin' (M.-C)

(4,045; 13-8-50-86) and stage show.
Expected to play to plenty of cash
customers, but will be lucky to get

\$33,000. Last week 'Shanghal Expolinting at \$31,500.

Fox—After Tomorrow' (Fox) and
stage show (5,100; 15-25-60). Gettlng weak play; about \$21,000. Last
week 'Sushess and Ploasure' (Fox)

Fisher—Fireman' (FN) and stage
show (2,696; 15-36-96). Cliff Edwards in person helping for this
bright gross; will run into \$30,000.

Meals at \$14,500.

Downtown—The Morgere' (10) (2,-750; 13-25-60). Getting a fair play
and will about break even on \$12,mode age we follar and \$14,500.

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and will about break even on \$12,mode age we follar and \$14,500.

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and will about break even on \$12,mode age we follar and \$14,500.

Parcmount—The Morger (70) (2,-750;
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#### Whiteman Boston's Best; 'Susie,' Poor at \$12,500

Boston, March 7.
Paul Whiteman and band at the Boston looks as the towns best bet with "Three Wise Girls' (Col) on screen at \$20,000 pace. Several pictures are held over. Last week the new Paramount set a record of \$30,500 for the house.

The house of the Wesk MeE times to record or 3su500 for the house for the Wesk MeE times for the Wesk MeE times

a Past' (Radio) second week \$11,700, bad.

Keith's Boston (4,000; 35-50-)—
Three Wise Glip's (Cot) and Paur Three Wise Glip's (Cot) and Paur Week Week Man Behad Mask' (Cot).

Uptown (2,200; 35-50-60)—Shanghal Express' (Par). Around \$8,500, day-and-dating with the Paramount. Last week Hatchet Man' (FN) second week poor \$3,500.

Scollay (vaudiim)—Hatchet Man' Olympia (2,200; 35-50-60)—Last

# 'Alias the Doctor,' \$38,000. Looks Best on Broadway in Quiet Week: Roxy's \$40,000 Bad. Weather Hurts

#### **DENVER'S GOOD SPOTS**

\$19,000 for Publix Ace With Do Mackaill in Person—Orph \$18,000

\$19,000 for Public Ace With Dot Mackaill in Person—Orph \$18,000

The Denver With Strangers In Love and Dorothy Mackaill in person—Orpheum will be a strong second. Orpheum will be a strong second. Estimates for This Week. Aladdin (Huffman) (1,500; 36-50-75)—Millionalize (Fox). Will do good \$5,000. Laat week 'Impatient Moren (Low Same. Orpheum) (Part of Para and 11,500. The Strongers in Love' (Par) and 11,500. Orpheum) (RKC) (2,600; 28-60-75)—Orpheum) (RKC) (2,600; 26-60-75)—Orpheum) (RKC) (2,600; 26-60-75)—Orpheum) (Para week 'Hadies of Jury' (Radio) \$11,500.

Paramount (Publix) (2,000; 25-55)—Arrowantif' (UA). Oke-near \$11,000. Last week 'No One Rialto (Huffman) (90); 20-25-45-60—Her Mickety Love' (FN). Poor at \$1,500. Last week 'Manhattan Farade' (WB) low for house in the late Love' (Col) finished week with \$2,000 for four days.

Tabor (Huffman) (2,000; 25-35-60)—Her Mickety Love' (FN). Poor at \$1,500. Last week 'Gay Gaballero' (Fox) corraited \$3,000.

#### BRISK TRADE, I'NAPOLIS: **INDIANA MAYBE \$25,000**

Indianapolis, March 7.

Business is getting along pretty:
Well desire.
Battle nine week is between the
Lyric, with its vaude, and Indiana
with 90 minute tab of Gril Crazy.
Prices now 25 and 65 cents. Lyric
running ads on no Change is
is leading the straight film houses.
Estimates for This Week
indiana (Publix) (3,300; 36-55)—
Strangers in Love' (Par) and tab
Gring (Publix) (3,500; 36-55)—
Strangers in Love' (Par) and tab
Gring (Publix) (2,500; 25-35-60)
—Behind Mask (Col). Will have
Loric (Pourth Are) (2,600; 25-35-60)
—Behind Mask (Col). Will have
Last week 'Safe in Hell' (FN)
falled to get more than \$4,000 despite b. o. title.
Lyric (Fourth Are) (2,600; 25-35-60)
Last week 'Slient Witness' (Fox)
clicked \$3,500, fair.
Apollo (Fourth Ave) (1,100; 2535-50)—After Tomorow (Fox)
clicked \$3,500, fair.
Apollo (Fourth Ave) (1,100; 2535-50)—After Tomorow (Fox)
Colked \$3,500, fair.
Apollo (Fourth Ave) (1,100; 2535-50)—After Tomorow (Fox)
Colked \$3,500, fair.
Apollo (Fourth Ave) (1,100; 2535-50)—After Tomorow (Fox)
Colked \$3,500, fair.
Apollo (Fourth Ave) (1,100; 2535-50)—After Tomorow (Fox)
Looks good (Tor \$3,000, town (1,100; 2535-50)—After Tomorow (Fox)
Looks good (Tor \$3,000, town (1,100; 2535-50)—After Tomorow (Fox)
Looks good (Tor \$3,000, town (1,100; 2535-50)—After Tomorow (1,100; 25-

#### Worst Week in 5 Years In N. O.—\$11,000 Tops

New Orleans, March 7.
Worst week in five years is in prospect for the local filmerles. Inclement weather is hurting, but the last of the control of the cont

Business along Broadway, with a couple of exceptions, continues to be lethniggic. On top of other add to be lethniggic. On top of other add a break in the weather over the weekend, Sunday's all day rain keeping plenty of people by the radiators. New Barthelmess pletture. Allas the Doctor, heading for 183,000 on the control of the Botton of the Rivol Thursday night (3), will rake in around \$15,000, which is strictly favorable. The Roxy is in the slotters went into the Rivol Thursday night (3), will rake in around \$15,000, which is strictly favorable. The Roxy is in the slotters. The Roxy is in the slotters around the second of Cheaters at Play, it is made to the slotters of the Roxy in the slotters and the slotters are slotters. Capital in the slotters are slotters and the slotters are slotters and the slotters are slotters. The slotters are slotters are slotters and the slotters are slotters and the slotters are slotters. The slotters are slotters are slotters and the slotters are slotters and the slotters are slotters. The slotters are slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotters. The slotters are slotters are slotters are slotters are slotter

000.
Third week of Shanghai Express' ought; garner around \$27,-000 at the Rialto, fair enough.

Estimates for This Week
Astor (1,102; \$1-\$2)—Hell Divers'
(M-G) (11th week). Indications
Metro will hold Divers' here several
weeks until 'Grand Hotel' is ready.

weeks until 'Grand Hotel' is ready. Capitel (5400: 25.85-8.15.0)—Ar-sene Lupin' (M-G) (2d week), and stage show. Strong first week of the control of the con

laby' (Par), atter 32 run, 300,200.
Rialfo (2,00); 46-58-58).—Shanghal
Gesture' (Par) (3d week). Near 327,000; currently, okay for this xar
houso. Second week did \$42,000.
Mayfair (2,000; 35-65-58-31).—Timpatient Malden' (U). A disappointer
at \$13,000. Last week \$14,000 for
'Lady With Past' (Pathe) on holdover.

New Rivoli (2,200; 40-65-85-\$1) — 'Sky Devlis' (UA). Opened Thursday (3) to fairly brisk business, indicating a good enough \$22,000 on initial week. Final of 'Arrowsmith' (UA) \$17,000, satisfying after four weeks.

Final of 'Arrowsmith' (UA) \$17,000, satisfying after four weeks.

Roxy (6,200; 40-65-85-31) — 'Arter Tomorrow (Fox) and stage show. And ther how week a feet of the stage show income the stage of the s

#### COLUMBUS ABOUT NORMAL

\$8,500 for 'Squadron'-'Lullaby' May Get \$9,000

Columbus, March 7.

#### Lullaby' Dominant In Dismal Philly \$15,000 on 2d Wk.

Philadelphia, March 7.

Business in the film houses there Business in the dim houses here is now just about on a par with that in the legit theatres. It typifes Philly's appailing indifference to ward any kind of indoor amusement at the present time.

Bigsest of downtown houses have been suffering the most but all have been hurt Outstanding ex-

ception to the general downward trend is the Stanley. With 'The Man I Killed, aided by great notices, pleture indicates a possibility of the e weeks.

This week's outlook holds ut little promise. 'Lady With a Past' is at the Mastbaum, which also offers at the Mastbaum, which also offers Georgie Price, Maria Gambarell and Bufto and Mann, the best stage show the house has had in a month. Pod notices however and hardly Bad notices, however, and hardly more than \$39,000 anticipated, per-haps less. The Boyd has 'Arsene Lupin' which received corking reviews and should normally be good for \$18,000 or \$19,000. Cut that down two grand and that's the likely

#### Fetimates for This Week

Mastbaum (4,800; 35-50-75)— 'Lady With Past' (Pathe) and stage 'Lady With Past' (Pathe) and tage show. Doesn't look so hôt' even with good stage bill; \$39,000' possible, but doubtful. Last week. Pireman' (FN) under \$37,000. Stanley (3700; 35-50-15)—Broken Lullaby' (known here as Maria of the stanley of the s

maybe \$19,000. Last wees "Played God" (WB) off to \$13,000 on holdover. Earle (2,000; 25-55)— Wayward (Par) and vaude looks like \$13,000 on holdover. The state of the state of

morrow and Tomorrow (1'ar) worms to \$4,500 last week. Arcadia (600; 50) — 'Husband's Hollday' (Par). Probably \$3,000. Last week 'Lovers Courageous' (MG) got a few hundred over \$3,000.

#### **Betty Compson on Stage** And 'Strangers' \$14,000

Portland, Ore, March 7.
Fox Broadway found it a problem to sell 'Broken Lullaby' whether
under that title or 'Man I Killed.'
Finally compromised by using both
titles in exploitation. Result was
week: 'Polly of Circus' is just fair
at the same theatre.
Paramount is plugging Betty
Compson in person with 'Strangers
business in town.
Estimates for This Week.
Orsheum (RKO) (2009: 25-60).

business in town.

Estimates for This Week
Orpheum (RKO) (2,000; 25-60),
Panama Flo (Patile), and vaude.
Going for about \$1,000, weak. Last
good \$8,300 with Past (Pathle), as
good \$8,300 with Past
go

Hollywood, March 7. Emory Johnson, former director, now listing himself as a photog-rapher, has filed a bankruptcy pe-

#### FLOODS HURT SEATTLE. Stanley's Eight Acts BUSINESS' OK. \$13.500

Auto show did biggest gross, \$22,000 in six days, and lust three cutting into this week shows. But Letter the cutting into this week shows. But Letter the cutting into this week shows. But Letter the cutting into this to low in the cutting the cutting in the cutting the cutting the cutting the cutting the cutting to cut in the cutting the Seattle March 7.

(Wis). Looks to hit \$5,000 second week.
Liberty (Irhsch-von Herberg) (2,000; 10-15-25)—Movals for Women. Around \$5,000, good. Last week Sherhoek Holmes' oke for \$5,400.
Frenks' (M-G). and 'Strangers in Love' (Par). Double-header \$5,000.
Foliated (Par) \$4,500.
Collisuum (Fox) (1,800; 25-35)—Good Collisuum (Fox) (1,800; 25-35)—Good Collisuum (Fox) (1,800; 25-35)—Good Show. Last week 'Way Back Home' (Radio). Telliclous' (Fox) and 'Champ' (M-G) \$2,500. slow. Last week 'Way Back Home' (Radio). Telliclous' (Fox) and 'Champ' (M-G) \$2,700.

#### Express' Paces Newark's Good Week With \$23.000

Newark, March 72 For once the Newark will lead the week's film procession, coming in with \$23,000 for 'Shanghal Express.' Not far behind will be Proctor's on 'Lady with Past,' for

in with \$23,000 for 'Shanghal Express.' Not far behind will be Proctor's on 'Lady with Past,' for \$22,000 or so. Joe E. Brown, at the Branford, is always good for decent business and backed by Eva Tanguay and should approach \$17,000. Both Proctor's and the Newark are running five shows.

Estimates for This Week

Proctor's and the Newark are running five shows.

Breatimate for This Week
Brown got his usual panning from
the papers but he thrives on ith
here: should get \$17,000. Last
week Helig WB (1,200; 1,525-35).

Mata Hart (M-G) and The Menace. Garbo sure to pull on second
run and should beat \$5,000. Last
week Helig House' (Zeldman-Capicapital (Liema) (299; 50). EineFreundin so Goldig wie Du' (Tobis).

Will have trouble reaching \$1,100.

Little (Climma) (299; 50). EineFreundin so Goldig wie Du' (Tobis).

Will have trouble reaching \$1,000.

Little (Climma) (299; 50). Clorers Courageous' (M-G) and vaude.

(Capitol) and Gretl und Lies!

(New Era) not hot at nearly \$1,300.

Loew's State (2,780; 30-50). Lovers Courageous' (M-G) and vaude.

Eather Ralston in person may draw.

Magnet. With competition will be
happy on \$15,500. Last week

Femma' (M-G) swell at \$25,000.

- Newark (Adams-Far) (15-25-50
vaude. Goling great and may hold
over, \$23,000. Last week Procken

Lullaby' (Par) good at over \$17,000.

Proctor's (RKCO) (25-40-50-60).

Tady Wirk Pauf (Zathe) and The
Journey of the Coll and Cannonball Express (Pirst Division) with

Great Street' (Chesterfield) work

at \$3,300.

LUDGMENTS

#### **JUDGMENTS**

Pathe Phonograph & Radio Corp., Bowery Savings Bank; 353,063,31. Earl Carroll Realty Corp., 755 Seventh Avc. Corp., 364,052,30. Satisfied Judgment Joe Lewis, Inc., B. Bonito; \$500, Feb. 25, 1932.

# JOE BRANDT'S PICTURES

EMORY JOHNSON BROKE

EMORY JOHNSON BROKE

Hollywood, March 7.

Emory Johnson, former directoriow listing himself as a photost phore, has filed a bankruptcy potition.

Liabilities \$4,500 and assets \$480

# Only \$20,000, with Penn \$24,000-Pitt

Pittsburgh March 7. Pittsburgh, March 7.
Outlook currently is for another tepid session. Big Shrine vaudeville show at the Syria Mosque, which drew close to 75,000 paid admissions during the week, burt the picture weekend. A pickup is expected, but it's unlikely to be strong enough to overcome the poor 2staways.

overcome the poor rataways.

Broken Luliaby at the Penn stands best chance of building through rave notices and cast names, but even this one will have to move fast to better \$24,000, much below expectations. Doubtful if the Stanley's combination eight-act vaude and 'Impatient Maiden' can get more than a feeble \$20,000.

get more than a feeble \$20,000. Fulton has a \$6,000 prospect with 'Working Girls', something of a surprise for this picture, and possibly due to presence of Buddy Rogers in cast, Rogers getting plenty of space locally during 'Hot-Chas' (legit) fortnight engagement at Nixon recently.

Tornight engagement at Nixon recently.

Estimates for This Week
Davis (WB) (1,750; 10-15-23-35-50). Silent Witness' (Fox). Mysacon and the state of the state of

#### St. Louis Picks Up. 3 Houses Over \$20.000

St Louis March 7

St. Louis, March 7.
With a good picture at each house and the season's coldest cold snap in full swing, things are looking up for the state of the s

Latinates for this view.
Ambassador (Par) (3,000; 35-50-65). Man Who Played God' (WB) and stage show. Arilisa a draw and with rave reviews ought to go to pretty good \$21,000. Last week Tomorrow and Tomorrow (Par), \$20,-

pretty good \$21,000, Last week "Tomorrow and -Tomorrow (Par), \$25,95 ox (Fox) (6,000; 25-35-50),
Business and Pleasure (Fox) and
stage unit. Will Rogers near \$21,000, too. Last week (Say Cabellero'
(Fox), \$13,500 (very bad.
(Fox), \$10,500 (very b

#### Theatre Bankrupt

### Stock Market

maintained. So far nothing of the kind has come into sight, particularly in the steel industry. The 1932 upturn got under way a week continued a week later, and, if the new year's chart picture is to follow that of 1931, as it has so far, the market should witness its peak within the next few days and the 1932 as a presidential year and there is every likelihood that Wall Street and Washington will strine very nerve to turn business and the market up, at least until the end of the factor there is not much in the outlook to justify the assurance that the market tide has turned definitely. nitely.

Loew and Par. Advance

Loew and Par. Advance
The two significant movements
among the amusement issues was
the fact that Loew broke through
its old ceiling, apparently having
stroum 31 and progressed to a new
top at 34, while Paramount took
the aggressive and climbed above
11, coming within a fraction of a
double top at 11/2.

and coming within a fraction of a double top at 111/4.

Paramount apparently moved in response to the influence of a ferror of the influence of the interest of the final installment of \$4,000,000, on its stock repurchase agreement, by the sale of its half interest in Columbia Broadcasting System to Columbia Broadcasting System to Columbia Broadcasting System to Columbia System to the first of the columbia of the sale of th

body seemed to see it in that light at the time. What happened was that the big companies gave the stockholders five nickels for their quarter, and now they gather up the five nickels and return the quar-

quarter, and now they gather up the five nickels and return the quarter. An interesting item of Street goas pluving the week was the tale that the clique operating in Paramount were pleasurably surprised at the placing of a large buying outside accused the placing of a large buying outside accused the placing of a large buying outside accused the placing of a large buying outside outside the placing of a large buying outside accused the place of the position of many other cliques throughout the list. They have no difficulty in bidding prices up but higher levels is something else again. Whether the Paramount story is true or just another inspired rumor there is said to be way up and absorbing it seems likely to be a major problem, let alone liquidating pool lines of long stock at a profit. In any event the during the week as evidenced by a turnover of nearly 170,000 shares in the six sessions, largest total in an amusement for a long time.

Thatters sam Hurtte Fox.

#### Theatres Jam Hurts Fox

time aggressive and climbed above. It coming within a fraction of a Decanount characterity moved in response to the influence of a report that it had financed payment of its final installment of \$4,000,000 on its stock repurchase agreement, but the final statement of \$4,000,000 on its stock repurchase agreement, but the statement of the final statement of \$4,000,000 on its stock repurchase agreement, but the statement of the final statement of \$4,000,000 on its stock repurchase agreement, but the statement of the final sta

Summary for week ending Saturday, March 5:

Jumi	nary r	or week	ending Saturday, March 5:	10		
1931-	00	7	STOCK EXCHANGE	. 41		
High.	Low.	Sales.	Issue and rate.	High.	Low.	Last, for wk.
9	1%		American Seat			2 bld
15	358	.400	Consol. Fllin	14	356	4 31
15	.794	1,500	Consol. Film pfd, (2) Eastman Kodak (5)	11%	101/2	11% - 11%
185%	081/4	22,500	Eastman Kodak (5)	48%	78	831/2 -1-3
38%	214	7,200		. 3%	316	314 14
151/2	18%	264,100	Gen. Elec. (1)	2214	19%	21% - 1%
101%	10 %	108	Gen. Then Eq. n	25	25	25 - 16
6314	2314	27.800	Kelth pref. (7) Loew (8)	34	31	3334 +234
98	3672	006	Do prof. (6½)	76	68	70 - 72.8
716	2		Madison Sq. Garden			3% bid
27	15		Met-G-M pref. (1.80)	••		20 bid
75	486	100	Orph. pref	11	936	10 1 -1
56%	536	165,900	Panamount	1114	9%	10% +14
2%	- 34	1,200	Pathe Exchange	14	74	85
8%	11/4	1,700	Pathe. Class A	4%	416	4% + %
2736 .	51/4	125,000	Radlo Corp	1014 .	8%	95 4 %
7	2%	. 3,800	RKO	5%	51/2	3%
9%	14		Shubert			1.0
5712	24	126.	Universal pref. (8)	46	40	46 -214
20%	814		Warner Bros	3%	3	316 + 16
2614	197	*****	Do pref	44.	124.5	12 bid
107%	10.8	170,600	Westinghouse (2.50)	::31/4	50%	82% 12%
97.		1 4	CURB		1.5	
26	3	5 1 12	Columbia Picts	4.	1 7 1	W 1.
2214	214	100	Do vit.c	514	514	0% - 13
814	1		De Forest Radio	116	1 1	1 - 4
G14 .	34	. 1.800	Fox Theatres	1	14 .	16 - 16
3114		15,400	Gen. Thea. Eq. pf. (312)		34	E = 16
15%	196	700	Technicolor	212	. 2	216
14	- 316	800	Traus Lux	214	2	216 - 16
						1 48
1.00	_		BONDS			
193	2 2	*10.000				
63	43	\$40,000	Gen. Then. Eq. '40	3%	.2	216 - 1%
801/2	7514	14,000	Kelih 6's, '46	53 8914	48	505 ·
8014	39	2.000	Pathe 7's, '37	7816	78%	89 +1 7814 -2
57	4434	21,000	Dan Com Language 140	67	1872	57 416
5216	3714	57,000	Day-Dub The 180	5214	4714	5214 414
40	25	31,000	Par-Fam-Lacky 6's, '47 Par-Puh, 5½'s, '5h Warner Bros. 6's, '30	3314	31	33 134
	4 71 1		ISSUES IN OTHER MARK	ETS.		
			All Quoted for Saturday			
			Over the Counter			
Bld	Asked.		Over the Counter			
200	5		Rosy, Class A		5. 1	1.2

### Incorporations

CALIFORNIA

Theatre Bankrupt

Birmingham, March 7.

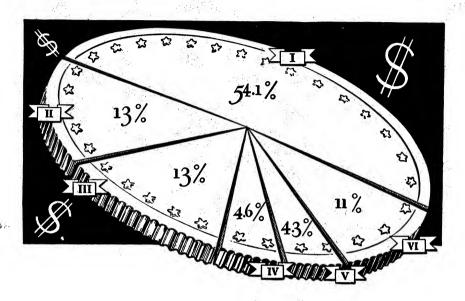
Listing liabilities at \$23.948 and no assets, the Gadsden Amusement Lidd. County of Legal Subscription in Sankrupton V. Thomas is president March 7. Sankrupton V. Thomas is president and the coupanay operated the Chadsden theatre of the same town.

California March 7.

Minima Pilur-Profestice Device Cornal and Lidd. County of Legal Subscription. Visit and Chadsden March 1. Sankrupton County of Sankrupton. Visit and Chadsden theatre of the same town.

change to Liu Marcison, Inc., from Con-nolly-Morrison, Inc. Month of Louisian Hollywood Flayers, Inc., County of Lou Angelos. (Dramatic stock.) Curt-Vellen, Richard Wilbur, J. F. Feinfeld, Froites Operating Corp., County of Lee 15,009, 1309 utber-loot. John Levile, Victor Horwitz, Harry Russell. White Faith Cleasure Flex, 185,009, 130, authorities, John Marciotis, Mary Margoniz, Claries W. Adaias, of Syn Burbank Theatres, Inc., Cunty of Joh Angelos, Capital sink 255,009, 550 hill-arches, Marray Hawkins, B. G. Hich-arthes, J. F. Zeller.

# What your ERPI SERVICE dollar buys . . . . . .



#### These facts show how each ERPI Service dollar protects the exhibitor

I 54.1% for the inspection service that prevents trouble—rendered by 600 men traveling 5,720,000 miles a year—to maintain highest standard of tonal quality.

III 13% for emergency and appointment calls which would be greater except for the preventive inspection service.

III 13% for maintenance of 35 branch offices, 173 other service points and \$750,000 stock of spare parts which make possible immediate emergency repairs, quick replacements.

IV 4.6% for replacements, repairs and improvements made at ERPI cost and for maintenance of Bureau which reduced repair costs 46% in 1931—saving exhibitors over \$750,0001 V 4.3% for general administration and engineering which make possible efficient nation-wide service and uni-

form quality operation.

VI 11% for protection against fire loss—assuring complete replacement immediately without cost to

exhibitor.

# 5 years of ERPI SERVICE experience made this economic dollar division possible

Experience with more than 8000 theatres proved to us that further reducing the number of preventive calls means increased emergency and appointment calls! • To reduce branch points and stocks would endanger maintenance of service—which would prove costly to the exhibitor.

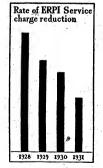
C. ERPI's protection against fire loss by immediate replacement without loss of time is an economy of ERPI service. C. All economies made possible by five years of developing the present efficiency of ERPI Service have been reflected in repeated and voluntary adjustments of the service charge.



Northern Electric in Canada

Distributed by

Electrical Research Products Inc. 250 West 57th Street, New York, N. Y.



These ERPI economies have resulted in savings of more than \$7,000,000 yearly to exhibitors—without impairing quality and performance.

# SWELLER TH



DEVILS

# AN SWELL.

# for Easter Release

WHAT a picture to yank audiences out of their humdrum lives ...

LANDI — the screen's dramatic meteor, soars to new heights of stardom . . .

A STORY bristling every second with dynamic thrill and action

FOUR winners of the Calcutta Sweepstakes — overnight millionaires — thrown together, staking life, love and honor on more millions . . .

AVAILABLE March 27th

with

# ELISSA LANDI

VICTOR McLAGLEN
PAUL CAVANAGH
BARBARA WEEKS

ALEXANDER KIRKLAND RALPH MORGAN

BERYL MERCER
HERBERT MUNDIN

Screen play: GUY BOLTON

Novel: NALBRO BARTLEY

SAM TAYLOR Production



FOX PLAY DATES
ARE PAY DATES

# Talking Shorts

SUBWAY SYMPHONY Musical Revue 15 Mins. Winter Garden, N. Y. Vitaphone No. 6309

Winter Garden, N. Y.

Vitaphone No. 6309

Better thán average musical short, it is above par in cast ambittousness, holding the Cinciles Abort, it is above par in cast ambittousness, holding the Cinciles Abort, Frances Langford, Frank Hazzard, Dave Gould dancers and the 5 Rhythm Boys among the cast. It's a s. tire on a Utoplan sevent with the control of the contro

ratins when seats become unavallable.

The talent brags of having worked solid on the Broadway sub-ty-circuit, with the above specialists all coming in for solo opportunities to suit the occasion with the sub-way by the rushing herd coming out of the come, and once revived, he is again swept off his feet and packed in by the impatient sub-way mob.

but you would be not a sub-way mob.

but overtime, this Vanna have to the come, and once revived, he is again swept off his feet and packed in by the impatient sub-way mob.

but overtime, this Vanna have the come of the

'A TAXI TANGLE' JACK BENNY Comedy 9 Mins. Rivoli, N. Y.

9 Mina.
Rivoli, N. Y.

Paramount

A fast thinking and generally delightful comic slowed down by his medium.

I have been been seen to be seen to be seen to see that he's accustomed to delivering in legit and some vaude spots. They wouldn't know what he was talking about in most of the film spots. Benny a dull short which may, however, do better away from Broadway. But even that's doubtful.

Whole premise here which is a prolonged filtration between Benny and a girl who are in adjoining open taxis during a Fifth Ave. traffic halt. Patter leads to one of the seen of the seen that is the seen of the se

four children unseen until their exit.
Drivers of the cabs are played by Tammany Young, hard boiled disciple, and a grammatically correct individual for contrast. Main fault is that the cross-fire between Benny and the young woman cantstand the strain of the footage in the contract of the contract of

VAN DINE MYSTERY
'The Skull Murder Mystery'

20 Mins.
Strand, New York

A scientist with a silinier twist
and a Carlot with a silinier twist
Meek and John Hamilton in the
sixth of the Van Dine series of two
reel mysteryettes.

The silinier with a silinier and
a laboratory provide suitable atmosphere. Some of the performances are stagey, but there is
enough action packed in the two
rested.

Wally.

Beacon, N. Y.

Beacon, N. Y.

Columbia

No story to this, but it needs
none to get it over. Opens with
Mickey at the plano pounding out
a number, with Minnle rather spoilling it with the falsetto slinging that
dipracted necessary for cartoon
dipracted necessary for cartoon

A short dance and then a break to a stage jazz band for the usual trick stuff, but well done and in excellent synchrony. Cartoon work overlaid on a capital musical pro-

FOUND IN MOROCCO' Travelogue 10 Mins. Strand, New York

10 Mins.
Strand, New York
Talking Picture Epics
A very interesting and complete re-editing of, obviously old clips oi Morocco, with talker reporter and oriental music dubbed in.
Street letter writers, rug and soap makers, swool market, school Hids are all included. Subject is epictally good as an aduction of the street of

SCREEN SNAPSHOTS SCREEN S... Novelty 10 Mins. Translux, N. Y.

Columbia
All Hollywood has to do is to have one party with performing entertainers each week and this ree! will never have to worry for material.
This time the program is on Fanchon & Marco. The producers were feted and 'Snapshots' covers the affair so thoroughly that all but the menu is transferred to the screen.

screen.

In addition outgoing and incoming boats to Honolulu would prove that women aren't afraid of some Hawaiian men. This is a fairly old clip, however, because it has Miss Mackaill just returning to Hollywood.

Wally

\$10 OR 10 DAYS'
EDDIE YOUNGER'S MOUNTAINEERS,
Songs and Dancing
9 Mins.
Rivoli, N. Y.

Paramount
Lively rural music which should
particularly please in the hinterland houses. Modernized harmonica, Jew's harp, and banjo playling mixed in with long grass lyrics,
and bass violin.
Thin theme, from which the title
is derived, calls for a sheriff's office locale and permits introduction
of a girl for a brief cotton-stocking
dance. Unusual quick tempo of
the orchestrations and hyrical of
the orchestrations and hyrical of
deluxe spots and should delight for
the part time operation houses.

Sid.

CHESS-NUTS Cartoon 6 Mins. Paramount, N. Y.

Paramount, Paramount
Betty Boop and Blinbo, cartoon characters, in one of the Faramount Talkartoon series, only moderately amusing and, for filler, passable if nothing else is handy at the exthange. If bought on contract, mistarts with a chiess game by two humans cartoon story of knavery, abduction and conventional rescue carrying on from there. For finish, chiess players of opening frame are still act; with long beards by now.

ROBERT L. RIPLEY
'Believe It or Not'
No. 6: 9 Mins.
Strand, New York

Riple Witaphone No. 5306
Riple Witaphone
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Riple Witaphone
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Riple Witaphone
Fore No. 5306
Riple Witaphone
Fore No. 5306
Riple Witaphone
R

FREDDY THE FRESHMAN Merrie Melodies No. 7 6 Mins. Winter Garden, N. Y.

Winter Garden, N. Y.
Vitaphone No. 5607
Another in the Leon Schlesinger
series of Merrie Melodies, 'Freddy
the Freshman' is obviously colleglate in theme, with the animated
animals going through gridiron

nonsense.
Brightly animated by Hugh Harmon and Rudolf Ising, it has the
same skillful Frank Marsales' musical orchestration.
Very entertaining.

Abel.

'STRANGE AS IT SEEMS' Curiosities; 10 Mins. Translux, N. Y.

Translux, N. Y.

Universal

It is seldom that 'Strange as it
Seems' doesn't have a number of
subjects which entertain. The latest
release is no exception.

From a blind switchboard operator to a gent who lets bees romp
around his molars, this subject also
takes in a coccanut-cating elephant; an Ohio backyurd made into
a visual version of the Bible, and
an lowa couple who have five sets
of twins.

MAGIC CARPET 'Rhineland Memories' 10 Mins. Embassy, New York

Fox
Similar to several other subjects
on Germany. Can't seem to make a
pleture of this kind without injecting an execution of country canc-

ling.
Clock makers, a wine cellar and duelling practice of students are included with a tourist boat trip up the Rhine.

Waty.

#### Miniature Reviews

'Sky Devils' (UA), War com-'Sky Devils' (UA), War com-edy still able to deliver a flock of laughs. Should do nicely even though it suffers belated starts due to a dearth of cast name strength. Some of the 'Hell's Angels' footage for a spectacular flash.

'Impatient Maiden' (U). Alms 'Impatient Maiden' (U). Alms at smartness and sophistica-tion and achieves but erudity. Otherwise trashy stuff, wast-lng efforts of a capable cast. For the intermediates with title and Ayres name as help.

title and Ayres name as help.

'Alias the Doctor' (FN).
Strictly a Barthelmess, depending on the star for sustenance throughout. Passive
screen entertainment, it will
be better regarded in the polite
nabes as 'ust another programmer.

'After Tomorrow' (Fox).

grammer.

'After Tomorrow' (Fox).
Technically and artistically above the average, but not likely to see money. Adapted from 'After Tomorrow' legit.
Charles Farrell featured.

'Heart of New York (Warners). Too talky talker whose lack of animation gives it the reverse box office works, despite excellent casting and first rate production. Adapted from 'Mendel, Inc.', legit.

'Strangers in Love' (Par). A romantic programmer, plus laughs, that's built for all situations, but needs to be sold by

A commande programmer, gauge all situations, but needs to be sold by a commanded to be sold by the commanded to be commanded to be commanded to be counted on.

Michael and Mary' (U), British made version of Milne stage play, nicely done but appealing chiefly to class trade.

appealing cinety trade.

'Pleasure' (Art-Class). Badly produced and uninteresting story. Weak even for the double features.

'Galloping Thru' (Monogram). Action western good for double

Action western good for the feature.

'Unexpected Father' (U).

Very poor comedy around a millionaire oil man and a baby wished on him. As second buy vished on him. As second buy for double feature programs it's just passable, no more. Costars Silm Summerville and

Zasu Pitts.

'Bridegroom for Two' (BIP).

Some very funny sequences in this Britisher, but it doesn't make the grade. Double features is all it'll find on this

#### SKY DEVILS

or Hughes production released by Artists. Featuren Spencer Tracy, Boyd, George Cooper and Ann Directed by Edward Suincriand by Edward Suincriand pay, Ogation Caudia, Sound, Ind. K. Af the Kilvoli, N. X. 70 acting March 3, Running time,

Spencer Tracy
William Boyd
George Cooper
Ann Dvorak
Billy Bevan
Yola D'Avril Wilkle ..... Sergt. Hogun Mitcheil

Rehashing familiar material, but doubling back on the trail with surficient humor to provide this picture with a pleasant swing around the box office track. Men will like it, and, although the women won't sat all the laughe unfolded. Film's major handicap will be its lack of cast magnetism. Once they get in-side, however, "Sky Devils' will entertain the majority.

side, however, 'Sky Devils' will entertain the majority.

It's a hodge-podge or all the laugh war stuff, with some additions, in many stuff, with some additions, in many stuff, with some additions, in the laught of the start of the acrial dog fight during which a swarm of planes fills the sky. But it is ried in a special stuff, and the start of the acrial dog fight during which a swarm of planes fills the sky. But it is ried in the special stuff, and the start of the s eliminated. But whatever the cen-sors did to this release must appear as a joke to Hughes in comparison to what they've done to some of his other efforts.

Outler errorts.

Devils' is quite apt to go out and grab as much or more money than the ones which have caused the heavier headaches. And 'Devils' has been a long time on the way, too

has been a long time on the way, to.

This air comedy is really void of a story and in directing Sutherland a story and in directing Sutherland to the story of t as are the mechanics of the comedy, but somebody has made it unroll fast enough and built it to enough strength so that the laughs are there and solidly. As Sutherland is given program mention for the di-section and a hand in the story, it's hireal that the credit belongs to hireal that the credit belongs to

legical that the credit belongs to logical that the credit belongs to Picture is somewhat reminiscent of Hughes' Two Arabian Enights' in its background, and the Boyd name, although in the pior picture it was the screen Bill Boyd who played opposite the late Louis Wolnayed opposite the late Louis Wolnayed opposite the pion of the

at this late date. That they can continue to provoke laughs with it should give the scenario the title of 'Old Faithful' every time they pull it out of the trunk.

Tracy, for some reason, registors differently here than in the previous films he has made. He's vious films he has made. He's couple of wild solo flights and is, instrumental in the final rescue, draws heavy guffaws no mitter what the age of the screen wheccas in which he is, concerned. Miss instrumental he is, concerned. Miss displaying plenty of what it takes, the feminine and test in lightly on the heart angle in which Tracy is the victor.

Film's central figure is Tracy and follows him in and out of jams climating as he blows up his own alreport just before the trimphal rearned and Epod have accidentally same.

maxing as he blows up his own ulrport just before the triumphal retarned, and Boyd have accidentally
tarned, and Boyd have accidentally
tarned.

Touch of suspense and a tingle
in the brief footage devoted to the
aerial armadas besides which there
isn't, much, doubt, that "Hughes,
the control of the boys who,
have also tried it. Sound reproduction is good, throughout, including
one novel scene played over the roarof a snorting engine in a hangar and
obay with the sky stuff, of course,
as picturesque as the "Angels" footage because it's undoubtedly a direct chip off the old block.

For personality the picture will
remember him from this point forward. Miss Dvorak should intriuse
sufficiently to make them want to
see ler again while they'll remorathey see him. Boyd suffers the inevitable if unjust penalities of being
the straight man no matter how
creditable the performance.

Deville is the unusual example of
making them
of most him boyd inch boy views
want something to laugh about right
now. Psychologically and in a material way, it should do inch.

#### IMPATIENT MAIDEN

Universal production and release. Stars we will be started by James Winks and Precised by James Winks and Jame

nuining time, 78 mins.

Dr. Myron Brown.
Ruth Robbins.
Betty Merrick.
Albert Hartman.
Clarence Howe.
Dr. Wilcox. Andy Devine
Oscar Apfel
Ethel Griffes
Helen Jerome Eddy
Bert Roach
Cecil Cunningham

necome in scanties the studio must severe and the courses.

Dramatic punch of the story transitorer and the course of the course

and recatessness of the picture, and recatessness of the picture in the dod big scene.

Picture is full of false values, Formstance, the heroide has advanced notions on the double standard. When the your ambiliance surreom the ground that he is he no position to marry, she gives him to urderstand that she is open to compression the factors of the standard promise. It doesn't seem allogether meaning, it doesn't seem allogether than the factor of t

# The Woman's Angle

'Sky Devils' (U.A). An example of the debunking that male picture audiences relish, in this case kidding the hoocy of patriotic heroism. Especially for men.

'Impatient Maiden' (U). A hospital romance that should have been a good woman's picture. Has romantic appeal and amusing, though exaggerated humor, but loses audience respect with its illogical plot development.

'Alias the Doctor' (F.N.). Richard Barthelmess, sincere in a slow and sloppilly told series of self-sacrifices, none of which has justifiable motivation.' Yet-convincing background of operating-room detail, and a climactic suspense sequence at the end rescue the picture in the nick of time for the matrons. Slight love interest too confused to satisfy flaps other than those always loyal to the star.

'After Tomorrow' (Fox). A tender, humdrum little tale whose leads are not strong enough to profit by the sympathy established for them. Hasn't the emotional sweep to convince the ladies that they've seen a good film.

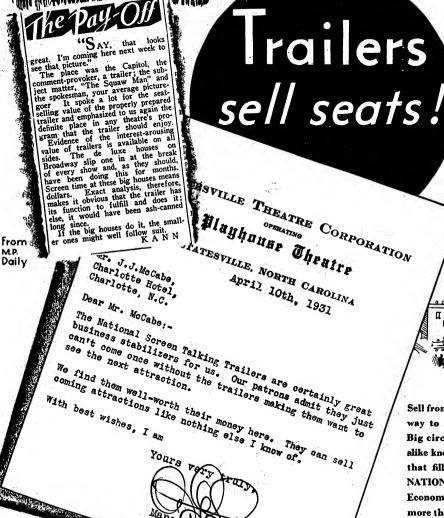
'The Heart of New York' (WB). Transcription of 'Mendel Inc.', limited to the seattered fomme audience that is sympathetically disposed toward undiluted Jewish comody and pathos. No name value or glamorous appeal for the ladies. Entire treatment is that of a prolonged

'Strangers in Love' (Par). Despite a forced title, Frederic March's authoritative acting yields this well produced programmer slightly above average femme appeal.

'Michael and Mary' (Gainsborough) Much sentimental English ado about what American picture audiences will consider nothing. Lacks the pace and unexpected twists necessary, save where Herbert Marshall and Edna Best may have followers amongst the femmes.

'Rubacouri' (C-P). Italian neighborhood ladies may be pleased with a native film that apes the Hollywood manner; English speaking fan-nettes will find it dull and lacking in attractive personalities.





Sell from the screen! That's the way to fill those empty seats! Big circuits and small houses alike know that the final punch that fills the empty seats are NATIONAL SCREEN TRAILERS Economical and Productive --- more than 8000 Theatres served.

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Theatre Advertising as Indicated from Various Cities On Week Days



An open letter to O. O. McINTYRE You cover New York day by day and exeminly know you do you know you kn HEART. SMITH DALE ALL HATT 35° MICONY OPENING TONIGHT AT \$:00 P. M.







BY CURIOUS coincidence the death-defying air-raids now actively conducted in Shanghai are elaborately pictured in "HELL DIVERS" at the Astor Theatre.

THINGS NEVER before seen on the screen The use of the Giant airplane carriactual destruction of battleships by bombing planes, You can see these, in addition to many other exciting things.

"HELL DIVERS" continues to grip Broadway's imagination in its 44 month because, in addition to its amazing spectacular background, it is a dramatic, romantic-story WALLACE BEERY, CLARK GABLE and METRO-GOLDWYN-MAYER hare the horo of bringing to you 1932's outstanding talkie!

HELL DIVERS ASTOR TWICE DAILY 245-6-43

Broadway 4. 45th Succe 3 TIMES TODAY 3-6-8:40

#### **EXPLOITATION** By Epes W. Sargent

Human Nature

Human Nature

One almost suc-fire gas to get attention is a confire gas to get attention in the superior of the superior of the superior of the superior is superior in the superior is superior is will show a couple of red balbs apparently error. Once he mounted a one sheet on component and put it in a prominent place in the lobby upside down, and now and then he misplaces one sheet in his 24-sheet sheet in the 32-sheet sheet sheet

ticed the sign and gotten the mea-sage.

Some years ago an exhib who put a mounted sheet flat on the lobby floor had to hire a boy to keep it that way because pcople insisted upon picking it up and leaning it against an casel. Error is not good if too frequently done.

#### Open Letters

Warners effectively used an old idea when it opened 'Heart of New York' at the N. X. Strand. Addressed open letters in newspapers to prominent people, telling of the film. Used to be a favorite gag out of town. but costs too much for heavy use where the rate is high.

#### Jumping Jacks

Jumping Jacks

For an occasional novelty a jumping jack makes a good attractor for a policy of the property of

#### Horror Boxes

Horror Boxes

Playing up the horror angle of the scare pictures, try a horror peep box. Works best if you can borrow a Cooper-Hewitt tube, but can be done with fair success with green incandescent bulbs.

Usual shadow box has an oval cut Usual shadow box has an oval cut Instead of the state of the state

#### Makeup Demonstration

Los Angeles.

Next stage attraction at the Fox
Wilshire will be 'Becuty Dramatized,' presented at matiness only,
March 14-16, to demonstrate the art

March 14-16, to demonstrate the arc of makeup.

It's a tleup negotiated by C. B. Harrison, indie exploiter, between the theatre and Max Factor, cosmetic manufacturer.

#### Special Display

Special Display
Considerable capital can be made of a lobby frame if an effort is made to secure a. different sort of display. One week it can be cartoons, either done by the house or allow the control of the control

#### Upped Third Day

mark of an acquaintance that she liked his show, but that his patrons were a bit too promiscuous. He asked her if she would be willing to pay more for a more select crowd, and when she said yes, he tried the idea.

#### Got Society Girls

Montgomery, Ala.
Richard Kennedy of the Paramount hooked with leading merchants and Montgomery Advertises

for a fashion show.

In selecting the girls Kennedy enticed society daughters, and it was a definite help. Press Book Stunt

Press Book Stunt
Exhibitor whose house is close to
a school finds it helps to save his
press books for the English teacher
in the lower grades. She cuts out
the pictures, mounts them on cards
sition subjects. No direct advertising, but it pleases the teacher
who finds the children more responsive to the picture stilly.
Cards can be used over and over
totation. One set of stills given a
New York grade school lasted three
years.

#### Art Diary

Art Diary

Ever since the season started an exhibitor has been mounting one still from the current production on one side of a long fover. Stills are in chronological order and form a photoiral record the plays seen Now he is planning a return date of some of the best of the pictures to ease the strain of trying to get proper product, and lets the patrons see. Finds that his pictorial vectord not only helps to make up their minds, but sells them better than would a printed list.

The Time Off.

#### The Tip Off

The Tip Off
Theatre employing two for ones
used a small card handed out with
each ticket sale for a couple of
weeks. It read:
This reduction ticket is sold you
to help our business. We want more
out and tell their triends when they
are good. If you appreciate theireduced price, help us to sell more
tickets. By doing so you will get
better shows for less money.

Let the manager thinks that the
appeal is having its effect since
many new patrons are showing up.
Same idea can be used without the
wording. Sell the patron the idea
that if he helps business he'll get
better shows.

#### Just Grew

#### Community Film

In observance of its 27th anniversary, Consolidated Amuse. will locally film a feature-length 'Story of the Bronx' in which community figures and spots will be pictured. Screen tests will be hold at the scient the cast. Edwin Cooper in charge, of the project and directing the picture.

#### Those Ford 8's

Those Ford 8's.

Ernie Austgen, of Loew's Akron,
O, is the first to report in with a
hook to the new Ford 8-cyllnder car.

He has arranged to get the first
chance at the car in Akron and will
set it in his foyer. Local agency
will take large spaces to tell about
the car and where it is to be seen.

In the dean with stress on the importance of getting the car first or
not at all, and placing it where it
costs a ticket to look over the newcomer.

While the scheme may not work in all instances, one exhibitor who knows his town booked. The fluardsman' for an additional day, which fell on one of his dead dates, which fell on one of his dead dates, the first two days third day to 75c.

Announcement of this additional day at a higher price was sent to all persons who presumably could arrived to pay extra for exclusive-structure of the whole the present of the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the same of the first two days are for the firs

#### For Women Artists

Women sign painters are always a good bet, indoors or out, but the trouble is to find a girl with the proper combination of nerve and artistic ability. One way to solve the problem is to resort to the brush off

problem is to resort to the brush off stunt.

In this the sign is painted by the regular sign writer in colors on a white ground. The sign is put in place and the letters coated with merges into the background. The girl works with a dry brush, mergly brushing off the coating, revealing the lettering. If she is sufficiently high up, the dust is not noticeable, and a clever girl can fake the brush tion of an actual painting job that will hold them on the sidewalk. Stunt has to be worked on a dry day, unless it is done in a show window.

#### Tour the Kiddies

Tour the Kiddies

Any town large enough to sunport a children's club must have some sort of an institution nearby, even though not within the corporate limits. It's good publicity to take the stars of your kiddle shows to entertain the inmates now and then. The children will enjoy it, the parents will approve and the meaning the sun and the children will enjoy it. The parents will approve and the meaning the sun and the su

#### Mackaill's Birthday

Dorothy Mackaill celebrated her birthday in Denver, scene of her first personal appearance. Fifty women who wrote best letter about her and their escorts were guests at a theatre and birthday party at the Drown Palace hotel afterwards.

#### College Nights

Denver.

Immediately after taking the job as publicity director at the Orpheum, Gardner Wilson started college nights every Friday. First two held have been successes. There are 10 colleges of workable size here, and acts from one or two are used

each night, with the m.c. a popular male student. Acts and m.c.'s are assorted, so that at least two colleges are represented on the stage each night. Cost to the house is about \$25 each night, and the first two nights over 600 extra college tickets were sold. Wilson is working on a similar stunt for the local high schools for Monday nights.

#### Augments Amateurs

Augments Amateurs

Ben Cohen of the Maleton, Pa.

Ben Cohen of the With a Chreeday vaude date, with \$50 as theprize. Brought out the town's best talent, with Buddy Page, who had 
been me, of the previous week's last 
laying over and Wilson Bros. went 
on as amateurs. Jimmy Peiser, also 
from the show, interrupted to object that they were professionals, 
so he was introduced and did his 
made the amateur night a bigger 
event than regular vaude. They'll 
be going back for some time in the 
hope of a repeat.

#### Making Magic

#### Enlarged a Page

Enlarged a Fage
Mexico City.
Enlargement of front page of a
local tabloid, which teatured gift
General Control of the Control of the Control
Beautith Girl's Body Found,
fronting lobby entrance to Cine
Climpia. Par show window and
local control of the Control
General Con

#### Landed Page One

First theatre ad to land on the front page of the Chronicle was to the Chronicle was to the control of the cont

#### Tong and Hatchets

Tong and Hatchets
St. Paul.
Ray McConnell, RKO manager; contacted the local Chinese tongs direct to plug Hatchet Man. Charlle Wu, head of the Hip Sings here, the contacted the plum was also care the contact that the contact tha

#### Ran Too Long

Ran Too Long

A Brooklyn exhibitor fout one of the nearby 5-10 shope to make a window display of stills and a large painting of Greta Garbo for Mata Harl.

Picture was dated Thuraday until Sunday without numerals. Monday he tried to get the display back, but found that the store could not break week or 10 days to send the painting along to the next house.

Dossn't help that an occasional patron tickes because he came down to see the advertised film and finds another picture billed.

#### Class of '22

Class of '22
Commenting on a recent stunt of offering reduced admissions for pennies in series, Paul Doblin tells of a penny stunt he worked at the State theatre, Cosne Park, N. Y. Reading in a daily paper that there had been few one-cent pleces coined in 1922, he looked over some 500 pennies taken in at the box office and found only one of that dato, odds, he offered a free admission for any penny of that date. Only six were turned in. The penny is listed in coin catalogs at 15 cents.

#### Guessing Doorways

Ed Furnis cracked a local tisup to crash the white space free for his Paramount. Ran a series of doorways of prominent plays in city to to boost his local news shots, shown weekly in conjunction with a daily and the park department. First 10 who guessed correctly the entrances won pairs of ducats.

#### Lining Up

Manager hit on the idea of offering a prize for the best 10-line paragraphs made up of sentences taken
from as many different items in the
local paper. It had to make consecutive readings such a hit that
the paper asked for an encore, but
this time the Sunday issue will be
specified since the paper desires to
build up its Sunday circulation.

#### St. Paul's Teaser

St. Faul's Teaser

St. Paul.

Teaser campaign with mystery angle used here by Ray O'Conneil when his Orpheum played 'Murders in Rue Morgue'. Plastered town with chalked, typed and written signs reading solely M. I. R. M. Hand. written stands, done by Toolson the control of th

in italies two days aread of start of engagement.

Good for any show if mystery aura is properly preserved until ready to be tipped. Got plenty of comment at parties, dinners, etc., on what initials mear...

#### Picked Birdmen

Price slash from 40-50c, top to 35c, top by all Fox houses in Rocky Mountain division. Affects about 25 houses, leaving only one 56c house in this territory, the Lincoin, Chey-care, Wysolin, Jr., closed the Muzo Later, Tularosa, N. M.

The R & B theatre, Big Springs, Wyso, reopened by J. Thompson.

R. E. Griffith of the Griffith theatre, Chain in the southwest has opened a Derver office to service his houses in this territory, line the atre chain in the southwest has opened a Derver office to service his houses in this territory, line the atre chain in the southwest has opened a Derver office to service his houses in this territory, line the atre chain in the Suthwest has opened a Derver office to service his houses in this territory, line the control of the State, and the service of the control of the State, and the service of the control of the State, and the service of the control of the State, and the service of the control of the State, and the service of the control of the State, and the service of the service his houses in this territory, line the correct of the service of the

Making Magic

The crase for parlor magic can be used by theatres. Almost every city can boast a few men who are or think they are clever as to leger-dermain.

If should be possible to form a magic club, even in a small town, with the magicians giving monthly shows after the regular performance some off night. Shows should preformance in order that the invited guests will take in the show to avoid the annoyance of waiting outside until the film is over.

#### the KEYS **BEHIND**

Palace, New Braunfels, Tex., has building at Longmont and installing osed. a theatre seating 400. Opens about

Bronx, N. Y.
Irving Shear, formerly manager
for Fox, Brooklyn, now managing
the Benenson theatre.
Anthony A. Costa, in the steamship agency business for some time,
back to anusements as mailager of
the New Douglas.
To the or search of the New Douglas.
To the or search of the New Manager.

Edward M. Hart, has been a pointed city manager of Warn Brothers' three Troy houses, t Lincoln, Troy and the American.

New York Charles Raymond appointed man-ager of Loew's Valencia, Jamaica, La I., succeeding Harold McMahon now in charge of the new 72nd St., New York.

Birmingham.

Shakeup at Alabama puts Vernon
Reaver, mgr., and Ben Sims, ask.
out, with discontinuance of vaudeville in the ace Publis house; suceccded by Rollins Stonebrook and
Jack Murphy.

Newark.

Warner Bros transferred Bert Leighton, Hudson County district meters of the State o

il 1. he Midway at Burlington, Colo. installed sound.

T. C. Stanton bought the Pawtime theatre, Pine Bluff, Wyo., from Joe

Montgomery.
Thomas McConnell named assistant manager at the Paramount, succeeding Jack Murphy, transferred to the Alabama, Birmingham.

Utica.

Sale of Olympic Theatre building in foreclosure will not affect policy, Olympic, indie, now managed by Morris J. Shulman. Mrs. Edna K. Gordon of Westfield, N. J., sald to be majority bondholder of property, is new owner.

RKO Ritz goes double features Saturday (12) making the third house to take on doubles in down-town Birmingham. Strand and Cap-itol adopted the policy a few weeks ago; Temple, Rialto, Five Points and Fairfield are all on twins.

Remodeled Majestic, 1,250 capac-lty, reopened March 5. T. & D. spent over \$50,000 in past sixmonth fixing up this and local Granada

San Fra sloot here last week M. L. Markowitz bought the new Lycoum, nabe house, from Sol Lesser, and George Law Yore purchased the Gilbon, libert, which was the control of the College, libert, which was the control of the College, and the College, which was the college of the

Managerial changes: Lincoln Alameda, from "crman Schwarts to Rt. Lippert; Alhambra, Alturas, from John Sharp to J. D. Miller. Steele to David Steele: Harvester, Corcoran, from Frank Leino to Fred Jodley; Welcome, Knighr's Landing, from Dr. T. H. Dixon to G. F. Traylor: Peralta, Oakland, from W. R. McKenna to Richard & Soss; Rialto, Oakland, from Myshier & Cooks to Wally Feehan.



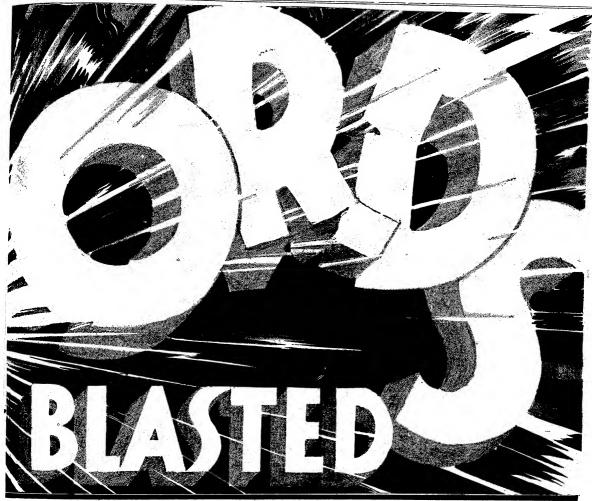
RICHARD DIX

Mary Astor . . . Joel McCrea

Frich Von Stroheim . . . Dorothy
Jordan . . . Robert Armstrong
Directed by Geo. Archainbaud
DAVID O. SELZNICK Production

RKO RADIO PICTURE

THE LOST



RADIO'S JUGGERNAUT OF THRILLS IN TERRIFIC OPENINGS...TOPS "FRANKENSTEIN" STATE-LAKE

"SQUADRON" Delivers... As Advertised! Tops "CIM" Washington, Syracuse, Chicago and Held Over! Prosperity Grosses Everywhere Against Lashing Storm On Eastern Seaboard! Critics Burn Up Typewriters in Salvo of Praise ... Now Primed To Blow The Nation's Hat Off!...

# SQUADRON





OK—Harry and Jack Cohn—OK for the tremendous strides you have made in the past the courage—the vision—the stamina that brought Columbia right up front as the one great independent.



And Now—Overnight—you have the entire industry saying "OK COLUMBIA"—watch them go—NEW ideals—NEW Plans—NEW BLOOD—Young blood with a fresh outlook and an inspired conception—rarin' to go!



OK Columbia — you're the Pep child of the New Year — the industry sensed that BIG THINGS were afoot when WALTER WANGER joined shoulders to Columbia's great wheel of achievement — brilliant — young — daring — he knows his pictures — a Sensational asset!

It was sure of it when Charles Rosenzweig, sales expert par excellence, moved over to Columbia with his dynamic selling genius to line up big contracts for the new product all over the map — that's plenty more youth and new blood for Columbia!





And then, just to double check on it, you signed Bruce Gallup and Hubert Voight for advertising and publicity—East and West—new blood—young—dynamic energy—know their stuff—and HOW!



And now—the first shot—a triple broadside to open up the season with the electrifying production announcement of the buying of "WASHINGTON MERRY-GO-ROUND" and "THE BITTER TEA OF GENERAL YEN"—and the signing of great directorial talent—OK—Allan Dwan—OK—Irving Cummings—OK—Harlan Thompson—BOY!—that's grabbing 'em!

AND WE'VE ONLY JUST STARTED!

Columbia
you're going places -and prosperity will go with you!

# National Shut-Down, Jugoslav Exhibs' Threat on Taxes, Censor

Jugoslav Cinema Owners' asso-clation met Friday (4) and decided to close down all Jugoslav picture houses on March 15 if the govern-ment doesn't reseind several objec-tionable measures in the meantlme. Dictum laid down by the picture

(1) Taxes should be cut instead f raised as proposed in Parlla-

(2) Film censorship be abolished, since the recent censorship regulations are held to make things pretty impossible;

And (3) the law regulating cinema work be changed.

work be changed.
Delegation of the theatre owners are now in Belgrade with the intention of explaining their feelings to the government. One thing that the delegation wants to make clear is that theirs is no gesture and that if the government doesn't come through with relief, the theatres in all Jügoslavia will be closed.

Meantime American film concerns are sitting back and letting the the-arre men do the fighting, but hold-ing to their determination not to sell any product in Jugoslavia for next season unless and until the laws are revised in favor of busi-

# **CHALIAPIN TO** FILM QUIXOTE

London, March 7.

Nelson Films, Ltd., with a directorate including All Mackintosh, Feodor Challapin, Jr., and Nicholas Vondas, latter managing director, and £10,000 nominal capital, has just been formed for the sole purpose of exploiting Challapin's films.

explotting Challapin's films.
First picture originally intended
to utilize the scenario dealing with
Russian life written by Charles
Chaplin and Jean de Limur, but the
Bank de la Cliematographie and
Vandor Film Co., who jointly paid
\$120,000 for a 25% interest in the
film's profit, suggested Don Quixote
as more suitable for the open afor\* film's profit, suggested Don Quixous as more suitable for the opens star's film debut. It was thought the singer would be more at home in this part, having appeared in the opera of same name.

opera of same name.

Film will be bilingual with the

French adaptation by Paul Morand

and English version script by John

Farrow. With Jean de Limur direct
ing, production starts early in May

with exteriors in France and Spain

and interiors at Associated Radio Pictures' studio in Ealing. Contract

calls for the finished picture to be

delivered in early October.

United Artists is negotiating for the English releasing rights with an option for America, UA offering

#### Costly Film Censored

Paramount's British production, 'Spring Cleaning,' is having censor trouble after the picture cost nearly \$105,000.

Retitling and partial reshooting may save the subject.

#### Ass'd Radio Shake-Up

London, March 7. Staff of Associated Radio Pictures Staff of Associated Radio Pictures pretty thoroughly shaken up as a result of Basil Dean's switch to RKO. A mong those out are Fred Isaacs, publicity man; Elizabeth North, script advisor; Carol Reed, dialog director; Graham Cutts, talker producer, and Edward Carriek, art director.

Also Bob De Grasse, head cameraman, sent over by RKO recently, hax been ordered to hop back to Hollywood.

#### BRITISH FILMER LOANED

Jack Raymond, one of the leading British producers, is being loaned to Associated Radlo by British and Dominions.

#### Solons Rival 'Dracula'

Paris, Feb. 26.

Paris, Feb. 26.
One spectator dying from excitement and several women fainting
during a show resulted in no interference from the police—show being
the French Chamber of Deputies.
This happened during a sitting
when both parties turned the floor
sulting in much nose bleeding and,
due to unusual excitement, sitting
being suspended to clear the casualties.

# **FORBIDDEN'TOP** LONDON MONEY

London, March 7.

Stepping Sisters' (Fox) failed to make the grade at the Capito, largely due to the lack of star names and was withdrawn after one week. 'Charlie Chan's Chance (Fox) replaced for a ben 20, following the content of London, March 7.

for a short run.
(UA) to follow.

#### **Pavilion Move** Points to Row On Newsreels

London, March 7. Understood that the project of switching the Pavillon into a news-reel theatre toward the end of April switching the Payillon into a newsrecel theatre toward the end of April
Is really a new front for the
Dally Mail. Company handling
the thing is understood being
formed by A. E. Abrahams and
John Maxwell, with the Rothermere
daily thus making, its first entry
int the control of the control of the control
and the contro

#### FOX'S 40 OF '33'S 48 WITH FOREIGN TITLES

Forty of the 48 plctures scheduled by Fox for '33 will be treated with superimposed titles for the foreign market.
Fox will stop playing with either dubbing or direct shot foreigns for some time. In some European countries, however, Fox will purchase local-made foreign films for distribution in those local markets.

#### W. C. FOREIGN FILM CIRCUIT

San Francisco, March 7. West States Enterprises, with J West States Enterprises, with J. J. Gottlob, Raiph Pincus and Herbert Rocsener as heads, plans to organize a group of foreign film houses similar to the Filmarte here, which they operate. Their Rocke, Oakland, slated to open next week with Tobis and Capital cellular Trio are local reps for Fringer enterprises.

Canty Set in Berlin Berlin, Feb. 26. George Canty, American film trade commissioner, has opened his Ber-

office. flis quarter, are in the prem of the American Commercial At-tache, and th American Consul General, in Belleyuestrasse.

#### FRENCH COLOR FILM

Paris, Feb. 26.

Several color processes have lately been either invented or perfected locally, though state of industry doesn't make their introduction on the market probable.

They nevertheless are either bought or placed under option, even if only for protection of already ex-isting patents. One has lately been bought by Metro.

# **SOVIET GUARDS** AGAINST U.S. **PROPAGANDA**

American pictures now running in Russia 'include Monte Banks in 'A Real Gentleman,' George Bancroft in 'Docks of New York,' Douglas Fairbanks in 'Son of Yorro' and sev-eral 'Our Gang' comedies.

The queues in front of the theatres with American showings are always the longest here. Even the oldest Hollywood comedy its a relief after the over-serious propaganda pieces of Soviet manufacture.

lief after the over-serious "ropaganda pieces of Soviet manufacture,
The Russians have no special love
of old out-of-date pictures, but acto the out-of-date pictures, but acto the control of the control of the contalkers, even if the Soviets
could afford them, would not be of
much use because so few houses
are wired as yet. Besides, most
serious American films are all wrongpolitically from the Soviet angle.
They show capitalist civilization in
too flatterion of the control of the conpretty much limited to comedies
and westerns, except when an occasional picture like "Docks" or 'Chicago' presents American life in a
realistic and therefore none too
pleasant light.
Russians are even more careful to

pleasant light.

Russlans are even more careful to guard themselves against American propagnada than Americans are to ward off Russlan propagnada. There have been a dozen American films outlawed here for every Russlan film outlawed in the States.

'All Quiet,' for instance, proved too loud for the Soviet officials. Those who saw it—which, according to unconfirmed rumor, included Stallm—liked it, but decided that it wouldn't be good for the general

stain—liked it, but decided that it wouldn't be good for the general public. Too pacifist in tone, in view of the bing-bang military prepared-ness propaganda constantly in prog-ress here.

#### **BRECHER TO DISTRIB** UFA FILMS IN U. S.

Lee Brecher is now the official Ufa distributor for the United States of German Ufa films. Brecher,

States of German Uta films. Brecher, owner of the Little Carnegie Playhouse, will use his 57th street show-case for New York release of the Ufa films. His Protex Film Co. will distribute generally.

Brocher's Ufa deal, completed Saturday (5) afternoon, calls for the Germans to show him 28 to 30 plctures within the next year of which he must accept 15. An equal number of shorts are included. He does not have to give all 15 first run showing in his New York house.
Brecher is understood to have

does not have to give all 15 first runshowing in 18 New York house. Brecher is understood to take and 18 first print of the 18 September 18 to the 18 September 1

# Too Much Confusion in U. S. Film Co's Seen as Britain's Prod. Opportunity

#### Newsreel Adventure

Rome, Feb. 24.

Reports of the adventure of a sound film cameraman, Marlo Craverl of the Luce Italian government news reel, have reached the head

office here. Craveri was sent by his firm to take pictures of the fighting near Shanghal. He had Chinese boatmen nt by his firm to Shanghal. He had Chinese bootmen pull him under the Chinese forts of Woo Sung with his camera. The boatmen, however, having landed their passenger, took fright and made off. Craveri remained nearly a day and part of a night under the fire of the Japanese. Finally the British cruiser Berwick rescued him

# \$38,000 IS PAR'S **BRITISH LIMIT**

London, March 7.

Daramount is now making \$33,600 the top production cost of any British production.

Largely the new figure is due to the fact that Par has three films made here and on the shelf walting

Also the belle. among Par men in both New York and on the continent that about \$40,000 is the most a pleture can cost for any small share of the European market and break.

#### Important European Film Execs Here; U. S. Foreign Heads Abroad

Dr. Noelle, head of Tobis, is again expected in New York within a week or two to look over the New York market and reorganize Tobis activities on this side. When he comes

tivities on this side. When he comes it will make the most important representation of foreign film exces in New York at one time since before the war. Chiefs of Ufa, Gaumont-British and British international are already here.

Dr. Noeile, expected in New York early in January, had to postpone his trip due to the sudden patent conference in Paris at which price reduction for all ileencees on the continent was agreed upon. With that settled he is expected to take the first possible boat, Unknown exactly what Noeile

the first possible boat.
Unknown exactly what Noelle will do in New York except that he will probably arrange for some American company to take over the rights to Tobis product for Americans.

rights to Tools product for Americans and the Capit. Harold Auten, and Cale pleture 'A. Nous las Libeste' for the U. S. Instead of the regular Tobis company which had the past Clair films, 'Le Million' and 'Sous ics Tolts de Paris. Coincidence has the majority of American foreign chiefs in Europe at the same time that most of the European foreign experts are over here. Now in Europe or on the way over are J. II. Seldelman of Paramount, Arthur Loew of Metro, R. Dowling of Radlo and Phil Kaufman of Marners. man of Warners.

#### FOX REPORTED SEEKING LONDON STUDIO UNIT

London, March 7.

London, March 7.

Fox is understood to be negotiating for a local production unit.
Harry Cohen is handling the details of the deal.
Twickenham Studios and Julius
Hagen may be linked up in the
plans when completed.
When and if Fox gets set here it
will make an almost complete line
of American film campanies turning
out product in London do see form

out product in London in one form

French Censor Chief Dies Parls, March 7. British film production will increase 100% or more within the next few months. Britain has never before had such a good chance of crashing film production in a really big way as right now. Such as the conclusions of Jeffery Such as the conclusions of Jeffery Such as the conclusions of Jeffery Britain and Advice of Caumont British.

Bernerd came over to New York

Service and a director of Gammons Figure and a director of Gammon Cover to New York alout three weeks ago to secure some product for his London company. He salled back on the Berengaria Friday (4) having falled to obtain any.

In 17 trips to New York that I have made, Bernerd said just before stilling, 'I have never found the American market so lacking, in both the said of th

auction staff? The answer is obvious."
England will have to get right to work to turn out product to fill its own theatres, Bernerd feels. That circumstance means that England will be given the objective for activity which it has always previously lacked.

It's perhaps an unfortunate thing the production of the production of the cornel will be seen the objective for the cornel of the cornel

#### MULTI-LINGUAL CO. NOW SHOOTING IN HUNGARY

Budapest, Feb. 27.
Minerva Pleture Co. Is a new
ompany founded with French capicompany founded with French capi-tal, for the purpose of producing pictures in Hungarian, German, English and French in Budapest. The French firm, Adolphe Osso is

English and French in Budajest. The French firm, Adolpho Osso is ginancing.

Minerva has made an arrangement with the Humla studio, between the Humla studio, between the Humla studio is very small, but the opportunities for employment is welcome to the government.

First picture, to be shot in French only, is more or less an experiment for Osso to get acquainted with working conditions of the Humland Studies o

#### Spring Comes to Paris Paris, March 7.

Spring is here.

Parks and sidewalks playing to nice biz, but theatres neglected.

CHAPLINS ORIENT-BOUND

Paris, March 7.
Charles Chaplin, with brother
Syd, went through here on their
way to Naples.
From Italy they are going to the

#### 'BEN-HUR' HOLLAND DRAW

Amsterdam, March 7, Syncod Ben-Hur' (Metro), has shown up here for day and date showings in Rotterdam and Am-

Heavy biz in both places.



of a booking requirement presents itself when I'm building up an entertaining show, it's no problem at all when I select my short features from Paramount's Quality line-up. No chasing around vainly trying to get a good "belly-laugh" two-reel comedy; a light single-reeler; a beautiful scenic garnished with high class musical accompaniment, a clever cartoon, or a novelty subject. They're all with Paramount. And they don't only fill my program either-they sell tickets-they fill seats. Sure I'm cheering!

# PARAMOUNT Shorts



PARAMOUNT NEWS

PARAMOUNT TWO. REEL COMEDIES

PARAMOUNT ONE-REEL PRODUCTIONS

(Including the ever popular Screen Souvenirs)

PARAMOUNT SCREEN SONGS

PARAMOUNT TALKARTOONS

PARAMOUNT PICTORIALS

#### IMPATIENT MAIDEN

(Continued from page 14)

(Continued from page 14)
virtuous indignation, as this one
does. Anyhow, it didn't seem reasonable the way it was managed in
the present instance.
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#### AFTER TOMORROW

x production and release. Directed by its Borage. Charles Farrell featured. The product of the p

A frank, intelligent conversation about sex between a boy and girl in 'After Tomorrow,' in duplication of the stage or legislat, is still a support of the stage of the stage

way, but the whole is lacking in popular appeal,
William Collier, Sr., as the gir's father and Josephine Hull as the boy's mother are the gems of, the cast, while Minna Gombell and William Pawley are other bulwarks. Borzage handled the entire bunch extremely well. Bige.

#### ALIAS THE DOCTOR

Lottle	Marlan Marsh
Mother Brenner	Lucille La Verno
Stephan	Norman Foster
Anna	Adrienne Dore
Keller	Oscar Apfel
Dr. Niergardt	John St. Polls
Kleinschinidt	Wallis Clark
Mrs. Beverly	
Von Bergman	George Rosener
Autopsy Surgeon	Boris Karioff
Professor of Univ	Reginald Barlow
The Deacon	Arnold Lucy
Willie	Harold Waldridge
Franz	Robert Farfan

willie some the property of the contributing factors, on this contributing factors, on the contribution of the contribution of the contribution of the contribution of the contribution factors, on the contribution and the contribution factors and the contribution factors and th

circumstances. This dramatic situation is built up with some degree of cinematic. Vill, but It's just another finale.

There are sundry sidelights which all the premiers and the state of the premiers and the state of the premiers and the premie

#### RASPUTIN

(GERMAN MADE)

It always is a difficult task to make a biographical picture. There are always people of an opposing opinion of the subject. This Ras-putin picture has these, though the author, Ossip Dymow, Russian poet

putin picture has these, though the author, Ossip Dymow, Russian poet, knew Rasputin personally. Conrad Vedet plays the mad priess most impressively, and the sensitive director, Adolph Trotz, succeeds in storage of the control of the picture. However, and the picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to take over the high command and to then try to make picture him to the picture him to the picture him to take over the high command and to then try to make picture him to the picture him to the

Gabby to an extreme, 'Heart of New York,' nee 'Mendel, Inc.,' is a victim of too much tails and too litted in dialect, and that also hurts. During the entire last half of the footage the only dialog of interest is the Smith and Dale cross-fire, which will be the control of the footage the only dialog of interest is the Smith and Dale cross-fire, which will be the control of the

#### STRANGERS IN LOVE

Paramount production and release. Directed by Lothar Mendes. Based on play with adaptation by Grover Jones and William Sincens McNutt. Photography bearing the product of t

Buddy Drake	Fredrie Marcl
Arthur Drake	Fredrie March
Diana Merrow	Kay Franci
Stan Keeney	Stuart Erwii
Muriel Preston	.Jullette Compton
Mr. Mérrow	George Barble
Mo Phall	Sidney Tole
J. C. Clark	Earle For
l'rof. Clark	.Lucien Littlefield
Reonson	Leslie Palme
Snowball	Gertrude Howard
(frenshaw	Ben Taggar
Dr. Selous	.John M. Sullivar
Di. Seloue	IDONE DIT COMMON

# Paris-Mediterranee

Arise-Mediterranee
(FRENCH MADE).
Natan production and release, Directed
B. Granichitaetten. Music by Granichtaetten. Recorded by RCA Photophone. Made
in Natan Johnille audide. Romping direct
in Natan Johnille audide. Annabelli ind'
Annabelli ind' Marry Kingsdale. Jen Annabelli ind'
Annabel Blacette. Davallas.

Solanae Paseaus. Annabelia I and Murry Kingsdaise. Annabelia I merchand German versions with different por Emile Naisan, with coat of the two versions slightly topping 3200,000. French version is a decided hit, dus to good acting, especially by Annabelia, some excellent. Story is perfectly unconvincing but so much so that it belongs to state of the solar personal per

reacts rather adversely on audiences.

The sag man is done by Duvalles of the Paiols Royal legit, who is the Paiols Royal legit, who is the sage man is reached the same per same new-locally at least—and bring laughs as relief to the sentimental parts. Acting by supports is good all acound, with the sentimental parts. Acting by supports is good all acound, with the sentimental parts. Acting by supports is good all acound, with the sentimental parts. Acting by supports is good all acound. With the sentiment of his legit performance in 'Sexe Fairble,' but gets no credit on the program. Though not technically uncertainty to the sentiment of the sen

petency that is reflected in the preparation of the scenario by Grover Jones and William Slavens Mc. They've the Paramount writ. They've the Paramount writ. They've the Paramount writ. They've the Paramount writ. They they have been supported by the production for the production of the state of the state of the production of the state of the state

It is improbable that 'Michael and Many' will crash many deluge runs, and Many' will crash many deluge runs, and many will crash many deluge runs, and the state of the patrons to accept a play with a foreign atmosphere. Where they will the production will be enjoyed. It is rather above the heads of the lesser audiences.

The state of the patrons to accept a play with a foreign atmosphere with the state of the state of

### **BRIDEGROOM FOR 2**

(BRITISH MADE)

British international profile in the release. Feature in the profile in the release. Feature in the release in

The	Bridegroom	1	Gene	Gerrard
The	Bride Who	Was	Murlel	Angelus
Her	Mother		Margare	t Yarde
Her.	Father		Frank S	stanmore
Her	Flance		Dennie V	/yndham
The	Butler		Henry	Wenman
The	Bride Who	Wasn't.	R	lta Page
Her	Father		Ronald	Frankau
The	Detective		Gec	rge Gee
11		-		

ther States with the state of the process of the pr



The Nuts of Hollywood are all Gathered Together to make riotous scenes for

THE

# COHENS AND KELLYS HOLLYWOOD

Starring

# GEORGE SIDNEY CHARLIE MURRAY

With JUNE CLYDE, NORMAN FOSTER
Dorothy Christy, Emma Dunn, Esther Howard, Luis Alberni.
Directed by John Francis Dillon. Produced by Carl Laemmle, Jr.
Supervised by Stanley Bergerman. Presented by Carl Laemmle.

THIS caps the climax for the whole "Cohens & Kellys" series of feature pictures—the series which has had millions of dollars worth of advertising all over the world. It's the pick of the whole series.



WHAT THIS COUNTRY NEEDS IS A BELLYLAFF!

STEP OUT WITH UNIVERSAL

#### BRIDEGROOM FOR 2

(Conitnued from page 23)

(Conitnued from page 20), eleorine. Her beau shows up next morning for a fight in which both think they've killed the other. A great deal of it is very funny and Gene (terrard's work throughout is good especially pretty and no nightingshe, but tries looking the first and being the latter. Also there's some ustonishingly bad acting by George Ge and Ronald Frankau, By cutting out the singing accurate on the singing anight be helped a good deal.

# **PEAUX NOIRES**

('Black Skins')
(FRENCH-MADE)

A most interesting and realistic travelor of Central Africa, shown as first part of a program and deserving special notice. Real education and the serving special notice. Real education is notiography. The film shows best in some Central African tribes habits, which look like the probable survival of mediaeval feudal customs imported there at the time of the Crusades, and as such of considerable educational interest. Explanations shost-volced and helped by relief maps. Maxi.

#### TU SERAS DUCHESSE ('You Will be a Duchess') (FRENCH-MADE)

	Parls, Feb. 22.
Paramount Fre	neh production and re-
	Rene Guissnrt from a
Beenurio by 1 ves	Mirande. Music by F.
Gromon. Recorde	d Western Electric. Run
ning time 85 min	utes. Paramount, Parls
Feb. 12.	
Tarole Polumin	
Delevers	Fernand Graves
Delacour	Fernand Graves
Barrieur	Pierre Etchepari
Chouquette	Dorlane
Leon	Plerre Feuillere
The Duke	
The Douter	Jean Gobel
The 1 bhet	
The About	
M. Polskon	Andre Berley



## **FLORENCE** ROGGE

Mentor of the Roxy Versatile Ballet

4th Year at the World's Largest Theatre,

The Roxy, New York

# ranges for a marriage with one of his secreturies—a marquis—who is the secreturies—a marquis—who is for a suy moment. Young the first of a suy moment of the secreture of the se

#### Sein Scheidungsgrund

('His Divorce Grounds') (GERMAN MADE)

(With Songs)
Ufa production and release. Starring
Lien Deyers and Johannes Riemann. Di-
rection, Aifred Ziesler; scenario, Franz
Arnold and Max Jungk; camera, Franz
Planer and Bernard Wentzel: sound Dr.
Gerhard, Goldbaum: music, Otto Strongky
At the Ufa-Cosmopolitan, N. Y., on grind,
two weeks beginning Feb. 19. Running
time, 80 mins.
Robert Lueders Johannes Riemann
Hilde, his wife Blanding Ebinger
Liane RolandLien Devers

Attorney Gartz Heinz Salfner
Rasmusen Paul Hoerbiger
Sperling Julius Falkenstein

#### A PRIVATE SCANDAL

Headline production and indegendent re-lease. Directed by Charles Hutchion from a story by John Francis Nattford. Fea-turing Marlan Nixon and Lloyd Hughes. In cast: Lucile Powers, Theodore von Eltz, Walter Hiers, Fletcher Norion, Eddie Phil-lips, George Wells, Snowfake. At Loew? New York one day, Feb. 29, Running time, 73 minutes.

Walter Hiere, Fletcher Norton, Eddle PhilNow Yook on edu, Pieb. N. Rouning time,
15 minutes.

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boss, could have been developed missomething big.

But the build-up is in the usual ladie way. The girl who hooks up with the crook never knows, but to get a job with a political who can make things easy for everybody when she is allowed to find out.

Maylan Nixon is attractive as the girl and Theodore von Islts does the best he can with the d.a. rolly will be the can with the d.a. roll will be the can w

#### **Drastic Anti-Stench** Bomb Bill Up in R. I.

Providence, March 7.
Designed to bring an end to bomb outrages in Rhode Island theatres a bill has been introduced in the Senate here providing for a 20 year prison sentence and a fine of \$10,000 for porsons convicted of releasing stench bombs in local the-leasing stench bombs in local the-correct present convicted of the property o

or jail sentence.

The blil, introduced by Sen. Daniel McLaughlin, a leader of the ma-jority party in the Rhode Island legislature, says he was prompted by the several bomb incidents that took place recently in the new Hollywood theatre in his hom

#### Exhib Sues Opposish, Citing Sherman Act

Los Angeles, March 7. Jack Berman, local exhibitor, h

Jack Berman, Mosters and Mura, has filed sult against three competitors alleging conspiracy with Fox, RICO-Pathe and First National in violation of the Sherman Act.

Defendent exhibs are Harry Popkins, Ray M. Robbins, and Peter Lasher, Berman claims they have three individual theatres but organized a theatre copration and broder to Distin an unfaintly in the control of the contr

leged to have been pushed back into a sixth run classification, while the rival trio's Unique theatre, six blocks away on East First street, further sapped his biz by cutting from 15 cents to a dime admission.

#### SKOURASES SURVEYING: MAY ADD PAR. UA. L. A.

Skouras brothers will assume operation of the Paramount and Indea Artists, Los Angeles, within month, it is expected, with Ed Smith, former operator of the duet for Putlik, set in local cheire.

In view of a looked for searcity of product, the Skourases may close the U.A. over the summer.

Skourases spent the week-end in San Diego, inspecting F-WC theatres in that vicinity and returned to L. A. yesterday (?) to delve linto the affairs of Principal Theatres, a subsidiary controlled by Mike the affairs of Principal Theatres, a subsidiary controlled by Mike Rosenberg and F-WC. During the day, they also held several meetings with union officials regarding scales in the L.A. territory.

Managers from the Arizona division are due in Wednesday (9) to take up their setup with the brothers. Following the survey of the Arizona field, new operators go north.

north.
First big house to feel the axe is Loew's State, with six people off the payroll. They are Wally Schooler, assistant p. a., Jack Rosenberg, exploitation man, Ed Pedroski, auditor, a secretary, an assistant manager and the chief

#### Hoblitzelle North

Karl Hoblitzelle, former owner of the Interstate circuit now leased by the interstate circuit now leave by RKO, is due in New York this week. Purpose of the visit is a business discussion regarding rental adjustments of the interstate theatres and other operation details. It is expected that Hobitizelle will return home within the week.

#### RKO MAYFAIR'S STAGE Installing According to Lease But Won't Be Used

A stage is being constructed in the RKO Mayfair, New York, (pic-

the KKO Mayfair, New York, (pictures) under terms in the lease, but RKO does not intend to utilize it. Straight plctures will continue the polley at the Times Square house. Lease with Walter Rende calls for construction of a stage at the end of 16 months, it is now being installed but not mechanically equipped. House was formerly the Columbia (burlesque) before rebuilt for pictures. for nietures.

#### Resigns and Rescinds

Milton Feld, divisional director for Publix of de luxe houses in the east endered his resignation last week

Circuit heads, however, prevailed upon Feld to reconsider his intended withdrawal and to continue with his duties.

Indianapolis, March 7.

Millon Feld arrived here and announced that the Skouras-Publix regime at the Indiana was at an end: In future theatre will be operated by Publix. House staff will crated by Pu be retained.

#### Union's Free Busses As Retaliation Vs. Non-Union Theatres

In its offensive against the Springer-Cocalle chain of houses in Greater New York, the operatoric local (No. 306), is trying to wean potential patrons away from the non-union theatres in all localities where operating by furnishing buses to cart people to and from firm snots.

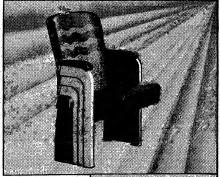
buses to cart people to and from film spots.

The buses are ribboned with ban-ners which proclaim free rides to theatres using 806 men. They are covering every neighborhood pen-etrated by the Springer-Cocalle circuit, which numbers 1 houses, and are taking a wide area around each house.

#### Promoter Jailed

Fromoter Jailed
Easton, Pa., March 7.
Harry Goodman, of Philadelphia,
who posed as a dealer in buying
and seiling theatres was found
guilty by a Warren County jury on
a charge of embezzling about \$15,000 from three farmers. He was
sentineed to a Jail term of two
years by Judge Runyon was refused.
An appeal will be made, according
to Goodman's attorney. Meantime,
Goodman is serving his sentence.

# Here's the CHAIR DESIGNED FOR THE NEW EARL CARROLL



3,000

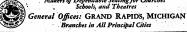
This chair invites patrous to relax. Heavy uphobstered hack it envered with cural mobars plack of brillians modernistic de-aigs. Seal is full piring of mattress com-fore edge type. Airle lights are hidden.

• 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

pride, the New Earl Carroll Theatre in New York. Specially made by the 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 recep-tion. To owners and managers who wish something outstanding in seating, we offer the facilities of this organizawe offer the facilities of trins organized tion of seating specialists, who for halfa-century have pioneered all the advance-ments now obtainable in theatre seat-ing. You are invited to avail yourself of this service without obligation.

# An innovation, indeed. A program light in the back of every seat. Simply push the button. Prestol A small battery flashlight emits a thaft of light in patrons can read programs during dark scenes. American Seating Company

Makers of Dependable Seating for Churches Schools, and Theatres



THOSE FOUR SINGERS OF THE SOUTHLAND

# HALLELUJAH

CBS-KHJ RADIO ARTISTS

Opening for Publix-B. & K., March 11th, Chicago Theatre, Chicago.

Personal Representative, Herman Boxer-Exclusive Management, WM. MORRIS OFFICE

#### KEEPING UP WITH F. & M.

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

#### Lookers Grabbed

That maryelous "line" in "Sketches" Idea will charm the tired business man via a new unit, "Town and Country." This is a Larry Ceballos production, with "Sketches" coming in from the road just in time for Larry to put these lookers into his new one. Beautiful Pratsy Mason. F & M's endurance record line captain, is rehearing the girls "the new Ceballos routines.

#### Zelda's "Vacation"

Zelda Santey goes with F & M
"Veils" Idea, opening Loew's State,
Los Angeles, this week. This spoils
Zelda's contemplated loat with
friends in Beverly Hills. And she
just got off the train after ten
monthis with "Vacation Days" Idea.
Seems to be the studio plan of to
Seems to be the studio plan of to
rest between units. Santey's inimitable impersonations responsible.

#### Chi Admirers

Gang-torn Chicago finds friends in Los Angeles. Manchester Tleatre audiences rave over good eyesight of Chicago beauty Judges who selected "World's Fair Idea" beauts. Bernie and Walker, just out of F&M "Tomorrow's Stars," pressed into prefere the property Mr. C's foot reception that would have delighted B & K pickers had they been there.

#### F & M Cracks

"In Crackerland," Ralph Smith's famous kolyum in Atlanta Journal, features hickerland, and the features hickerland, and the Smith by Wally Decker and Lionel H. Keene. What happened was that Wally and Lionel were discussing the Ideas in Keene's office when Roy Youngblood of the Fox steered Smith in. Somehow the talk turned to start and rise of F & M, and Ralph took it all down and printed it in his Atlanta landmark.

#### **Betty Receptions**

Betty Heceptions.
Charley Moyer of Inspiration, and
Monroe Greenthal, United Artists, releasing: Betty Compon's latest talkie, "Silver Lining," arranging private previews of this opus in all cities where Betty's F & M Idea plays, Arranging to get Betty in plays, Arranging to get Betty in the property of the property

#### Impartial? Natcherly!

impartial? Matcherly!

Bill Roddy of "Dream House"
Idea says he had the most impartial
audience in the world for special
show in Washington, D. C.. when
company entertained. The Barristers, composed of leading members
of Washington bar, with twentyfive judges present. Sentence protype of the property of the property of the progain," which won't be possible, as
F & M never repeat an Idea.

#### Odds and Ends

UGGS and EnGS

Doe Howe and Jack Partington
back from swing around the Eastern
circle, looking over the latest Ideas.
Coast publicity department arranged nice national hookup with
Jantzen bathing suit people for Lottie Mayer, who is readying new
diving girl Idea. Billy Gray added
auch-getter. Ramon and Virginia
rejoining "Exotique" likes.

#### **Beats Morrison**

Beats Morrison

Tommy McAuliffe, famous armless golfer with Leonidoffs, "Sitteh
in Time" doen, outputted Fred Morris, celebrated Agua Callente open
champion, at Fox Hill Country
Club, Los Angeles, last week. Holds
club between chin and shoulder and
shoots wicked 80 to 90 on any good
course. What a publicity natural
for the Pines, Bregers, Glenns and
Kinzlers who make flesh artists
"gell" their theatres.



SAN FRANCISCO SEATTLE

MILWAUKEE

# **BUYING GROUPS** SPREAD AGAIN IN CHICAGO

Chlcage, March 7.

Buying circuits, which were thought chilled as a snowball hast year, have blossomed again in town and for exhib business among the various buying s. Tôps. Now in the field are Henri Ellman, associated in a vague way with the Illinois Allied organization; Jimmy Coston, who also heads the local Warner Bros. theatre division; Lou Reinhelmer, Floyd Brockell and Bob Lucas. Reinhelmer and Brockell were once partners, but have split and each is low going for his continuous control of the cutting of protection from prior run theatres and the increasing of the cutting of protection from prior run theatres and the increasing of the cutting of protection from prior run theatres and the increasing of the cutting of protection from prior run theatres and the increasing of the cutting of protection from prior run theatres. Enthis, who are running wild themselves these days, are listening to all of them, the result being that the theatres are being switched around from one circuit to another as if they were on a merry-gro-round.

Distribs Unexorted Chicago, March 7.

Distribs Unexcited

Distribs Unexcited

Exchanges, which formerly used to get excited about the buying circuits, fearing that the large buying group in pages and fearing that the large buying group in pages and fearing the group in pages and fearing the group in pages and taking it easy, because the large number of circuits cancel the effectiveness of any one of them. Exchanges insist that circuits will pay the same prices for film, as the individual theatres. Question of main interest along the row is where the coln in the circuits lies, since it is recognized that very few of the exhibs are gaying their weekly service fees to the circuits, the fees ranging from \$15 to \$25 at heatre.

#### Maloy and All Chi Op. Union Heads Stay Put

Chicago March 7.

Chicago, March 7.

Entire present administration of the local Operators' Union was unanimously reelected for a five-year term, with Thomas E. Maloy continuing as business agent and chief factorum of the organization. The continuing as business agent and chief factorum of the organization. In the continuing as business agent and chief factorum of the union, with Hal Johnstone, secretary, and Frank Clifford, assistant to Maioy. Right after the election Maloy was voted a new car and given the privilege of making his, own choice.

Maio/'s reelection as head of this local again puts at rest reports closely and the continuing his continuing his continuing his continuing his continuing his continuing his must be a continued for the IATSE. Maloy has repeatedly dismissed the idea of this being in the race for the international office and with Dick Green now offered the post Maloy states he's in back of Green 100% and declaring his own opinion that the latter is the 'most logical man for the Job.'

#### Fox's 3 in Utica to WB?

Utica, March 7. Reported here that Warner Bros are dickering to take over the three Fox theatres in Utica, the Avon Utica and the Majestic (closed) Warner Bros. have one house here, the Stanley, which shifted last week from vaude and pictures to vaude for last half of week only.

#### Nat'l Screen Halves Job

Nat'l Screen Halves Job
Hollywood, March 7.
National Screen Service will, in
the future, split its trailer production between New York and here,
according to Herman Ro-bins, president, who is here to institute the
western production activities.
Kew manager of the local exchange is B 1 Quinn, who was in
the same capacity with Advance
Trailer before NSS took it over.
Scheeds Jack Fier, who had been
in colarge for the past seven years.
Tobbins remains here several
weeks longer.

#### LIBSON AS DIV. MGR.

Assumes RKO Post for Cincy, Co-lumbus and Dayton

The Libson has been appointed division manager for RKO of this circuit's theatres in Cincinnati, Columbus and Dayton. Designation became effective Friday (4) with Max Halperin, city manager for Cincinnati under J. Firnkoess, becoming assistant to Libson. Firnkoess retains his RKO, jurisdiction over Cleveland, Akron and Youngstewn.

town.

Libson formerly owned the houses in the first three named cities which RKO took over. He personally, however, retained Keith's Cincinnati in the original deal and this house is not affected by the new

house is not affected by the new arrangement. The Libson houses, six in Cincinnati, four in Dayton and two in Columbus, were sold by him and associates to RKO in June, 1936. He announces no changes in the present personnel unlessy necessitated by incompetency. Libson is transferring his office from the Keith building to his former quarters in the Palace theatre-building, Cincinnati.

#### III. Allied's New Ward System; 15 Districts

Chicago, March 7.

Chicago, March 7.
Ostensibly to relieve the pressure
on Aaron Saperstein, president of
the local Allied, the Illinois orgranization is trying a new scheme,
dividing the local territory of Allied into 16 districts with a wardman at the head of each division.
These ward leaders are to intercept the petty problems of the individual theatres and serve as contact between the president and
these exhibitors.
Although the 15-district plan is

these exhibitors.

Although the 15-district plan is stated to be a means of preventing Saperstein from being flooded with Individual problems, it is better understood that the new district system is for the purpose of corralling new members and to perfect a dues-collection was leaden it is understood, will be responsible for the dues of his district.

New scheme by Allied is also

the dues of his district.

New scheme by Allied is also almed at the task of pulling new members into the ranks. Bacadditional job, to canvass all non-Allied indie spots in his district to sell them the Allied dist.

Downstate illinois is also being ogled as a field for additional members and revenue. Allied is making a special bow for the downstate exhibitors by promising that every third weekly board meeting will be entirely devoted to the problems, both group and individual, of the out-of-town situations.

Present membership of the

Present membership of the Illinois Allied organization totals to about 155, of which around 105 are Chicago houses and the rest

downstate Allied's convention in Detroit has een cut from three to two days.

#### Snare Mail Racket as Evolved by Ad Man

Toronto, March 7.

Evolved by Ad Mian
Toronto, March 7.

A mall racket strined at American
advertising agencies. Interesting
that officials, etc., ended with the
arrest of Wiltred Eadle. 27, former
advertising man, who evolved a
scheme which might have netted
him thousands.
Sending out over 1,000 letter
heads bearing the name of "W.
Greenshields and Son, Ltd., Eadle's
method was to write ad agencies,
indie film officials, etc., explaining
that their shipper had, by mistake,
here a package of half tone cuts!
Custom clerk acting for the company, the letter read, had pald \$1.55
import duty on the package before
it was learned the parcel for his
employer was not originally intended for him. Latter suggested
to the firm fact, by rounding the \$1.55
claimed to have been pald as cus
toms duty and the supplied of the cost
of return mail.
Some firms who had, not sent cuts
in recent inouths investigated and
wrote Toronto police asking if there
were such a concern. Endle confessed and was released on \$10,000
ball. A thousand letters were
selzed, most of which contained

fessed and was released on \$10,000 ball! A thousand letters were scized, most of which contained money orders for \$2.20 made payable to 'G. W. Greenshields and Scn. Ltd.' Another 1,400 letters are still outstanding.

#### Virtue's Reward

Des Moines, March 7: C. J. Latta, former theatre manager who won fame a few years ago as the honest movie man' because he advertised for patrons not to attend his show, has affiliated with Warner Bros. in charge of Ohle theatres.

Headquarters in Cleveland.

#### Div. Men Travel

Closer contacts with the field for local study of situations is resulting in frequent trips by Publix divisional directors, among fave of whom the entire country is split.

Three div. directors are a way from New York for personal checkups. Last week Milt Feld struck for Denver. Harry Katz, who has Indiana, Illinois and portions of Kentucky and Ohlo, shot out for that part of the country, while Marty Mullins, over micwest and northwest, depart of yesterday (Monday) for Minneapolis, from which he will make headquarters on trips into nearby territory.

#### MEL HULLING WITH B. I. P.

MELL HULLING WITH B. I. P.

Los Angeles, March 7.

After a couple weeks with Pacific coast exchanges, Mel Hulling switched to head the two Atlas exchanges, here and San Francisco. Hulling went with Pacific at the beheat of Manny Brown, who then sold in the terror out to his partner, Melles and the second of the pacific at the beheat of Manny Brown, who then sold in the pacific at the beheat of Manny Brown, who then sold in the pacific and the

M H. Hoffman.
Atlas is handling Artclass and
British International product, with
the latter titled B. L. P. American
films. Joe Wolf is in charge of
the Atlas S. F. office.

# B&K Goes Triple Films as Indie Exhibs Fail to Stop Epidemic

#### Dempsey Returns' Edited By P. A., Fight Spieler

Hollywood, March 7.
Collecting all available footage of Jack Dempsey in action, Curtis Benton, fight announcer, and Arthur Wenzel, publicity man, have edited it into a three-reeler and are handling their own bookings.
Title is Dempsey Returns, with a dubbed monolog.

#### Eastman Theatre Test

Mith hundreds of managers' applications on file, group directing the Eastman theatre has decided to let Arthur See, secretary of the Civic Music Association, run the house for the present.

See will divide his time between the theatre and the Eastman School of Music, It is planned to test public reaction to various types of emertralmment before forming a definite policy, and even then it will be

policy, and even then it will be

#### Horwitz-Publix Expand

Dallas, March 7.
Will Horwitz, Houston exhib
whose partnership with P-P served
as basis for considerable ruckus in
Texas not so long ago, is reported
furthering, the tie for proposed
string of suburbans in that town,
Horwitz is all set for the expansion, providing Publix contributes
its share of the investments.

Chicago, March 7.

While exhibs in town are trying to extract themselves from a maze of price-slashing and triple-featuring, Baiaban & Katz took the builby the horns and is running three features on Wednesday and Saturities of the building of the state of the state

straight zec aumish.
Move is looked upon with un-kindly eyes by other exhibitors, es-pecially the opposition circuits, and it marks the first time for any circuit in this town to go to tri-features. B. & K. has no allbi other than trying to get out from under in the colored spot on the south side that has been giving the com-pany plenty headaches.

pany plenty headaches.

Owner of the property is said to
be averse to the triple bills, claiming the colored layoffs in the neighborhood are using it as a flop joint
for two bits. Sleepers have been
discovered in the house from time

to time.

Meanwhile exhibs at large are still battling to straighten out the local situation. Several weeks ago a code of trade ethics was drafted and submitted at a general meeting, but up to the present time nothing has come of it.

#### Don Hoobler A. W. L.

Don Hoobler, division ad mana-ger for Harry Katz of Publix, is on an indefinite leave of absence due to illness.

Jerry Delaney is pinch hitting for Hoobler.

"IMPRESSIONS OF 1932"

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 Blue Dir.: Lyons & Lyons FRANKIE FINN Chester Hale's Impression Girls

"FROLICS OF 1932"

### STEVE FREDA and JOHNNY PALACE

# PASQUALI BROS.

JOYCE COLES "The Dancing Charmer"

CARLOS PETERSON NICHOLAS DAKS

Chester Hale's Frolic Girls

A LOEW PRODUCTION
"WHIRLIGIGS"
(Mar. 5), Loew's, Jersey City

# 4 FLASH DEVILS

S. W. WARREN C. C. GILL C. P. WADE C. A. BANKS "8 Feet of Flash"

# BARTE and ARDEN

Dancers of All TYPES, TINTS and TEMPOS

### La VERNE

PAUL KEAST Dramatic Baritone
Direction Lyons & Lyons
Chester Hale's Whirligigs "MAKE IT SNAPPY"

# WOHLMAN

#### BERINOFF and CHARLOT

International Dancing Stars HECTOR

"Let That Airdale Out" MULROY, McNEECE

"STEPPING HIGH"

WM. and JOE

MANDEL

"Qutet Please"
Dir.: Bernard Burke: Jack Curtis O'le

FLO MAYO

Walking back from an Airplane Ride" MILES and KOVER

"Adagio Exotique"

LUCKY SEVEN TRIO

EVANS—WEAVER—SAUNDERS
"Dice Novelty" Conceived and
Copyrighted by Dick Saunders

CHESTER HALF'S STEPPING HIGH GIRLS

A LOEW PRODUCTION
"GET GAY"
(Mar. 5), Loew's, Rechester, New York

# FROHMAN

"The Prince of Pep"

# THE GALENOS

"An Athletic Touchdown"

MAUREEN RIO

**DUGAN and HADLEY** Chester Hale's "Get Gay" Girls "CUBAN HOLIDAY"

### CLIFFORD MARION

O'Hanlon - Zambuni

THE 3 GOBS

STILL WORKING HI-DE-HI

Dir.: Nat Kalchelm—Wm. Morris Off
JACK REID
"SINGING THE BLUES" CHESTER HALE'S SENORITAS

Vaudeville Review 6th Edition

# MURPHY

DICK and DOROTHY

#### AL and RAY SAMUELS

JOHNNY HYMAN "Word Magician" Dir.: Lyons and Lyons

DAVE TANNEN

Koo Koo Komik
Dir.: Merer North-Thanks Miss Gillman

Chester Hale's Vaudeville Girls

A LOEW PRODUCTION
"FORWARD MARCH"
(Mar. 5), Capital, New York

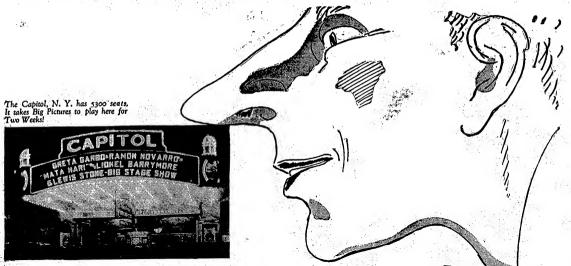
# Terrell & Fawcett

"Falling For You" Dir.: Eddie Meyers

#### **CANDREVA** 6 BROS 6

LOYALTA'S

CHESTER HALE'S FORWARD MARCH GIRLS



"What has been happening **UNDER YOU** 

at the Capitol?" asks the



# PICTURE AFTER PICTURE HOLDS OVER!

The Capitol's record for the past few months:

- 2 WEEKS—THIS MODERN AGE (Joan Crawford)
- 2 WEEKS—A FREE SOUL (Norma Shearer-Clark Gable)
- 2 WEEKS—SUSAN LENOX (Garbo-Clark Gable)
- **2 WEEKS**—SIN OF MADELON CLAUDET (Helen Hayes)
- 2 WEEKS—POSSESSED (Joan Crawford-Clark Gable)
- **2 WEEKS**—PRIVATE LIVES (Shearer-Montgomery)
- 3 WEEKS—MATA HARI (Garbo-Novarro)
- 2 WEEKS—THE CHAMP (Wallace Beery-Jackie Cooper)
- **2 WEEKS**—EMMA (Marie Dressler)

And Currently John and Lionel Barrymore in "Arsene Lupin" are Held Over 2d Week!

#### **GET READY FOR THESE:**

TARZAN, THE APE MAN (The Trader Horn of 1932)
THE WET PARADE (M-G-M outsmarts the field again!)
JOAN CRAWFORD in "Letty Lynton", JACKIE COOPER and
"CHIC" SALE in "Limpy"—GRAND HOTEL (Garbo, John Barrymore, Joan Crawford, Wallace Beery, Lionel Barrymore)

ten weeks. "Mata Hari" stuck it out for three- weeks; "The Champ" played two; "Emma," two; "Lovers Courageous," one, and now "Arsene Lupin," two. Decision to hold over the brothers Barrymore was reached yesterday on the strength of the opening day's business, the barometer, as usual, in arriving at decisions of this kind.

what has been happening under your nose at the Capitol is potentially far more significant than the actual performance, although through those busy ticket booths at Broadway and 51st cannot be ignored; it's that formidable.

It occurs to us that the episode, reasonably, might be construed as an indication of what exhibition at large may become when Hollywood supplies enough real attractions to make a possible.

Today, to nafrow the matter down, there are many pictures that get one day in a theatre when easily they are worth more. Just why a specific engagement is limited to the one day, is something that has never been considered that the sound in the direction of long-established trade custom.

If the argument holds for the daily

If the argument holds for the daily change house, it should be applicable to the weekly change theatre, always bearing in mind, naturally enough, that pictures which are good for a second week come along entirely too infrequently.

The Extended Run Habit's a Cinch with

TRO-GOLDWYN-MAY

# BRING BACK THE GOOD OLD DAYS THE CROWDS . . THE COIN . . .

of 1919—and "Broken Blossoms" of 1921—and "Tol'able David" of 1927—and "Patent Leather Kid" of 1929—and "Dawn Patrol" with RICHARD

# BARTHELMESS "ALIAS THE DOCTOR"



# EXPOSED!

The secrets of a famous surgeon's past. He had made a name for himself—but the name was another man's! What hidden evil drove him to defy the world's most sacred code?... It sets a new world's record for suspense!

# FROM LOS ANGELES-

- "One of the best dramatic pictures of this seasons or any other."—L. A. Examiner
- "Grippingly interesting."\_L, A. News
- "Terrific in intensity."-L. A. Record

# TO NEW YORK-

- "Vastly interesting film. Compelling. Exceedingly moving. Gripping climax."—N. Y. Daily News
- "One of the best Barthelmess has contributed to the talking screen."—N. Y. World-Telegram
- "A plot that is different and action that holds through every reel."—n. Y. Graphic

# IT'S ONE LONG RAVE FOR THIS FIRST NATIONAL HIT!

with Marian Marsh, Norman Foster, and Great Cast. Directed by Michael Curtis

And All Over Broadway - - It's

# WARNER BROS. WEEK!

5 Simultaneous Successes in Ace Houses - -

Arliss in "Man Who Played God" at Warner Theatre—"Heart of New York" at the Strand—"Alias the Doctor" at the Winter Garden—"Union Depot" at the State—Joe E. Brown in "Fireman, Save My Child" at the Hippodrome.

**Vaude Bookings** 

A mass protest against the vaude-ville operations of the two principal radio networks, NBC and CSB, will RKO agents' association that the RKO agents' association that the RKO agents' association that the Charge is that the networks' aritst bureaus, through their RKO vaude-ville agency transless, endoy an un-fair advantage over the other RKO agents in the stage booking of radio talent.

Discussion of individual agency grievances against the radio chains

**By Air Bureaus** 

**Agents Protest** 

# Fear Collections. **Benefits Won't Be Enough for NVA**

Unable to devise any other means, the NVA Fund directors have de-cided to resort to the usual charity appeal and audicnce collections for 1823-1933 maintenance. Around \$200,000 is needed for joint support of the NVA Saranac sanitarium and the New York social and benevolent

the New York social and benevolent ends.
Drive date is the week of April 16. Major circuits and independents will participate, of approximately 2,000 theartes in all. 2,000 theartes in all. 2,000 theartes in all. 2,000 theartes in all a set as a set as a set a set

Major Donovan, of the Variety
Managers' Association, is again
handling the drive.

#### Chi Musicians' Union **Forces Amateur Shows** Out. Regular Vaude In

Chicago, March 7. Chicago, March 7.
Taking a heavy slap at the cheap
amateur nights that have been
passing as vaude at some of the
local neighborhood houses, Jimmy
Petrillo of the musiclans' union,
last week put into effect a ruling
that will likely put neighborhood
waters that any house passymine
than two acts must use at least
four musiclans in the pit.
This wipes out the amateur featl-

This wipes out the amateur festivals with acts at \$1 a head, which creak along with a plano perched somewhere in the pit or stage for the sole accompaniment.

somewhere in the pit or stage for the sole accompanient. This ruling has any seen in This ruling has any seen in the pit of the sole of the sole of the amateur bookers, let the clause go unenforced. But instead of helping vaude conditions the plano-grinding made things worse. Several neighborhood spots have already started out on the right path since the ruling went into effect again, tossing out the amateur bookers and turning their stages over to standard vaude offices. Houses figure that if they're spending, real coin for musicians they might as well do the job right by using real acts.

#### Postpone Radio Idea Pending Marco's Arrival

Fending Marco's Arrival
Fanchou & Marco's plan to book
a radio band and radio acts into
the Skouras Park Flaza, Bronx, has
been postponed until Marco arrives
in New York. F. & M.—plans to
make the Park Plaza the first radio
theatre playing ether, attractions
solely and brondear ing them direct from the stage.

Delay in the plans was caused by the Skouras' unwillingness to meet the cost right now. F. & M. wants radio names only.

#### MAY WESTWARD\_MGM

George May of the Locw booking office 'eaves for Hollywood this week for a job in the Metro studio. His family will go along. May is an assistant booker in the Loew vaude office.

#### NEW POLICY AND A CLOSING

MEW POLICY AND A CLOSING
Williamsport, Pa, March 7.
February saw the passing of
vandeville in this city. The Capitol.
Publik, van four acts for one half.
A stage band takes its place.
Prices also cut.
The Majestic, which tried vaude
for over a month, and several weeks
at pletures, has closed and will be
dark for the present. C. B. Pascoe
of Somerset, who land leased it:
theatre has returned to his home.

#### Try to Fill Unit Gap Between St. Paul-Seattle

Spokaue, March 7.
Ernic Forrest, of RKO, is working in this territory in an attempt
to line up a route of one and two
day independent stands for vaudeville booking out of the Chicago
office.

day independent stands for vaudeville booking out of the Chicago
office.

Change of the local IKO Orpheum to straight picture this
nater soute and leaves a wide gap
between St. Paul and Scattle. Forrest is attempting to fill up that
time. So far tentatively set are
three days in Duluth, one or two
in Billings, Mont., and one day in
Fargo, N. D.

Forrest is also working on a 14
day road not or one day Fublix
days road monthers of the Change
out of the RKO Chi bureau.

Spokane's drop-out leaves three
weeks open for the intacts between
St. Paul and Seattle. It makes the
route next to impossible for acts.

Another three week chasm on the
intact town les between Clevcland
and Minneapolis, caused by change
to straight pictures in Dayton and
Milwaukee.

#### One Coin Act Replaces Four Locals with Intacts

San Francisco, March 7.
One money act instead of four Coast-booked turns is now being used by RKO to augment the east-ern vaude units playing the Pacific

Newest on a list of talent Gene Dennis, currently at the Gol-den Gate, and Bob and Gale Sher-wood and band, slated for next week, Several picture people are on

week, Several picture people are on the calendar. RKO, with a budget of \$700 for four local acts, has found book-ings tough. Budget is now upped several hundred for one good turn.

#### Move Whiteman Up

Paul Whiteman's \$7,500 New York Paul Whiteman's 47,500 New York Palace booking has been set ahead a week to the March 19 bill, Jack Haley and Benny Rubin, in the Pal-ace next week (12) with Russ Co-lumbo, holdover for Whiteman. Up to yesterday (Monday) no femme name had been set for the Haley-Rubin-Columbo show, al-

Haley-Rubin-Columbo show, al-though one was wanted. Gladys Glad had been submitted at \$750, but the deal flopped. Miss Clad (Mrs. Mark Hellinger) had arranged to leave the 'Follies' before its Baltimore closing to go into the Palace if booked.

#### Luescher Moves

Mark Luescher moved out of the advertising - publicity - exploitation department at RKO headquarters Saturday (5) to an office on the 11th floor of the Palace theatre building,

New York.

Migration is for Luescher to handle publicity under S. L. Rothafel for Rockefeller City and RKO

#### Camel's Three More

Publik has picked up the CBS Camel period for three additional weeks after Buffalo. Camel radio group, now with RKO, plays its first Publik date at the Buffalo, Buffalo, April 5.

Arrangement for Buffalo is the same as with RKO, \$8,500 per and a snilt above the average gross.

#### AIR TEAM'S LOEW DAT?

AIR TEAM'S LOEW DAT?

Cool. Stoopnagle and Budd, C.S.
Concey team, will play one we for Loew at the Century, Baltimore the week of March: 25. Team is currently at the RKO Albee, Brooklyn, and what up for RKO there.

Loew has options on the radio team after Baltimore, with that booking a show date to see what the air pair can draw out of town.

Wire charges from Baltimore during the week for Proteter & Gamille, which sponsors Stoopnagle and Budd over CBS twice weekly, will be paid by the radio act.

#### GETS CONTRACT BACK

FEIS CUNTRACT BACK
Patsy Ruth Miller requested and received her contract back with Lyons & Lyons. She is now booked by William Morris for personal appearances. Picture girl will have Leonard Silman in her act, which is due to open shortly.

Miss Miller was first signed by Babeth O'Reilly of the LeEL coast letter and (M)

#### New Era

Los Angeles, March 7.
Feeling that the Orpheum's presentation in tab form of Lysistrata' is an effort to educate the public, Arthur Collins, local producer, is offering pic ture houses a tab version o 'Fata Morgana.'

#### **LIZZIE** GIVEN VAUDE **RATING BY 1 MINUTE**

Los Angeles March 7. 'Lysistrata,' playing in tab form at the RKO Orpheum four times daily, is classed as vaudeville by Equity through running under one

entation in reduced form consumes 59 minutes. Cast members are not complain-ng on the multiple shows daily and it looks as if the house will do \$14,000 this week, bigger than Lucky Day, the Negro musical tab, which preceded it at this usually straight picture house.

#### Steubenville Makes Pitt A 7-Day Wk. for Acts

Pittsburgh, March 7.

Acts being booked into the Stanley (WB) expecting a six-day week are doomed to disappointment. Shows are being sent intact to Steubenville, O., every Sunday, Contracts are supposed to specify services for seven days firequested, but the performers haven't been paying any attention to this clause, most figuring Pittsburgh a six-day town and letting it go at that. Said to have been many kicks from performers, but to no avail. Busses, take the troupes from Pittsburgh to Steubenville.

#### STAHR STAYS

Chicago, March 7.
Leo Stahr, scenic artist with
B.&K., who was originally included in the production department's list of outs through the incoming Loew units at the Oriental,
j; remulating with the organization.
Stahr has been with B.&.K. for
wood then 10 weers.

# **Depression Salaries**

Salaries of 'Names'

(Continued from page 1)

(Continued from page 1)

falled to make good as draws or
acts. A list of attractions played
during the past year runs with this
story. It contains the names of
some 30 odd acts whose stage salaries were \$2.000 or over.

Of those listed, the largest individual group (21) came from pictures. Majority were of questionable stage merit and were booked
and played for name value only.
The musical stage supplied the
second largest number of \$2,000 and
over attractions, with radio third.

Vaude Meagre

The oddity is that the vaudeville

Duke Ellington band (R).
Ruth Etting (M)
Fay and Stanwyck (P)
Helen Gahagan (L)
Joe Frisco (V)
Billy Gaxton (M)
Cone and Glenn (R)
Girl Grazy (M)
Mizi Green (P)
Texas Guinan (N)
Jack Haley (M)
Horace Heigh band (V)
Lou Holtz (Y)
Hot From Harlem Unit
(V)
Harriett Hoctor (M)
George Jessel (V)

list. Eddie Cantor who may also be said to be from the same field, was a close second at \$3,800.

The top radio attraction's stage salary is the Camel Quarter Hour's \$4,500 guarantee on its current percentage dates, Morton Downey, of this troupe, received \$4,500 single for stage work on several occasions during the year. Radio's second highest was Amos 'n' Andy's \$7,500. Legit's one and only above \$2,000 was Helen Gahagan at \$2,500.

500. Highest salary drawn during the year by an exclusively pop stage name was \$7.500 for the Ted Lewis band atthough among the strictly vaudeville acts, Olsen and Johnson and the Weaver Bros, topped the field at \$5.000 each.

Such non-theatrical freak names

Vaude Meagre
The oddity is that the vaudeville
and presentation field itself contributed only if of the listed money
names for headlining in the vaudeville and presentation theatres.
Also on the list are four nite clubnames, one legit actress and six attractions whose theatrical connections were vague and are therefore
classified as a group under the
tractions whose the number of
the stream of the stage to part with
the highest salaries. Maurice Chevalier and the Marx Bros. \$10,000 each.

The control of the stage to the condition of the control of the contro

Borran annexec.
Tom Moore and Alice Joyce
(P)
Moran and Mack (V)
Rosita Moreno (V & P)
Helen Morgan (M)
J. Harold Murray (M)
Mea Murray (P)
Pola Negri (P)
Olson and Johnson (V)
Esther Raiston (P)
The Revellers (R)
Harry Richman (M)
Marion 'Kiki' Roberts (P)
Edward G. Robinson (P)
Dr. Rockwell (V)

# talent. Discussion of individual agency grievances against the radio chains is being reserved for the meeting. One claim of the agents is said to be that many radio acts do their stage business through the radio agenciea in order to protect themselves on the ether end. Other complaints involve the grabbing of acts from authorized vaudeville representatives by radio interests. One recent case concerned NBC and the Illimay Plunkett agency. The act was Land Trio and White, playing the New York Palace this week. The network artist bureau and the RKO agency are reported splitting the commission although the latter originalty claimed it was exclusively authorized to represent the act. RKO Notice Says

Put It in Writing

Or It Don't Count

An official notice, signed by Hiram S. Brown and Martin Beck, has been posted on the bulletin board of the RKO New York book-

board of the RRO New York booking floor stating everything must be in writing or it's in og.

Whether or in of the notice has a bearing on the Texas Guinan affair wasn't stated. Miss Guinan, playing the New York Palace this week, charged the Palace with deliberately going back on its word. Before Miss Guinan signatured her Palace contract she was guaranteed equal billing with Frank Fay and Barbara Stanwyck, holding over. When, the billing went up Saturday morning, Miss Guinan discovered she waen't getting an even break in the wording. She refused to go on Saturday until the theatre called in the sign painters and changed all lights urday until the theatre called in the sign painters and changed all lights and billing to comply with her demands and the theatre's promise. The notice to bookers and agents reads in part:

"To guard against misunderstandings you are cautioned that verbal

ings you are cautioned that verbal commitments, or verbal promises of bookings, or of prospective routes, are not valid and will not be recare not valid and will not be rec-ognized. Only agreements and un-derstandings reduced to writing and duly signed by an authorized rep-resentative of the company, will be effective and binding.

# Classified in pirenthesis according to performer's field. P, picture; R, radio; M, musicals; V, vaudeville; L, legit; N, nite clubs; F, 'freak'. These are salaries paid. Not asking prices. Amos and Andy (R). 47,500 Toc Levis band (V). 47,500 Louis Armstrong band (N). 2,500 Beatries Lillis (M). 4,500 James Barton (M). 4,000 Guy Lombardo band (R). 6,000 James Barton (M). 4,000 Jim Londos (F). 5,000 Jack Benny (V). 2,000 Vincent Lopes band (R). 4,000 Ben Bernle band (R). 6,000 Abe Lyman band (N). 4,400 Ben Bernle band (R). 6,000 Abe Lyman band (N). 4,400 Bradna Circus (F). 6,500 Marx Bros. (P & M). 10,000 Bradna Circus (F). 6,500 Marx Bros. (P & M). 10,000 Bradna Circus (F). 6,500 Marx Bros. (R). 3,000 Bradna Circus (F). 6,500 Marx Bros. (R). 3,000 Cab Calloway band (R). 5,000 Borrah Minevitch (V). 2,500 Cab Calloway band (R). 5,000 Borrah Minevitch (V). 2,500 Firmo Carnera (F). 5,000 Moran and Alice Joyce Eddie Cantor (M & P). 5,500 Moran and Mack (V). 2,500 Firmo Carnera (F). 4,000 Roatia Moreno (V & P). 2,000 Joe Cook (M). 5,500 Ken Murray (W). 4,000 Joe Cook (M). 5,500 Ken Murray (P). 3,000 Clayton, Jackson, Durente (N). 4,500 The Revellers (R). 3,500 James Duin (P). 2,500 James Duin (P). 2,500 Bing Crosby (R). 4,500 James Duin (P). 2,500 Buth Etting (M). 4,500 Fay and Stanwyck (V). 5,500 Edward G, Robinson (P). 5,500 Reaving (R). 4,500 Fay and Stanwyck (V). 5,500 Edward G, Robinson (P). 5,500 Edward G, Robinson (P). 5,500 Fay and Stanwyck (P). 5,500 Pitt Stanley Trying

O-ACL VAUGE REVUE

Pittsburgh, March 7,

Stanley is experimenting this
week with an eight-act vaude revue instead of regular presentation.
Dick Powell stays on, not as an
m. c., but as an act. If policy clicks
it stands a good chance of becoming permanent,
Line-up indusered: W. Hall, Hill
Line-up indusered: W. Hall, Hill
Line-up indusered: W. has Side

8-Act Vaude Revue

and Hoffman Liazeed's Arabs, Slade Brothers, Betty and Jerry Brown and Carlton Emmy, Chorus also being used as single unit. Stanley is a Warner Bros. house.

#### MORTON-PARKS DISSOLVE

Claiming illness, Martha Morton dissolved her partnership with Eddie Parks in St. Paul last week

Eddie Parks in St. Paul last week and returned to New York. Act had about 15 weeks to go on the intact route. RKO canceled the bookings when Miss Morton sald she was unable to continue. Parks is trying to locate a new nearbor.

#### AGNES AYRES' TRYOUT

AGNES AYRES TRYOUT
Agnes Ayres is breaking in a
presentation act in Germantown,
1°a., next week, with Bobby Jackson assisting as m. c.
Louis Cline wrote and produced

Marion Kikir Koherta (F).

Baward G, Robinson (P).

Dr. Rockwell (V).

Binger's Miligets (V).

Singer's Miligets (V).

Singer's Miligets (V).

Kato Smith (R).

Lilyan Tashman (P).

Eatelle Taylor (P).

Nornn. Terris (M).

Thurston (V).

Sophic Tucker (V).

Suphic Tucker (V).

Study Vallee (R).

Chic Sale (V & P).

Waring's Penns band (V).

Waver Bros. (V).

Paul Whiteman band (R).

Walter Winchell (F).

Ed Wynn (M).

5.000

# NO MORE RUN BILLS FOR **PALACE**

The Jack Haley-Benny Rubin-Russ Columbo combination, booked for two weeks (March 12-19), will mark the end of the run policy at the RKO Palace, New York. Thereafter-tipe Palace, under a new booker, George Godfrey, will revert to its former week-to-week basis.

Long run shows, and the first complete holdower of a Palace bill, stated last fall when the Holtz-Gaxton-Kate Smith show, booked for one week, ran eight. Later, Cantor and Jessed duplicated this run, while more recently Holtz and Warner Brothers installed a similar policy at the Hollywood, New York.

To follow the Rubin-Haley-Co-lumbo lineup, the Palace has the

York:
To follow the Rubin-Haley-Co-lumbo lineup, the Palace has the Paul Whiteman band booked for week of March 26 at \$7,500.

#### \$2.50 Top, Reserved Seats, Subscriptions In Radio City Hall

In Radio City Hall

Scale likely to be approved as standard for Roxy's all-stage house in Radio City is \$1 mainees and \$2 mights, with a tilt of 60c for Saturdays, Sundays and holidays. House, without any films, will play two shows daily only, exploited, as the state of the standard of the standard of the standard of the house. Final name for the theatre, to seat 6,500, has not as yet been determined. In view of a desire to lend the music hall angle, Roxy's International Music Hall is learned to distinctly at this time in preference to calling the house merely how the standard to distinctly at this time in preference to calling the house merely how the standard to leave the standard to the sta

#### Edelsten Leaves L. & L.: Files Suit for \$9,500

Files Suit for \$9,500
Willie Edelsten has spllt away
from the Lyons and Lyons agency,
fiel as the Lyons and Lyons agency,
fiel as the Lyons and Lyons agency,
fiel as the Lyons are the left agency agency and has started suit for the
recovery of \$8,500 allegedly due
from L. & L. plus \$550 claimed to
be owed him by Sam Lyons. Latter
sum is cited as a loan.
Delesten asserts the \$9,500 is for
unpaid salary and money advanced
to the Lyons and Lyons office.
He was formerly associated with
Jenie Jacobs, agent, and had been
with Lyons and Lyons for nearly
three years.

#### Rosen, Salvin's Claims

Rosen, Salvin's Claims
Matty Rosen, now with the Irving
Yates office and until recently with
Lyons & Lyons, has also started
action against Lyons & Lyons
claiming about \$8,500 due him. Sam
Salvin, who about two years ago
sold out his 50% interest in the
Lyons & Lyons office, is another
former Lyons member who claims
anoney due him. Salvin, according
to reports, alleges \$15,000 due from
L & L.

L. & L.
All three, Edcistein, Rose and
Salvin, are now jointly trying to
settle their actions out of court.
A settlement was recently effected on Rosen's claim but Lyons
& Lyons defaulted on the payments.

Mrs. Shayne Loses Sight
'it's of Al Shayne was stricken
d last week and is at Bellevue
pital.

bing last week and hospital.
Shayne, formerly of vaudeville team Matthews and Shayne, has been confined in a Philadelphia sanitarium for several years.

#### Ritz Boys Play 3 Days Gratis to Get Palace Week

Ritz Bros played the last half last week for nothing at the RKO Collscum, New York in order to get into the Palace this week. First instance on record of a standard act playing a major circuit theatre gratis in a regular engagement, although the boys didn't know they were not to be paid until they saw the contract.

George Godfrey took over the Palace and New York RKO vaude-ville book Monday (29) and the Ritz matter happened two days later. The Ritzes were booked three days in advance for the Palace and et al. Before critical in the Palace and the Ritzes were controlled to the Palace and the Ritzes were the played to the Ritzes were the played to the Ritzes were controlled to the Ritzes

belt.

Before going into the Palace
some acts, after layoffs, will play
one or two, shows at an outlying
theatre for preparatory purposes.
The Ritese first decided to follow
this custom, but later agreed to play
there regular days Instead. "We'll
play 'em for nothing,' they said,
meaning that they'd go in for less
than their standard salary just for
the break-in. the break-in.

the break-In.
But Godfrey evidently took the
statement literally, rubbling out a
regular salarled act previously
booked for the Collseum and pencling the free act in that, spot,
thereby saving around \$300 on the

When the Ritz boys learned they When the Ritz boys learned they were playing the Collscum for nothing, just to get a week at the Palace, they squawked plenty. But they were said to have been advised that the Palace week depended on their no-pay date at the Collscum.

#### **BIG PUSH FOR LESS COSTLY ETHER NAMES**

Radio personalities and lesser radio people with a moderate ether rep, and most importantly, at a moderate stage salary, are now be-ing given the big push for personal appearances. Vaudeville and presappearances. Vaudeville and presentation houses are strong for lesser famed radio people because tiery don't go in for those telephone number salaries. The broadcasting stations' artists' bureaus are cooperating further by propogandisling against the staggering salaries which have fallen to the lot of the

Stations are frank that even bids for \$25 for a club date are as po-litely referred to the artist, and more often the performer does not

more often the performer does not sniff at this extra revenue.

Allce Joy (Frances Holcombo, Ralph Kipherry (the Dream Singer), Frances Langford (WOR), Landt Trio and White, current at the Palace, New York, along with Phil Cook, Ponce Sisters, Sisters of the Skillett, et al., who have been out before, are now set for RKO vaude or other stage bookings.

#### **Exchange Rate Influences** Ben Blue to Cancel

Ben Blue has cancelled six months of booking in England due to the differences in the exchange rates. Blue figured he would lose about 30% and has decided to wait. He was booked to sail April 8 to open at the Palladium, London. Numerous other American acts have turned down European engagements, recently for the same reason.

#### No Changes

All quiet in the RKO booking of-fice last week with no more changes. Plenty of ramors but Martin Beck denied them all, stating no further personnel moves will take place.

Another though minor addition to the booking staff is Mickey Aldrich as an assistant to George Godfrey. Aldrich was with Godfrey in his

#### Reade After Carroll

Nature After Carroll
Watter Rode has entered negotiations with the Earl Carrol Realty Co., controlling the Carroll, for
a lease on the house, but because
of the overhead on rent and operation it may fall through.
Reade's thought is stage shows
of some kind for the Carroll, possibly a two-day vaudeville policy
similar to the Hollywood's.

#### SHUBERT RADIO SHOW OFF

Equity Classes It As Legit Try, So No 2-A-Day

Equity's regular legit classifica-tion of the Shubert's proposed Radio Personalities' revue has forced abandonment of the venture. It was the show that Arthur Klein attempted to interest B. S. Moss in some time ago. The Shuberts intended to produce it in conjunc-tion of the revue cour. The Shuberts flowed to produce the conjunc-tion of the revue cour. The Shuberts floured a non-legit rating would permit 14 perform-

The Shuberts figured a non-legit rating would permit 14 performances a week at two-a-day, including Sundays. Equity ruied that its book placed the show in the legit class, which limited the playing to the regular six nights and two matinees. On that basis the show

# JUST A WINTER **OF CRUISING** AGENTS -

Free rides, along with the ac's they book, on ocean cruises are giv-ing the New York agents some pleasant and economical vacations

pleasant and economical vacations this winter. And now they're look-ing forward to the summer when chances will be even better and vacations brighter.

The agency boys go along as the acts' personal managers with an average of one agent per act. Saving car fare, the agents cut their expenses at least in half, while the free transportation gives them so much more to spend on incidental whoopee.

much more to spend on incidental whoopee.

Several agents have succeeded in ringing their wives in on the oak-ley passages. When not able to swing a deal for the wife she trots along anyway on regular fare, but that's cut in half through hubby's immunity.

Some agents have been so tickled with the free trips they even walve commish on the boat bookings from the acts. So figure out what a swell time they've had.

#### Show Folks in Saranac N. V. A. Sanatorium

Saranac Lake, N. Y., March 7.
Thomas Abbott
Mike McMames
Daniel Mike McMames
The McMames
Daniel Mike Daniel Mike Moore
Daniel Mike Daniel Mike Daniel Mike Daniel
Danie Saranac Lake, N. Y., March 7.

Drive.

Margaret Groves, 16 Marshall St.
Dave (DDH) Hall, 76½ Bloomngdale Ave.
Russ Kelly, 19 Broadway.
Joe Lang, Clancy Cottage.
Andrew Molony, 71 Bloomingdale

ve.
Joe Reilly, 45 Franklin St.
Louis Rheingold, Clancy Cottage
Dolph Singer, Clancy Cottage
James Torrusio, Raybrook, N. Y
Left in January February

Left in January-February
Louis, Sosonkins.
Kitty Flynn.
Dick Kunl.
Arrivals, January-February
Dolph Singer.
Tommy Vicks.
Thelma Meeker.

#### Pola at Pars

Pola Negri at \$5,000 is Publix' latest name for its New York and Brooklyn Paramounts.

Alies Negri opens at the Proadway house Friday (11), playing Brooklyn the following week.

# Wants Canceled Wk.'s Salary, Claiming F-M Units Do Not Mark Policy Change

#### Two-a-Day Twice

'The go toold two a day,' said Frank Fay at the Palace Saturday midnight show.
'Two a day and two at

#### BENTHAM-CURTIS WILL SETTLE FUSS PRIVATELY

Jack Curtis and M. S. Bentham will straighten out their difference privately upon recommendation of the RKO agents' association. Bentham complained to the agents board that when Charlie Allen left his office recently, to go into part-nership with Curtis, he took with him several acts that belonged to Bentham.

Bentham.

Another case involving Curtis and Bentham, with the latter again the complainant, went to Equity for arbitration last week. Stating, he was speaking for fellow members of the Equity (legit) agents' association, Bentham objected to the acquirities of Genra Wood by the Curtis. sition of George Wood by the Curtis office. Wood is an Equity franchised agent. Bentham contended the deal would

give Wood a monopoly on legit bookings of all vaudeville talent represented by Curtis, and vice-

versa.
Equity upheld Bentham and or-dered Woods not to join the Curtis

#### **RKO Frisco Booking Air** Acts in Indie Personals

San Francisco, March 7. Local RKO vaude office, headed y Ellis Levey, has signed up some by Ellis Levey, nas signed ap 20 local radio names and contracted about 30 northern California thea tres for a series of personal appear

tres for a series of personal appeur-ances.
During the past month Levey-lined up a flock of Indie houses, selling them the radio artist idea as a business-builder. A record Sunday biz was done at Antioch re-cently by Sambo, Mandy and Ed., loke instrumental trio on Dobbsie's

hoke instrumental trio on Dobbsie's am, program over CBS.

In addition to the trio Levey has Max Dolin, Henry Starr, Doakes and Doakes and about 15 others. Ether performers will play most of the houses on a split week basis, arranging the dates to conform with air performances.

#### Burt Gordon Out, Then In 'Crazy' at Buffalo

Buffalo, March 7. Girl Crazy, at Shea's Buffalo Publix), ran into plenty of trouble

(Publix), ran into pienty of trouble last week.
When the show reached town Burt Gordon, playing the original Willie Howard role, was handed his discharge with Gregory Ratoff, part owner of the production, stepping into the part. Gordon immediately consulted attorneys and attachon the the Corton Immediately consulted attorneys and attachment papers were prepared based on two weeks wages at \$875 per week, together with transportation back to New York Before the show left town Thursday (3), the sheriff called on the management and a hasty conference was arranged between Gordon and the producers. Confab terminated with Gordon going back into the fab Tiursday, Gordon's salary claims were satisfactorily settled. Yellen & Yellen represented Gordon.

#### Weill Gravely III

Chicago, March 7. Lou Weill, RKO district manager in the Midwest territory, is in critical condition at Grant Hospicritical condition at Grant Hospital here following an emergency operation for gallstones. Well was discharged a week ago from the same hospital, where he had been under observation for about three weeks.

Gangrene is now said to have set in, with chances for his recovery reported slight.

Dr. Rockwell, through his attorneys, is demanding his salary for six days in Vancouver, for which he was booked last week (20), but date, along with three other acts on the same RKO unit, when the theatre (Kcith's), operated by Canadian Paramount, switched to Fanchon & Marco units.

Matter is now in the hands of RKO's legal department. If the docision is in Rockwell's favor it may set a precedent that would force payment of full salary to all acts holding contracts for Vancouver.

Ro : well's specific demand is for \$2,000, pro rata, for ,3x days in Vancouver, a six-sevenths town. Monologist contends the RKO booking contract clause that results of the contract of mark a policy change.

#### JORDAN CASE INSPIRES **NEW EXTORTION LAW**

Boston, March 7.

As a result of the failure of the state's case against Nick Jordan, former actor accused of attempted extortion in the local RKO, booking office, the Massachusetts legislature has amended the law to cover verbal threats. The judge who dismissed Jordan was governed by an old statute that allows prosecution when threats are made in

writing.

It is understood the attorneygeneral's office has not entirely
dropped the Jordan case.

I at Sobel, implicated in the Boston Jam, has been restored to good standing as an agent on the RKO booking floor in New York. Sobel was innocently involved.

#### JEANETTE HACKETT OUT

RKO Drops Style Expert-Will Produce Own Acts

Jeanette Hackett is out as RKO's fashlon expert and show stylist at Martin Beck's suggestion. She re-ceived four weeks notice Saturday (5), but it is understood she's leav-(o), but it is understood she's leaving this week to accept an offer from the Edward Keller agency. With the latter Miss Hackett will produce acts.

produce acts.

Formerly a standard vaude dancer and producer of her own acts, Miss Hackett left the stage about a year ago to replace Mrs. "atrice Mindlin as the RKO stage style dictator.

#### Extend on Sidney

Loew's has handed Louls K. Sidney a new five year contract which includes a sliding salary scale.
Sidney has been at the head of the Lowe production department staging the units for the circuit's deluxe picture houses. He continues in that post.

#### 8 Songwriters' Act

Eight songwriters are banded together in an act they are producing themselves. J.ck Curtis is booking.
Tunesmiths are Percy Weinrich, Chas. Toblas, Sammy Fain, Peter De Rose, Vincent Rose, Al Lewis, Al

#### EDW. J. LENIHAN BORN

A son was born yesterday (Monday) evening to Mr. and Mrs. Ed Lenihan at their home in Flushing, L. I. Father is a New York district L. I. Father is a New York district manager for RKO. Just like a Lenihan, the name is Edward J.

#### 6-Day Biker Balks

6-Day biker Baiks Reggie McNamara, who, with Bill Peden, won last week's six-day bike race in New York, was offered stage date at Loew's State. McNamura said four-a-day after six in the saddie was too much.

# AND THEY'RE NOT WAIT

HOW THEY JAMMED

... MOBBED AND
CLAMORED TO GET
INTO THE OPENING!

More eloquent than all the words in the world is this words in the world is this ACTUAL PHOTO taken in front of the RIVOLI THEATRE, front of the RIVOLI THEATRE, N.Y., seventy minutes before the doors opened. Never was a picture await-never was a graduction greeted so enthusiastically. Truly,

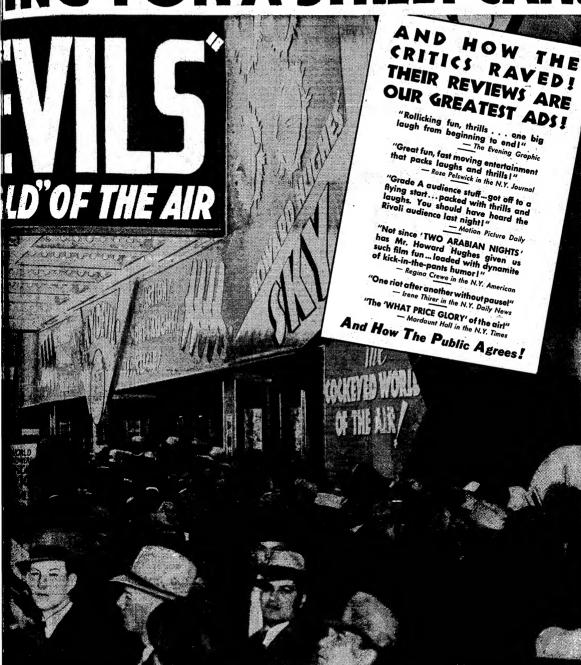
HOWARD HUGHES
Has Clicked!..And How!

SKY DIE THE COCK-EYED WOR

GREATER thorn HELL'S ANGELS Audit Might

UNITED ART

# NG FOR A STREET-CAR!



STS PICTURE

# If Unions Cut Skouras' Favor **Coast Vaude**

Los Angeles, March 7. Skouras brothers will put live entertainment into a large portion of Fox-West Coast houses if the circuit can come to terms with the various unions. An easing of existing scales for the smaller houses is desired.

Sold on stage shows as an aid to box office anemia, Skourases feel that existing labor rates prohibit installation of vaude in a majority of those houses with unused stages. Mike Marco is present at all meetings held between the Skouras routh and theater measures for meetings held between the Skouras group and theatre managers for consultation relative to vaude and presentation estimates. Indications are that Fanchon & Marco's vaude department will enlarge its local playing time if an agreement with the unions is reached.

#### Pressler-Klaiss Spotted

Los Angeles, March 7.
Eddie Lambert left Fanchon &
Marco's 'Tin Types' Idea and was
replaced by Pressler and Klaiss. opened Friday (4)

Over 5.000.000 Feet General Film Library, Inc. MORRIS J. KANDEL, Pres. 729 7th Ave., N. Y. C. BRyent 9-4417

## DENNIS WHITE and GIRLS

This Week PALACE, Chicago

#### MORRISSEY'S HIDEAWAY

N. J. Break-in With Film House Route the Objective

The Croon Prince, Will Mortissey's musical Bobby Sanford is producing is betwirt being a legit show and vaude unit. It's first presentation will be in the latter style.

Morrissey has a hideaway opening booked in New Jersey, week of March 14. If the vaude break in is successful, Morrissey hopes to sell the show to one of the picture house circuits. Some talk that Bing Crosby may Join.

Show, previously known as Heigh Ho, Everybody, and a few other names, will mean tripling for Jean Malin, who aiready doubles at the Show Piace and Club Richman, Broadway night spotts, Lateness of the latter appearances allow for the Jersey booking. Other Cartes Charles and Charles and Charles and Charles and Charles and Marjorie Padula.

#### **New F-M Units**

New F-M Units

Los Angeles, March 7.
Conchits Montenegro jumped into
Fanchon and Marco's "Round the
World' unit at Denver and then left
to go into 'Carmenesque,' at the
Wilsconsin, Milwaukee. Remains
with latter. Replaces O'Gorman
Bros. out after Milwaukee.

Stitch in Time' opened at St.
Louis with Bobby Pincus, Tommy
McAuliffe, Pive De Cardos and the
Couldiffe, Pive Staged there
you cended
Tarry Ceballos has shelved his
Shadows' production and is doing
'Town and Country' Instead. Three
Brox Sisters featured!

Heading the 'Chicago World's
Fair' unit are Bayes and Speck,
Russlan Art Chreus, 16 girl contest
winners and two taient contest winners, Lucilie and LaVerne, dancers,
and Carlisle Bemett, inger. 'Cae
Foster staging with special songs

Fanchon's 'Velig' will have Foley
and Lature, Paul Mail, Moroni and
Coralee and 16 girls.

Alley's Week

Alley's Week

Ben Alley, CBS singer, is booked
for one week with Loew.

Ether warbler plays the Paradise,
Bronx, week of March 11.



#### BOOKED SOLID R-K-O REPRESENTATIVES

JACK CURTIS LARTIGUE & FISCHER AL GROSSMAN JACK CURTIS LARTIGUE & FISCHER AL GROSSMAN

100 Broadway 39 Avenue des Champs Elysces 100 West 46th Bt.
NEW YORK CITY PARIS NEW YORK CITY

#### Coming Shadows

Los Angeles, March 7.
Jesus Corbajal drove his car
into the lobby of the RKO the-atre here and directed the
doorman to wash and grease it. He landed in the hoosegow on a drunk driving charge.

#### Press vs. Radio

(Continued from page 1)

on the press' chief source of revenue—advertising—and then proceeded to do so, it was bad enough, the press thought. But when radio commenced to step into journalism's most precious and sentimental possession—news scoop—it was

tal possession—news scoop—it was worse.

Say Defeat Own Purpose.

In a way, the radio business figures the newspaper publishers who own their own radio stations, or have affiliated ether outlets, tend to defeat their own purpose. If a story breaks in advance of edition time, the newspaper-owned stations will beat their own papers with the information, although teling listeners to read further details in the paper.

The fourth estate as a whole has been and still is burning, although tell.

The fourth estate as a whole has been and still is burning, although a less radical element within the newspaper profession discounts the ill effects of the radio competition on news stories. They believe the opposish is exaggerated, some even stating that radio is helpful rather than harmful.

This dissenting element argues that the radio news releases, confined to but a few lines, are mere teasers and more often than not urge listeners to buy a newspaper. They contend that without radio many stay-at-homes would be unany stay-at-homes would be

many stay-at-homes would be un-aware of the news event until leavaware of the news event until leav-ing home the next morning. They would eventually purchase a paper anyway, it is figured, but the radio urge promotes a quicker circula-

would eventually purchase a paper anyway, it is figured, but the radio urge promotes a quicker circulation.

All pre-scheduled events, political, religious, sports, etc., are meat for radio. These are broadcast direct from the place of action. or minor importance has been muffed by radio in the last two years, ditto all important sporting events. While strictly news breaks, occurring without advance notice, are also on the air first.

Radio service and the service of the control of the control of the last two years, using the product of the control of the

important. So far no advertiser has complained. The only time the runs second the only time the carly morning hours between 2 and 7 a.m., when most stations are alient. The major networks have protected themselves against a press beat in the Lindbergh case by keeping their transmitters going all night. The networks staffs have been on the job 24 hours a day, the atmosphere closely resembling that.

The Lindbergh kidnapping which broke shortly after 11 colock at night, when all stations were going full blast, was not the first story on which radio scooped the press,

but it accentuated the radio edge

but it accentuated the radio edge, in news reporting more than, previous yaris. In some localities the local station beat the press with the news by a half hour.

CBS Scooped NBC CBS scooped NBC CBS scooped NBC on the idinapping story. Nine minutes after CBS got the announcement of the kid napping on its wire in New York it was broadcast over the entire CBS chain the control of the control of the control of the control of the kidnapping on the was broadcast-ping at the time.

The kidnapping aroused more excitement in radio circles than anything else in some time, During the highest limited in the kidnapping, the transmitters of both networks were kept going all night in case something more should break. It takes 20 minutes for the transmitters to the warmed up and fearing to do ment the transmitters were continuously kept alive.

During the regular daily broad-

a new development the transmitters were continuously kopt alive. During the regular daily broadcasting hours programs were periodically interrupted by news bulletins on the case.

Nothing was broadcast during the might as to entertainment, all that when the regular broadcasting dayends, were special bulletins concerning the Lindbergh 'child'.

Meeting Next Month

weeting Next Month
Meeting Next Month
Frank Mazon, NBC's v.p. on public relations, will address the American Newspaper Pubs, Ass'n convention in New York next monto
on the usual radio vs. press argument.

ment.

Matter of program publication is still a bone of contention although radio men don't insist on the com-mercial sponsors receiving free listmercial sponsors receiving free list-ing in the dailles. Radio concedes that this sort of free advertising, when removed, chased quite a bit of advertising business into the na-tion's press from the radio com-mercials desirous of substantiating their other messages with printer's lab.

Radio contends, however, that in-complete and inadequate program listings constitute a loss in rev-

#### REO INTACTS' INDIE DATE

An independently-operated house, the Pulaski, at Little Rock, Ark., has arranged with RKO to take its

musct shows.

House plays the shows on a full week between Dallas and New Orleans, replacing San Antonlo, which fell out Feb. 28.

Only one other independent theatre on the RKO road route, Sacramento, Cal.

#### STONE AND RICHY CRAIG

Los Angeles, March 7.
When Georgie Stone (pictures)
goes into vaudeville he will have
Richy Craig, Jr., opposite him as
the other half of the act.

#### Femme Team as Act

Mabelle Sherman, wife of Harry Sherman, director of special rela-tions for Publix, is returning to vaudeville with Josephine Martino, soprano of the Chicago Opera com-

#### 'Thru's' Loew Trial At \$8,000, Newark: Company Lists 44

Tab version of Follow Thru. produced for Joe DeMilt and Greg. ory Ratoff by Schwab & Mandel and salaried at \$8,000, may open for Loew's in Newark, March 19, for a full week. William Morris is booking the show. Further dates depend on the Newark showing.

nend on the Newark showing.
Ratoff's other tab, Girl Crasy,
with Bert Gordon in the lead, will,
play the entire Loew pleture house
route of nine weeks starting April.
1 at the Paradise, New York: It
jopens uptown instead of at the
Capitol, Jec Cook, who also started
at the Paradise instead of the
Capitol, when the latter theatre
held a show over, plays the Broadway house April 1. 'Girl Crasy'
may do a week at the Capitol at
the end of its Loew trip with Lyons
& Lyons representing.
Tollow Thru's' cast will include

Follow Thru's' cast will include 24 ghls, 12 boys and 8 principals, Latter are Joe Penner, Olive Olsen, Hugh Cameron, Evelyn Kindler, Louise Mele, James Jolly and Al-bert Dowling, All but Penner and Miss Olsen were in the musical's original cast.

Independent house, the Westwood, Westwood, N. J., experimenting with vaude on Fridays, has switched to Saturdays. Uses six acts.



# CONLIN and GLASS

Enroute RKO

Direction, TOM. J. FITZPATRICE Palace Theatre Bldg., New York City

#### WANTED

First class talker — front of theatre, Apply 5 P. M. Tuesday, Mar. 8; Rooms 912, 1478 B'way, N. Y.

## MILLS AND ROBINSON

in "ALL WORK AND NO PLAY By Richy Craig, Jr. NOW PLAYING FOR RKO
Week Mar. 5
Troy and Paterson

Personal Direction NORTH & FLAUM

RKO Agents MORRIS & OZ

Six Weeks Personal Appearance Tour of RKO **Vaudeville Theatres** 

**OPENING AT CINCINNATI MARCH 12** 

Tour Includes Chicago, Cleveland, Detroit, Youngstown, Akron and Newark

Picture Management, Joyce & Selznick

Vaudeville, M. S. Bentham Agency

BEO VAUDEVILLE INTACT 77 (Week Mar. 19) Seattle, Wash.

THE ORANTOS

"Heads Up"
World's-Only-Double-Perch-Act
(Direction of Jack Weiner)

MARTHA MORTON and EDDIE PARKS

The Slick Soap Salesman (Direction of Thos. J. Fitzpatrick)

An Artistic Idea From Parls
"LIVING JEWELRY"
with HOOVER and CAMP
Evelyn Singer and
Stanley Slimmons
(Direction of Chas. Morrison)

#### DON ZELAYA

The Philosophical Pianist (Direction of Weber-Simon)

BEO VAUDEVILLE INTACT 76 VERNON RATHBURN "The Prince of Rhythm"
AND HIS SAX-O-TETTE
Ir. Harry Ward—Max Gordon)

EDITH BOW With Her "MAN TROUBLE"
Songe by Jean Paurel
(Direction of Lee Stewart)

#### THE ELECTRIC TRIO

Wes and Lisa Adams Bernice Mershon (Direction of Harry Fitzgerald)

DOCTOR

### ROCKWELL

QUACK-QUACK-QUACK

(Direction of Harry Fitzgerald)

BKO VAUDEVILLE INTACT 78 (Week Mar. 12) Tecome, Wash. HAZEL MANGEAN'S GIRLS with ADELITA TATALI
4 SPEEDS—AND NO BRAKES
(Dir. of John Hickey-Jack Curtis)

HOWARD--FINE--HOWARD "THE THREE LOST SOLES"

JACK WALSH
(Direction of Biondell & Mack)
THE DECEITFUL ENTERTAINER

# FRED KEATING

In Spite of
"The Great Alexander"
(Dir, Chas. H. Allen-M. S. Bentham)

#### ADELAIDE HALL

'The Crooning Blackbird' Personal Mgt. Nicholas Gyory (Direction of Weber-Simon)

REO VAUDEVILLE INTACT 74
(Week Mar. 12) Portland, Ore.
BOB STICKNEY With LILLIAN AYLIN in "UP A TREE" (Direction of Herry Vitzgerald)

MAKER and REDFORD

"The Ear Bender" (Direction of Jack Curtis)

THE WORLD FAMOUS

# SINGER'S MIDGETS OF 1932

(Direction of Weeden-Schultz)

BRO VAUDEVILLE INTACT 73 (Week Mar. 5), Portland, Ore. FORTUNELLO and CIRILLING "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"

Marty May

Jean Carroll and a supporting cast,
composed of a shiplond of Austole's
Beautiful Saliorettes
(Direction of Chas. Morrison)

RKO VAUDEVILLE INTACT 82 (Week Mar. 12) Milwaukee, Wis. GLORY E. LEE GLORY E. LEE
and HARRIS TWINS
TWO JACKS AND A QUEEN OF PEP
(Direction of Sain Shannon)

VIC OLIVER

#### (Direction of Phil Offin) CASS, MACK and OWEN

"On the Up and Up" (Direction of Sam Tisliman)

#### NAN HALPERIN

Tells You About Women Here. There and Everywhere

RKO VAUDEVILLE INTACT 81
(Week Mar. 12) Minneapolis, Minn.
ANN ROTH Congland's Pep
percentative
JOY FINLEY Revelation
In Rhythm Dance MARY DUNCKLEY

WALTER (Mouse) POWELL "RED" PEPPER

he Cayenne Comedian

The Three Playboy DENNY LYNCH MYRL ALDERMAN RAY EHRHART The Ultimate in Harmony

#### BENNY MEROFF

and His Famous Orchestra

REG VAUDEVILLE INTACT 80

EBONY FOLLIES "A Musical Comedy Romance from Alabam'" (Direction of Harry A. Romm)

# WILL and GLADYS AHERN

"Arizona's Fun Spinners" (Direction of Milton Lewis)

Vaudeville's Popular **HEALY** and CROSS

"The Stage Salesmen of Songs" (Direction of Charles H, Allen)

#### ARTHUR and MORTON HAVEL

Hot Water"-Bu H. C. Greene With Heien Lockhart, Denias Doolsy and Bud Williamson (Dir. Jeas Freeman-Chas. Morrison)

RKO VAUDEVILLE INTACT 79 (Week Mar. 5), St. Paul, Minn.

THE AVALONS A Thrill a Second
(Dir. of Billy Jackson & Jeff Davia)

HAL NIEMAN

"The Vagabond Rover" (Dir. of John Hickey-Jack Curtis)

**DONATELLA BROTHERS** 

and CARMEN

(Dir. of Jeff Davis & Billy Jackson) **CLARA BARRY** 

ORVAL WHITLEGE

He Doesn't Know the Music an She Doesn't Know the Words"

RKO VAUDEVILLE INTACT 78 CHAPPELLE - CARLTON "On the Stairway"
(Direction of Marty Forkins)

KRUGEL - ROBLES

'DRUNK AGAIN'

DON RUIZ and BONITA

The South American Dancers
With Sultana and Vivera
Marie Patri—At the Plano
(Direction of Harry A. Romm)

#### FRANK LIBUSE

The Colonel of American Nuts teith Myrile Lansing (Personal Mgr., Jesse H. Martin)

#### DAYTON, MIL. OUTS CUT 2d Bill for Hollywood UNITS TO 18 WEEKS

The RKO intact route is age being battered seriously, with two more full weeks, Dayton and Mil-waukee, now scheduled to close out vaude. Dayton blows March 18 and

vaude. Dayton blows March Ac Milwaukee, April 8.
Under the severe slashing the one-time 30-week route is now down to 18. Including Dayton and Milwaukee, a total of 10 cities will have been withdrawn from the

Los Angeles, March 7.
Al Herman, with Campbell Sisters, Myrtis Crinley and Phyllis Soule, breaking in a new act around here.

RKO VAUDEVILLE INTACT 87 (Week Mar. 12) Bochester, N. Y.

The Dark Cloud of Joy

# BILL ROBINSON

"HOT FROM HARLEM"

WITH
JOHN MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG

"THE BROWN BUDDIES" Chorus of Eighteen (Direction of Marty Forkins)

RKO VAUDEVILLE INTACT 86 (Week Mar. 12) 105th St., Cleveland, Ohio PORCELAIN ROMANCE' anjou Brothers and Louise ( (Direction: Chas. Morrison)

Roy with the Balancina Complex

BOB RIPA Denmark's Juggling Genius (Direction: Jenie Jacobs)

FRANK EDDIE **HURST** and **VOGT** 

"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 84

The Mirth Provokers of a Nation! AND

JOHNSON

"ATROCITIES OF 1932"

22 Nuts of All Kinds h One Idea and One BATA and BESSIE KAPPLE "Two Beautiful Dancing Singers"
The Eight Miss-takes
"Nestling in a Bouquet of Idiots"
With Moore and Shy, Gao, Moore,
Joe-Perry, Sidney Gibson, Gibson,
Gibson, Gibson and Gibson
Also Speedy Paterson
And Symeds Paterson
Numer to Mention!

RHO VAUDEVILLE INTACT 83
(Week Mar. 5), Cayton, Oble

ROSETTE and LUTTMAN

In "Dance Stories"
With GRACE & BEATRICE WYLLE
(Dir. of Max Tishman, Plunkett office)

DE VITO and DENNY

DOT STEVENS in "Lady Harrower's Reception" (Direction of Chas. Wilshin)

#### LITA GREY CHAPLIN

"The Charming Chantress"

Personal Nat. Nicholas Gvory (Booked by Weber-Simon)

# Not Yet Completed

Warners' booking head, Harold Kemp, expects to have the second bill for the Hollywood, New York set by today (Tuesday). Up to yesterday the only definite booking, besides Lou Holtz and Lyda Roberti, was Irving Aaronson's Com-

manders (band).
Ruth Etting was a possibility for the Hollywood's second bill but called it off. the

#### New R. R. Rates

Chicago, March 7. For \$84.60 vaudevillians can now travel from here to the Coast and return as far east as Kansas City. This is a new rate effected by Sam Thall, western traffic manager for RKO. Sum is \$18 less than the same

RKO. Sum is \$18 less that the same mileage cost last year and is oper-ative May 15. Understood that Thall is also working out a new party and bag-gage rate which may be announced shortly.

#### Utica 6 Days

Utica, March 7. Utica, March 7.
Columbia burlesque goes into the
Colonial theatre, independent, for
six days a week with vaude on Sundays. Manager is Bob Wagner.
New polley starts Thursday (19).
Talkers will be played with both the
burlesque and vaude.

#### Kanes in Columbus

Columbus, March 7.
Fred Hurly burlesque went out
of the Lyceum theatre Sunday (6)
after running since early fall at the

Kane brothers brought their show up from Louisville, Ky., to replace Hurlevites.

#### **NEW ACTS**

'Carnivalaughs,' featuring Henry Santrey's orchestra, (27). Kay, Gould and Small (3). Wally Jackson, Edgar Gardner and Edith O'Hallisey.

Chic Chandier Co.

Chic Chandler Co.
Morrey Amsterdam, formerly
yith Rube Wolf, breaking in a new
innel around Los Angeles.
Betty Lou Webb, with Margle
ireen and a 12-piece gir band.
Tom Donnelly, in a three-act with
//irginla Martin and Sammy Vine.
Bert Nagle (3).

#### Columbia Wheel

Week March 7 Week March /
California Beautics-Empire, Newark.
Chick Chicks-Route No. 1.
Girls from the Follies-Howard, Boston,
Legs and Laughter-Gayety, Washing-

BRvant 9-7800

n. Leap Year Girls-Hudson, Union City. Whirlie Girlic-Orpheum, Paterson. Winc, Woman and Song-Guyety, Balti-20th Century Girls-L. O.

C

#### Mutual Takes 'Kiki' As 'Added Attraction' Over Wheel on Pct.

'Kiki' Roberts has been booked over the entire Mutual wheel as an dded attraction with the shows. Miss Roberts will get a percentage split over average gross of each

flouse, Girl friend of the late 'Legs' Dia-mond starts this week in Newark after completing a week at the Cen-tral, New York.

#### PORTCHESTER VAMPS

Capitol, Portchester, New York, booked by Fanchon & Marco, drops vaudeville this week. House has been using five acts of yaude last half only. Reported that the Embassy, also

in Portchester, an indie house booked by the Dows, will follow the Capitol in eliminating stage shows.

In 1924

I Established the Name of

# Paul Small

in Showbusiness

at That Time Working with

LITTLE JACK LITTLE

LITTLE and SMALL by Priority and Precedent I Have Sole Right to the Use of

# Paul Small

in all branches of the theatre and Radio and herewith warn all performers that I will protect this name with all circuits, producers and Broadcasting companies and prosecute all infringtments to the full extent of the law

# Paul Small

on the Air with

VINCENT LOPEZ

Hotel St. Regis, New York

and in Person

HOLLYWOOD THEATRE New York-Now

# **Marcus Loew** BOOKINGAGENCY

General Executive Offices

**160 WEST** 46"ST.

NEW YORK CITY

J. H. LUBIN

MARVIN H. SCHENCK

BOOKING MANAGER

#### ORPHEUM, L. A. ('LYSISTRATA')

("LYSISTRATA")

Los Angeles, March 5.

What may be a theatrical gold mine, dug up three years ago from mon herd three years ago from mon herd this, week at the rate of 35 cents until 1 p. m. Common herd thundered under the barrier and overflowed well down the street. It was the thind but presumably, not the lite than 1 but presumably, not the lite than 1 but presumably, not be the thind. The common herd thundered under the cycle of Lysistrata's history.

Starting in New York as a \$5.50 legit, later toured at \$3, still later done in stock where it. shocked small towns and did business he will be the common the stock where the stock where it shocked small towns and did business he can be common to the common the stock where the stock where it is hocked small towns and did business he can be common to the common that the stock of the common that the common that the common that it is not the common that the common th

family version.

As a picture house added attraction, Toyalstrata's value is probably limited to cities in which legit booking has preceded. Some exceptions possibly, but showmen will want a test in some city not visited by a legit troupe. Present George Roberson production, especially the addoit in telling how the Greek wives ended the war.

Orpheum has been structure.

adroit in telling how the Greek wives ended the war.

Orpheum has been struggling previously at \$5,000 and \$5,000 end \$6,000 end \$6,

#### IMPERIAL, TORONTO

MPERIAL, TORONTO

Toronto, March 4.

Apparent budgot skimpling at the Imperial this week makes for a mediocre stage presentation that was minus as line-up and went to the same extreme by including an though the two acts be in their class. Customers have gotten used to the ballet and omission drew nurmured protests as bill program. Kinutas thap investigation of the control of the

missed and girly draw just wasn't there. Opens with Gaylene and Dui-Roune, personable blonds-brunet duo, with girls before scrim, band in background, for solo acrobatics and high-ticks. Girls worked hard and went over nicely, but stage up on a tropical whart-scene with ship's prow on backdrop and pit boys in a sort of bandstand. Al Gordon on with dogs, these ploaning in bar-balancing and full-twist ing in bar-balancing and full-twist comedy effects. Bryants trail in their standard pantonimic act and alow collapses still drawing mild laffs.

Ryan and Noblette closing first haif with girl doing a dumb act and travelier closing for a baby-talk song in 'one' by the girl, one of those nobody-loves-me' numbers, or those nobody-loves-me' numbers, or the standard of the second that registered. Jan acrobats and jugglers close and get nice hand for daring mount-work and foot catches. Feature is 'Tomorrow and Tomorrow' (Par), MoStay.

# PARAMOUNT, L. A.

PARAMOUNT, L. A.

Los Angeles, March 3.

Current work's show is tabeled Batch Club rock's show is tabeled Batch Club rock's show is tabeled Batch Club rock in the show in the should be s

#### PARAMOUNT, N. Y.

New York, March 4. New York, March 4.

For some time now Publix has inclined to names for its stage which
it is hoped will sell erratic picture
product under adverse conditions. It
is with this thought in mind that
the house plays Mme, Luisa Tetrabblini, world-famed opera star,
this week.

libis week.

The great singer of a bygone day, heavily billed above picture and everything else, will probably prove on its stage in a long time. Together with Mme. Tetrazzini, who appears as an added attraction, program includes usual ingredients, it is a stage in a long time. Together with Mme. Tetrazzini, who appears as an added attraction, program includes usual ingredients, it is included at the property of the property o

toes, one of the best it has ever attempted.

There are the 16 David Bines Girls, who reflect the able training first, who reflect the able training the old school. Group is split into two, eight girls doing classical bailet for the windup sequence, the other octet jazzing it up on the toes.

The adagio waltz of the four peofice of the windup sequence, the other octet jazzing it up on the toes. The adagio waltz of the four peofice of the control of the

nee, and the consumes 37 min-utes. It would play better it five minutes or more were trimmed out. Crawford this week offers 'Songs of the Day,' which is to say three

Orchestra, with show long and the house's maestro, Rubinoff, over in Brooklyn, is missing except for show and Paramount News.

#### DENVER

DENVER

Deaver March 2.

Cherry Rhossom and the most lavish of Fanchin of several most lavish of Fanchin of the most lavish of the most lavish of the Fanchin of the most lavish of the most lavish of the Fanchin of the most lavish of the most lavish of the Fanchin of the most lavish of the most lavi

#### ROXY

New York, March 4. Stage show, in five sections, is called 'Metallic,' each representing a different metal. The mountings, costumes and action dre'impressionistic, modernistic, futuristic—and punk. With 'After Tomorrow' (Fox) on the screen, it looks ilke a struggle for the big one this week.

gle for the big one this week.

Even Patricia Bowman is of stride. The heavy production thinking behind the symbolic opener, Gold, inspired a dance that's very different for Miss Bowman, in content and effect. Miss Bowman is content and the cont

Two men billed as the Roger Pryor Dodge Duo, aesthetic and ar-tistic hoofers, contribute more angle work just shead of Miss Bowman, while Harold Van Duzee sings a miser song. The men are on later in the Iron' sequence.

while Harold van Duzee sings a miser sone. The men are on later miser sone. The men are on later manner sone. The men are on later and the sone of the most monotonous line routines yet seen at the Roxy. The Roxyettes are also way below par in their one number, Steeld, in which they linterpret a machine. These proper element in this dance. Their customary lighter precision work is a lot more suitable.

Two of the five stage items are conomical affairs, with no scenic help needed. One is the joint and Shots, colored quintet, who represent Bronze, and the Fred Waring pit orchestra in a kitchen utensil drill, representing "Tin." For the dancing acit's background the Roxy is challenged for Morron Downey, something unusual for this theatre. Waring band's pit overture is a mediey of oriental airs, tunefully executed, and the current protram's most interesting number. A Kray Kat cartoon shot and Fox news. Attendance light Friday night.

#### FOX, BROOKLYN

Booking of radio artists who must broadcast concurrently with stage engagements is more likely than not to Jam up running schedules. Fox. Booking of Red William 1988, and the stage of the Brooklyn, March 5.

lea.

Art Jarrett, working in onc.

Peature, 'Cheaters at Play' (Pox).

Fox-Movietone News.

Bob West and his organiog-song-

# **NEWSREELS**

#### **EMBASSY**

While both theatres are leading off with the Lindbergh story, Embassy provides almost newspaper coverage and gives it more footage than the average news subject, uxer, by comparison, brushes over the assignment.

the assignment.

First case of where a home movie record has been conscripted for public service is probably in the miniature clips of the Lindbergh baby. Both reels have expanded these to standard width, and they project as though they had been taken by an expert cameraman.

The For offering cases with

these to standar'd width, and they project as though they had been taken by an expert cameraman. The Fox offering opens with a control of the control of the

#### TRANSLUX

One of the most vivid portrayals of india riching is provided by Paramount's coverage of a demonstration by Gandhi followers. Milling crowds getting thwacked over crown and body, ambulances rush about and unconscious natives are shown.

Paramount's tying up feet muneu-vers with conventional shots of a battleship going through the Fan-ama canal.

Tunney refereeing amateur bouts of youngsters was generally covered, Luxerites laughed, while the Em-basay didn't see anything funny.

Breaking ice at Bangor was also of Columbia college boys in their female Impersonation roles. One of these lads, incidentally, should be a screen find.

Waly.

magazine stuff it uses the German girls and the California lion tamer. Von Hindenberg and Queen Mary stage a return engagement, one stiopping, the other reviewing troops, Demmark's monarch also is senjoving a stirrup cup.

distinguished in the selling from the style of most ether workers appear-ing in vaude, with Jarrett exerting himself a little for a put-over.

himself a little for a put-over.

Jarrett is less the crooner in doing 'Ain't Misbehavin',' the Wailer
song, and his closer, 'St. Louis
Blues.' He employs a much stronger
vocal technique than the speneral run
of brethren from the tadio field and
hardly needs the mike on the stage.

A hit over here on the first Satutday ma, doing 11 minutes in all.

of brethren from the radio field and hardly needs the mike on the stage. A hit over here on the first Saturday mat, doing Il minutes in all. Unit, 'Cay Vienna,' is waitzy, as a stage of the stage of t

single.
Unit 33 minutes in running time.
Business capacity at 2 o'clock Saturday, up to which time toll is a
quarter.
Char.

#### ORIENTAL, CHICAGO

Working with Chicago, March 4.

Working with Chicago, March 4.

da dancing line, only three acts discinoted and a dancing line, only three acts discinoted and a dancing line, only three acts discinoted and a dancing line, only the neatest stage, arrangements seen around here in some time. More commody in this lineup than most units and the addence was waiting for. It also brought Frankle Masters, the one remaining m. c. of the local circuit, back into the loop after spending much of his life at the same of the local circuit, back into the loop after spending much of his life at the same of the local circuit, back into the local circuit, back in masked this audience. In the laugh-center, It's a simple gag that the show brought an immediate avoid to the same of the manner in which the change was made into a mixtup by the band going into a discord and the gais getting the laught of the

(Continued on page 38)

# NEW ACTS

ROSCOE ARBUCKLE Talk 20 Mins.; One Pantages, Hollywood

Pantages, Hollywood
Ressoce Fatty' Arbuckle is again
bestiantly testing the duration of
his estracization. Barred by women's clubs from the screen as assetor, Arbuckle from the screen as as as a setor,
william B. Goodrich. On his first,
both his name was, plaintively. William B. Goodrich.
The his cond.

B. Good.

If in this and other personal appearance, including a week as guest star with the Moore theatre stock company in Section 1 is found that agitation against him has subsided, he probably will be given a chance in features by one of several studies which are interested.

which are interested

For vaudeville and picture houses
the still hetty comic has taken on an
insuiting stoof union that taken on an
insuiting stoof union which carries
all the stood of the stood of the
all the stood of the many
seale eyes which will be fastened on
Arbuckle it is best that he eliminate
inch targets for war-whoops as the
crossire bit with the stoogs about
Pharaoh's daughter finding Moses in
the bulrushes.

For the most crossfire is fresh and

Pharaoh's daughter finding Moses in the bulrushes.

For the most crossfire is fresh and clean: Augmenting is the comic's specialty as a drummer with the house band—not expert but loud—and his mitation of the Camel radio period, with the band and a pit tenor assisting the period of the company of the compa

# GLORIA LEE and SCHERR BROS. Dance Flash. 10 Mins.; One (Special) 86th St.

88th St.

A passable dance threesome in a foutine of nicely-arranged numbers, well presented and dressed. Opened the show here, and in similar type neighborhood operations, either in that spot or No. 2, where it could work conveniently, will be satisfactor.

work conveniently, will be satisfactory.

Gioria Lee formerly did a similar act with the three Hauser Boys.

Opening in a soft shoe number, she turns in her high-kicking acrobatic specialty, displaying fair form. Men return as drunks doing form, which is specialty, displaying fair form. Men return as drunks doing dance with a clever finish, in which it appears they are falling and tappears they are falling and can't regain balance. It's tricky.

Best from Miss Lee is her toe busk and tap routine, topped by worked and tap routine, topped by worked and tap routine. The form of the first the

CARL SHAW (3)
Singing, Dancing, Comedy
18 Minst, Full (Special)
18 Minst, Full (Special)
16 Minst, Full (Special)
17 Minst, Special)
17 Minst, Special
17 Minst, Special
18 Mi

ing act from every standpoint and a show-stopper for any vaude as show-stopper for any vaude only a boy and girl to help Shaw this time and neither overworks, allowing him to do most of the labor. He works well and hard the camedy is lokely, his singing attisfaction of the labor in the standard is the camedy in the standard is a standard in the standard is and the standard in the

nts are hauf.

# KING BROS. and CULLY (3) Comedy, Dances 11 Mins.; Two Jefferson

Three hoys in a rough house turn with a little sag hoofing and war-bling included. It's a funfillar type of male threesone, with none of the material especially new or bright.

bright.

Hoys open with a bit of hoofing which cues them into an arms and legs scramble after which they take to immelling each other around stage. A bit of comely sincing with the company of the boys previously medica with the nlame keys in a dealer of the boys previously medica with the nlame keys in a dealer of the boys previously and the medy sincing of the boys previously and comedy sincing of the second sincing sincing of the second sincing of the second sincing sincing sin

A fair deucer.

#### LANDT TRIO and WHITE 13 Mins.; Three (Microphones)

Radio act that brings a fair ether rep to vaudeville along with ability to entertain from a stage. Mem-bers, all men, are three vocal har-monists and a planist who sticks to

monists and a planist who sticks to the plano.

They use two microphones, one at either side of the rostrum. At the Palaco the loud speakers were masked, with the sound apparently cmanating from the files.

All pops and mostly trio harmony. They make the property accompanying himself on a part of the property and the principal sololat. They rated an energy con appalace here and took it.

# COLBY and MURRAY REVUE (5) Dance Flash 14 Mins.; Full (Special) Palace

Dance Flash

Is Mins; Full. (Special)

Sloppy dance flash that's wealthy
in talent and poor in appearance.

At the Palace it opened the show and at the Palace that was where it belonged, but some changes could castly raise. It for there or any-curning. The three race looking young lady members could look much nicer.

Kame, pair are a mixed couple. Kame, pair are a mixed couple that the start, but are better in a novelty routine that gets an announcement. It's a follow-the-leader idea, with the man leading. Dut her hands in her pockets, and that's the catch. Simple but smartly executed.

Two other girls are a cute eccentric thap are an are sufficiently and the start, but the following sixty in the same set should be canned or replaced. It does the ensured that the canned or replaced. It does the ensured that is the case of the canned or replaced. It does the ensured that is the case of the canned or replaced. It does the ensured that is the case of the canned or replaced. It does the ensured that is the case of the canned or replaced. It does the ensured that is the case of the case

FOUR SPIDERS AND A FLY (5)
Gymnastic
18th hims.
18th hi

#### PALACE

After a reng by the booking office got the Paice off on the wrong
foot, this week's show finally went
on intact. When the bill was over
the Paice was still on the wrong
foot. The first part didn't finish on
time and the second section didn't
ince. Frank Fay did 20 minutes in
the after-intermission spot despite
that he'd been on and off as me.
all atternoon.

Texas Guinan didn't get a book at
when all good Painee shows should
be over, Tex was still looking. At
5:30 Googe Givot, of Texas' act,
gave an imitation of Maurice Chevalier, and the suddence waan't dis
minute.

While the opening show was
wending its way to mediocrity, the
sign boys were changing the billing
and lights outside. Miss Guinan
som condition of the control of the
one condition of the control
and on condition of the control
and on condition of the control
and the control of the control
and the control
and the control of the control
and the control

vaudoville actress in a vaudoville show.

Fay's own follow-up is a satire on Miss Stanwock's preceding turn. The latter enacted scenes from two of her pictures in reply to an in-curvlewer's questions. Fay burlesques it with blackouts, all using a bed as the chief prop and with a per twice under the spices with a picture with the property of the pro

a bed as the chief prop and with Pay wice under the spects with a gall of the pay the country facts. The carry facts of the car

but once, got a reception and three baskets of flowers at the end of her If minntes. That she's so different from the usual valocitile woman or other offectiveness. Miss Pollard's cockney soubret work and grotesque dancing place her in her own class in vaudeville, and she can stick as lower of the control of the control

#### 86TH ST.

Irene Rich heads the bill at the 86th Street over the week end, and evidently the name has a draw, to judge from her personal reception; but it is more or less fortunate for the customers that she is backed up

Seth St. N. Y.

Colby and Murray Revue, professional control of the place and the street of the appearants, which while in from the work or the appearants, which while in four segment a special with the other form the work of the place and the street of the appearants, which while in four segment a special with the other was a street of the place and the the place and

#### RKO, L. A.

Los Angeles, March 3.

House sllipped down to five acts this week, Dalsy and Vlolet Hilton (Slamese Twins) being the only lecture of the four intact units. Sisters were in at a showing salary of \$750, amount set aside by RKO for acts added

here,
Applause was mild, andlence
lethargie. Siamese Twins have been
pretty common in recont seasons.
Four intact turns in order are the
Three Yokes, bleycle act; Honey
Boys, five black-face singers; Marcellus Dancers, two men and six
girls in interpretative dancing, and
Wills and Davis, comedy team.

Wills and Davis, comedy team.

Xofoces opened slow with Jan.

oke opener.
Placing the singers in various formations around the stage provided the novelty of the Honey Boys. While one soloed, two or three backed against the curtain or near the wings would accompany with pantomime.

#### STATE

#### STATE

(Continued from page 37)

Continued from page 87) spots, seem to have tightened up their routines, going into a set of monotone drapes and using a raised dais instead of the former bench. Harmony is still the foundation of the total continue to the running, and they are doing a modified hill-billy bit, although without deliberate comedy intent. After all was said and done, however, it was the trick of old standby. Hello, it was the trick of old standby. Hello trick for them for a row of bends.

Then Timber in the next to-close Them.

trick for them for a row of bends.
Then Timberg in the next-to-closing, starting in high and building to the middle of the turn, arom which the act tapered off to a close that was favorable enough, but could made much more enthusiastic had the act not so grossly overstaved.

have been made much more enthuslastic had the act not so grossly overstayed.

Marion Wilkins and Co. gave the bill a mild finish, girl dancer trying from the second of th

#### **JEFFERSON**

JEFFERSON

This is the Jeffs valedictory vandeville show. Starting Saturday (12), in Jine, with a few other houses, it will shift to a straight film policy. Feet is a vet vaude house and the lith street mob will have to look for its street mobile will be street mobile

animais.

King Bros. and Cully (New Acts)
a rough trio of boys. Type of act
the audience down here always
likes.

likes.

Jackson and Gardner New Acts)
followed with a hokum turn that
gets by without anything strikingly

gets by without anything states, new. C. Nelson and Harry Pease, so movertiers get off the basien track for tunesmith turns by introducing each one of their own sonas by a brief bit. Two girls support the men for the incidental business. Nelson works at the ivories, with Pease doing the vocalizing in a fair tenor. Boys have written quite a tenor. Boys have written quite a cecleic of successes and were well exceived.

canot. Doys have written quite a number of successes and were well readle Stanley put the majority of his material over through his personality and easy manner of delivery. Gags in themselves count up to a row of Joe Millers, but Stanleys personable air promoted them, the succession of the successio

inine-people dance flash follow for some nice results. Act is nicely dressed and contains some good people. The acrobatic dance of the name couple, in which the girl does and far outbalances the weakness of the team's earlier ballroom waltz.

Dezso Retter 's right down the bowling sley. He waste one or two lines of chatter to open up, but they do do the series of the comman wrestling bit he's great. Paddy cliffs band 'another easy winner. Cliff had trouble getting his more than the series of the serie

#### DOWNTOWN, L. A.

LOUWNTOWN, L. A.

Los Angeles, March 3.

Bargain entertainment of 10 vaude acts and a second run feature for 28 cents in the balcony and carraight two bits for mats is getting attention. Last week, with every picture house in town doing a nose dive, this house built up 34,000 over its previous week. Firefeature, got the lilon's share of the credit, but there's no denying that the 10 acts accounted for part of the increase.

With the vaude budgeted at

credit, but there's no denying that the line as accounted for part of the line as a counted for part of the line as a counted to the line as a counted to the lesser rental on the second run policy, though the features play here the week following their first run the lesser rental on the second run policy, though the features play here the week following their first run the least break even. However, a weekly rent of \$4,000 precludes any possibility of it paying big dividends.

Out the locat policy. Business started out good with a balcomy hold-out at 8 p. m. Feature is Alias the Doctor (WB), which can hardly be credited with the same as Joe E. Brown feature.

Vaude bill is satisfactory with a couple of kluckos sandwiched in, but what can be bought for \$1,200 distributed among 10 acts in this people divided among the acts. On the \$1,200 budget, that's an average of \$40 per person. Bert Levey must be a magician himself.

Helen Moore and her Boy Friends.

must be a magician himself.

Helen Moore and her Boy Friends,
dancing act, open. Routines are
similar to all acts of this type with
one exception. The six boys do a
routine to Poet and Fessant,
which comprises about every
rhythm known to hoofing. Act
was a good flash as an opener and
pleased.

rey. Gags In the mestives counter to a row of Joe Millers, but Stanley's personable air promoted them. A girl assists for crossfre and songs. Does a Helen Kane Imitation of the mestive state of the

#### PALACE, CHICAGO

Chicago, March 5.

Cycle of radio name acts RKO is trying to put over on its stages

sis trying to put over on its stages, it at heavy outsy, has yet to take the town by storm. Camel quarter hour, with Morton Downey, Tony; Wons and Jacques Renard's orchestra at a top price of \$5,00 is this week's Palace bid for bis. Two weeks ago the price of \$5,00 is this week's Palace bid for bis. Two weeks ago the price of \$5,00 is this week's Palace bid for bis. Two weeks ago the price of \$5,00 is this week's Palace bid for bis. Two weeks ago the price of \$5,00 is this week's Palace bid for bis. Two weeks ago the price of the week and the grosses, with the Camel streactions expected to dit, but from opening, which were the five a day scheduled over the week-end and maybe it rough the rest of the week. That \$5,00 for the one-act made it all the week week and and maybe it only the week week and and maybe it only the week of the usual five acts the Palace has been accustomed to as a regular thing. Only, two turns, Ray and it's a moot question as to how the weekly customers will take it. On the basis of new business the middle of the week. Wons, with his morning broadcasts of cheery philosophy reaches a class of the weekly customers will take it. On the basis of new business the palace this week. Wons, with his morning broadcasts of cheery philosophy reaches a class of the theory of the thing of the price of the weekly customers will take it. On the basis of new business the many part of the price of the weekly customers will take it. On the basis of new business the weekly customers will take it. On the basis of new business the method of the price of

the total Si minutes the turn runs is wasted.

On such a short bill it must have been difficult spotting the opening act, with the Dennis White dance flash slow in starting, but raining on the windup. White is a light hoofer, the windup with the salight hoofer, the same should be such as the same should be eliminated because of its tardiness.

Noami Ray is still hefty enough to; set laughs, while her long standing partner, Harrison, is evidently keeps material, even if he has to borrow it. This specifically applies to his pansy gesture made known by Fred Samborn many years ago, too many for Harrison to claim it by priority. Otherwise the act is standard in delivery, with Miss Ray, or course, the lindeau.

nucleus

Danny Russo now permanent pit
maestro and making the boys hop.
Orchestra overture ahead of the
show was brief but receptive. On
the screen House Divided (U) with
Pathe news, including shots of the
Lindbergh shap kidnaping.

Initial performance failed, to fill
aviant performance failed,

#### Bard's Hillstreet, L. A.

Los Angeles, March 2.
This grinder is on the tail end of a month's try of cheap vaude, and is giving up attempting to buck the Warner house, two blocks away, which gives 10 acts and a first-run and advertises 1,000 seats (balcony) at a quarter, at a quarter.

at a quarter.

Here, a double feature in this case
'Alexander Hamilton' and 'Last
Flight' and four acts failed to draw
them off the sidewalks at 15 cente
till 6 and 20 cents thereafter. Bookling the acts through the Al-Wager
agency, which confines itself mainly
to club and convention talent, P. H.
Monkowit, manager for Lou Bard,
who owns a string of, small loused,
Is saying around \$200 a week for
stagchand. That means 150 additional patrons nightly to break even,
but the policy hasn't been success-

tul enough to warrant its continuance. Goes out Saturday (6).
Four acts on the bill are Clos and
Lambert, mixed acro team; Lucies
Lucca, tenor; Fox and Ferris, low
comedy man and woman, and
Choice was good, steady and in
spots worthy of better booking.
Femme is hefty and rock-like as the
understander. Lucca has a weak
opening, but builds with his caroling
of requests for numbers in forlegia
told chestnuts to crack, but is effective just the same, except for a mild
finish.
Keatings are a type of act long
dead in vaude. Man playing a rube
youth to the gifts a ristocratic
such acts of the same was a sead
to the strike a rube youth
subscheep to the strike a rube
routh to the gifts a ristocratic
subscheep to bathos it winds up with
a heart-rending rendition of a
mammy song that evoked enough
enthussam to bring Master Keating,
back for an awkward curtain speech
about 'us puformers appreciates applause most of all.

#### Paramount, Newark

Newark, March 5.

Newark, March 5.

Opening with five chows for Shanghai Express, the last performance found them still standing. The contract of the contract o

comic uses the trampoline largely. A final full circle, throw brought gasps.

Stevens Brothers and Harmon do crude and rough comedy, but will be remembered for having a bear with them. A man does sleight-of-land and then they bring in a wrasling bear. Two plants come up the companies of the state of the

of the woman tossed through the frour men and two girls are the company with Jane Allen, a lively company with Jane Allen, a lively rying its own drapes. The girls do a little weak singing as does Miss Allen, but she atones by dancing with the men. Two girls dance in the more than the more kickir. Then Miss Allen muck kickir. The Mi

#### ORIENTAL, CHICAGO

(Continued from page 36)

(Continued from page 36)
his own job neatly and on his own
specialty, an acrobatic dancing ace,
an acrobatic dancing ace,
Chorus was on and off throughout, presenting a trio of excellent
routines as patterned under the
routines as patterned under the
heart number particularly impressing for its ideas and neatness of its
handling.
Orchestra had its overture sesorchestra had its overture sesslide period. Only four news clips
this week but all knockouts, one of
which was the Lindy kidnapping
and another the Fox slice of the
one Parameterival. There was
one Parameterival. There vas
new Sits.
Filcker was 'After Tomorrow'
(Fox),

Gold.

Gold.

#### 20th Century, Chicago

Chicago, March 3.

One of the oldest picture houses

n the west side is this one located

One of the Onleago, March 3.—
One of the Colleago, March 3.—
One of the Colleago, March 3.—
One of the west side is this one, located directly across the street from the B&K Central Park, Much has happened the Colleago, and the Central Park 15 years ago.

It's still a strictly Yiddish community out here, but the smap and corners. The '20th Century has been standing on the same site for more than two decades and has changed ownership, several times, corners. The '20th Century has been standing on the same site for more than two decades and has changed ownership, several times, thanked the Colleago of the Colleago of

own people, was handicapped in incre ways than one. First the absence of a stage and lights. Then his own strangeness away from a his own strangeness away from a transport of the cantor of the cantor of the cantor on here with the late out immediately. His accompaniement came from a plane at his side attended by Clara Sieged.

Management is still for the idea of Yiddish pictures and personals in line with the particular practices in line with the particular practices in line with the particular practices at hand. They're even talking about bringing in Cantor Rosenblatt for a week or two. It may or may not work out, but at least here is one house that is trying instead of crying.

#### **MASTBAUM**

Pleasant and unpretentious bill on the stage this week, with extra billing going to Maria. Gambarelli, known to fame as Gamby, Although extent of engagement is indefinite, it appears she will be here more than the stage of the

act. To reach the 'Snow Ballet,' offeract.
To reach the 'Snow Ballet,' offering opens as 'Romance of the Seaperson of the Seaset and glirls singing about the aummertime. Line girls (24) are on for
frat routine, only elaboration beingling changing lights on costumes.
Georgie Price makes his entrance on
decrepit auto, gagging cigar bands
and getting some laughes with radio
with stooge, who breaks up his act
to ask for quarters and giving him a
chalk mark when he learns he is
repeating. Ok, but later gags landed
with dull thud. Registered strong
with singing and imitations of Jessel

Estiga on Pergy Bernler, who
dresses as a little girl and uses a lot
of energy in singing. Always goes
over nicely here, and same now with
duman thing to Do.'

over niccity here, and same now with dumbbell line and "Was That the Human Thing to Do." Gambarelli also introduced by Georgie Prics. No change in set, but, smooth and graceful, and Camby herself puts Snow Ballet' in the class grade. Drew a nice hand from a somewhat unresponsive afternoon audience. Should have been introduced with more build-up strength. Biggest comedy applause snatched by Blarton and Mann, comice of the this pair puts over a rough routine that keeps getting funnier all the time. Opens with dance by tall nember, rollowed by acrobatic dance number from the little fellow. Work together with big boy in female makeup, hilarious as the two get twisted in each other. Timed just tweet in the control of the

teams here that they stay on too long.

Peggy Bernier on again, and finale brings girls in pajamas and white bothing suits. Gomedy supplied by control of the state of the sta

#### STANLEY

STANLEY

Stanley correlmenting this week with an eight-rimenting the standard of the s

(Continued on page 62)

ROBINSON & DeWITT

"Set the bill off fast. One of the best of its

Whiteside A & B
2d half (9-11)
Fuiton & Parker
Rusher Shaver Co
Hugh Skelly Co
Little Pipifax
NEATTLE
Kelth's (12)
Vernon Rathburn

Vernon Rathburn Edith Bow Doetor Rockwell Electric 3

Donovan Co & B
Gro McKay Co
Crystal 3
NEWARK
Kelth's (12)
Texas Guinan Co
Stone Scydel Co
Joe Wonydel Co
Joe Wong
Ruih Royo
D Harris Co

NEW ORLEANS

Kelth's (12) Wallnee Sls Bob Nelson Owen McGivney Anger & Pair

OAKLAND Kelth's (12)

Keith's (12)
Deno & Rochelle
Ray Huling
Sunkist Nelson
Royal Uyenos
(5)
Van Cello & M

Van Cello & M Farrell Co Yorke & Johnson Chas Ahearn

J.lta Wales

# Variety Bills

NEXT WEEK (March 12) THIS WEEK (March 5)

Numerals in co nection with bills below Ind.cate opening day of

RKO

NEW YORK CITY Palace (12) Radio Co Jack Haley Russ Columbo Benny Rubin (Four to fill) Colby Murray Co Lendt 3 & White Daphus Pollard Russ Bros Ritz Bros

King, Bros & C.
Jackson & Gurdner Fease & Nolson
Eddle Stanley Co.
3 Bredwins.
2d haif (9-11)
Martin & Martin
Morgan & Stone
Webb & Lane
Kola, Rogers
Rao Samuels
3 Rio Bros

**COLLETTE LYONS** RKO VAUDEVILLE WARON 4th OF TOPIS MO.

Direction, MORRIS & OZ

Barbara Stanwyck
Frank Fay
Texas Quinan Co
Lit half Clone
Carl Nixon Co
Conlin & Glass
Mel Kies
D Tyreal (16-18)
S Upstarts
Taylor & Marcella
Lovely Leddes
J half (9-11)
Larry Rich Co
Collegeum 10-10

2d haif (9-11)
Larry Riche Co
Larry Riche
Larry Millard & Marila
Larry Melloda Co
Leon Janney
Jim McWilliams
2th Century C
2d haif (9-11)

Do

You

Royal

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Helena Helena

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Büddie Hanley
Gus Vnn
(5)
A Duvaj Co
Al Norman
Irene Bordonl
Col Sloopnugle &
E & J Rooney
Flushing
int half (12-16)
Glad Rags
Murray & Allen
Dave Harris Co
Roy Mooristi Co
2d half (16-18)

GAGS? DANCE ROUTINE?

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Phone BRyant 9-5746 Palermo's Co

O's K. Spangler
Leavitt & Lockw
O's K. Spangler
Leavitt & Lockw
Leavitt & Lockw
Leavitt & Lockw
O's K. Spangler
Leavitt & Lockw
O's Reserv
O

Justa 4
Bobby May
Bert Nagle Co
4 Golden Blondes
Gus Van
C Stewart Co
86th St.
1st half (12-15)
B & J Rooney
Art Henry Co
Esther Ralston Co
Leon Janney Art Henry
Esther Raiston Co
Esther Raiston Co
Esther Raiston Co
Esther Raiston
Al'grader & Santos
2d haif (16-18)
Stone & Seydel Co
Hob Bob & B
Bernice Claire
For Cummings
Lidd Haif (9-11)
Clyin Geraidine C
Clyin Geraidine C

2d han
lytin Geralding
ay Hamilton
ack Haley
fenny Rubin
Fordham
1st haif (12-16)
Dixon & Pal Dixon & Pal J Carr Co J Herbert Co Sls of the Skillot Andree Duval Co

> Synconation **SERVED**

in a somewhat different manner plus laughter JACK POWELL

Y'sst'rs of Y'st'rd'
2d half (14-18)
The Budwins
Pearce & Velle
Harry J Canley
Mills Bros
2d half (9-11)
J Dove Co
4 Carlton Bros
Plances Arines
Frances Arines
Halfellus & Smith
Will Osburne Fo AKRON Pulace (12) Palace (12)
Harris 2 & L.
Radellffe & Bub
Lester & Heaver
Trini (20
(5)
Gene Glenn
(To fill)

2d bait (16-18)
Autroy Fall Allen
Esther Ralaten
Es

Gene Glein
ALBANY
Filmer
1st hance 155
Robby May
Hith Roye
Whiteside A & B
201 half (16-15)
Fix hance A B
201 half ( defferson 1st half (5.8) Gautier's Co

ATLANTA Keith's (12) Lita Wules II Dehinir Co (5)

Ida Wales
I Delining
Lido Co
Gosela & Verdi
Kitty Doner
BALTIMORE
Kelth's (12)
Phil Cook Co
3 French Misses
Charlie Chass
Ollvette
Wales
Annie Judy & Z
1 Rich Co
E Manne Co
Norma 5
Panni Misses
Franch Misses
Co
Stanler C

Paul Whiteman Co

Paul Whifeman (2)
BUFFALO (2)
BUFFALO (2)
Shippedrome (2)
Shippedrome (3)
Ship

Chas CNTer 4 towns |

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GRAND, RAPIDS

Int half (12-15)
Whenke & Dolly
Whenke & Dolly
Lander Press
23 bailf (9-11)
Renny Ross
Berniviel Co
INDLAYAROUIS
I

RKO, Was. Diam

Chester, Fredericks
Chester, Fredericks
Chester, Chester, Control

Reprint
Language
La W West & McG
KANSAS CITY
Kelth's (12)
3 Lordens
Anita Case
Brems F & M Bros
Ledova

Grand

1st half t10-12)
Swan Lucille & C
Scooter Lowrey
M Douglas Co
Toto

Ledova (5)
Robinson & DeWitt
Ada Brown
Ferry Corwey
Pop Conneron Ferry Corwes
Pop Conneron
LINCOLN
Stuart (12)
Evans & Meyer
(One to fill)
(5) Toto
Palace (12)
D White Co
Rae & Harrison
Morton Downey
Tony Wons Howe Leonard & 1

LAFFIN' THRU

For LEDDY & SMITH

LITTLE ROCK Pulaski (12)

Jacques Renard

M Colleano Co
Peter Higgins
Olsen & Johnson
I Pollock Co
Buster West &
Keithia 1129
E Lindsay Co
Sid Marion
Bertolino

JATLE ROCK
Fulnaid (2)
Jack Hedley 1
Jack Hedley 2
Jack Hedley 3
Jack He bertoline
Lya & Walt
Jack Healey 8
Dick Healey 9
Dick He

RYAN and NOBLETTE Running on the Comedy Ticket The People's Favorite

2) half (2011)
When Ke pile & B
Soilli Backen Ke pile & B
Soilli Backe

finite Econgton Rd SCHENE TADY 18 helf: (12-15) Van Lane & Ver Worgen & Stone Prin (60-18) Lo Laur & Ver 24 ball (16-18) Beboy May

Kelth'a

Ist half (12-15)
Livite Philfax
Pulton & Parker
Ruster Shaver Co
liugh Skelty Co
2d half (16-18)
Morkan & Stone
Frintings Steamer

Picture Theatres

(5)
Mangean Girls
Fred Keating
Adelaide Hall
Howard Fine & H
SIOUX CITY
Keith's SOUN REE IN COUNTY OF THE PROPERTY OF THE PROP Paramount Rubinoff 'Strangers in Love' CHICAGO, ILL. Chicago (11) Serge Flash

BLACKSTONE

Booked Solid for RKO Victoria, & Lorenz Gain Balperin Gain Balperin Jos Hebert Co SPOKANE Keith's (5) Masters & Grayee Living Jewelry SPGFELD, MASS. Keith's 1st half (215) Wilson Kepple & B Sybilla Bownes

OMAHA Keith's (12) Kelth's (12)
4 Covans
4 Covans
Chas Carrer
Jack McLellen
1rene Vermillion
(5)
5 Lordens
Anita Case
Brems F & M Bros

DATERCON PATERSON
Keith's
1st halt (12-16)
O'Connor Co.
Webb & Lanc
Mill Co.
Mill Co

Sybilia Bowhan
Lewis & Ames
H'rb't G'idine &
2d half (5-8)
Herb Larimer
Joe Roberts
Violet Carlson
Rita Royce Co. Joe Roberts
Violet Carlson
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P Remos & Midgets
Welst & Stanton
Mills & Rubinson
(5)
Stars on Parade

Stars on Parade
Eddle Garr
PORTLAND, ME.
Keith's (12)
Bob Stickeny
Maker & Redford
Singer's Midgets

Morris & Campbel

3 Aces & Queen
Broadus Earie
Lyons & Snyder
Gracella & Thdor
Britt Wood
ST. FAUL
Keith's (12)
Ebony Foilles
Healy & Cross
W & G Ahern
A & M Havel

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nave Mallen Co Jean Bedini ROCHESTER Keith's (12) Bill Robinson Co Bob Tilpa Hurst & Vogt Diamond Boys. Porcelain Roman. Part LAKE Plaza (12) Yoki Japs

(5)
6 Avalons
Hal Nelman
Donatella Bros Co
Barry & Whitlege
SYRACUSE
Kelth's (12) Kelth's (12)
DeLong 3
Gracis Barry
Hilton & Garron
Count Berniviel Co
(5)

Bili Robinson Co TACOMA Keith's (12)

TACOMA
Meith's (12)
Mangean Girls
Frod Keating
Adeinide Hall
Howard Fine & H
(5)
Bob Stiekney
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Lee Lee Took Murdek Co
Lee Lee To & D
Lee Lee To & D
Lee Lee To & D
Lee Notice
Sunkist Nelson
Sunk

Gonthey Co.
Johnny Leykins
Van Horit & I.
Johns Pey Co.
Johnny Leykins
Van Horit & I.
July Special Co.
Leykins Co.
TRENTON
Let Keitz-15)
4 Freeshmen
Taylor & Marcelle
Stone & Sydell
Honer & Marcelle
Stone & Sydell
Honer & Horits
Larry Right (Co.
July Rig

IKE ROSE'S MIDGETS BOOKED SOLID FOR REO

finitelujah 4
'Dancers in Dark'
Tivoli (11)
Cnb Calloway Bd
Mangaret Sims3 Chocol'te Stepp's
Nicodemus
'Arrowsmith'

BUFFALO Pola Negri

DETROIT
Flaher (4)
Cliff Edwards
Vic Oliver
Stanley 2
5 Balobanos
Flieman Save My 5 Baltounoo
'Fireman Save My'
PHILADELPHIA
Fny's (4)
Buck Jones
'Speckled Band'
trund (4)
Koran
'Lovers' Courageous'

Loew

NEW YORK CITY
Capitol (12)
Buck & Bubbles
Wary Miles
Buch & Bubbles
Olive Sibles
Buch & Bubbles
Olive Sibles
A Bubbles
Olive Sibles
A Bubbles
A Bu

One to fill)
Orpheum
1st half (12-15)
Rublo Sla

Peg Bates ASTORIA Triboro 1st half (12-15) D Wuhl Co Harrison & Elmo D With Co Harrison & Elmo Du Callon Bernice & Emily Co (One to filt) 2nd half (16-18) James Evans Co James Evans Co
Dotson
Pease & Nelson Co
E Yon Leosen Co
(One to fill)
BALTIMORE
Century (12)
Ben Lyon
Barte & Arden

4 Fiash La Vernes Paul Keats George Kiddon 3 White Flashe Gene Dupont

BOSTON
Orpheum (12)
Mack-Harol & B'y
Billy House Co
Jack North
Traccy & Hay Co
(One to fill)

Tracey & Hay Co
(One to sill)
CLEVELAND
State (12)
Froda & Palace
Froda & Palace
College (12)
Froda & Palace
College (13)
Froda & Palace
College (13)
Bob Murphy Co
Johnny Hymn
COLLIBUS
Obloy Transen
DETROIT
Michigan (1)
W & J Mandel
Fin May
Lincky, 7-3
Linck

JEROME MANN

"He is an amusing comic who, properly han died, might be a music show star."—
Wm. F. McDernott, Cleveland "Plain Dealer." 4 Flash Devils La Vernes Paul Kcats

Calvert-Irving & H'
Vera Gordon Co
Scott Sanders
(One to fill)
2nd half (16-18)
Spitzer & Fete
Ross & Edwards
Sue Carol
Nick Stuart
(Two to fill)
Paradise (11)
Ben Alley

Foster & Van
Bloomberg's Co
(One tn fill)
2nd half (16-18)
Frank Bell & Sls
Lewls & Moore
Sid White
Emerton Orch
(One to fill)
Gates Ave.
1st half (12-15)

Linky, 7-3

JERSEY CITY

Lowy's (12)

Chow's (12)

Challon-Zambunlanck, Read
Clifford, & Marlon

MONTREAL

Loew's (12)

Corla Lee & Sh

John Walsh Co

Eq. Pard & Wh

Joo Marks Co

Pleclann) Tr

TO THE N. V. A DR. JULIAN SIEGEL 1560 Broadway This Wk.: Toy Togo, Bob Picard

This Wk.: Toy

Denne Co

O'Nell & Manners

Pease & Nelson Co

Rose to Bloyards

Jang half (16-18)

M. Cleweland Co

James Jail (16-18)

M. Cleweland Co

James Jail (16-18)

Metropolitan (12)

Metropolitan (14-18)

Metropolitan (14-18)

Metropolitan (16-18)

Metropolita

NEWARK
State (13)
Bradna (13)
Bradna (13)
Hrenna (13)
Al Wohlman
Hees (12)
Al Wohlman
Hees & Eals
How (13)
Al Wohlman
Hees & Eals
Hees (13)
Al Wohlman
Hees & Eals
Hees (13)
Al Wohlman
Hees & Eals
Hees (13)
Al Wohlman
Jone (14)
John Harlow
Washill Marron
Marel Dare Wahl
Freddy Henric
Heat Small
Frendy Henric

HARRY SAVOY NOTHING

Joe Laurie Co
2d Hade Gert Co
2d Hade Gert Co
Taylor & Marcelle
Art Henry
Renaf & Renay
WASHINGTON
Kelth's (12)
Ansele, & Czeck
Harry Savoy
Chas Sim Timbi'n
Olivette Co
(5)

Nelvon Friedly
Carl Friedly
Dorothy Stone
Pat Rooney & Jr
Harry Rose
YONKERS l'roclor's . lut half (12-15) Jimmy Dove Co

4. I postarts

4. I postarts

4. I postarts

1. I p Reith's (12) Bene & Glean (5)

Lois Torres
Ray Hughes & P
Jordan & Woods
Trini Co

YONKERS.
Loew's
1st half (12-15)
Pam & P Garvin
Marlan Cieveland
James Hall Co
Falls-Reading & B' (One to fill)
Copen to fill)
Eddle Lambert Co
Bernice & Emily Co
(One to fill)

DETROIT Fox (11)

Fanchon & Marco

Academy
2nd half (15-17)
Stars of Y'ty I
Eva Tanguay
('orlune
Hank Breva Tanguay
Corinne
Hank Brown
Bert Jordan
HI Tom Ward
Tom Kelly
Rice & Caddy
Cho Cho

Cho Cho
Freddle Ford
Harrison Co
Alexander & Evel'r
Audubon
1st half (11-14)
'Stars of Y't'y' 1
Eva Tanguay
Corinne Corinne Hank Brown Bert Jordan HI Tom Ward Tota Kelly Rice & Caddy

DETROIT
For (11)
Thessing & Kinlas
Ressing & Kinlas
Anton Sis
Harry Moore
Oscar Taylor
Sind Labor
Sind Labor
Sind Harry Moore
Sind Harry Moore
Sind Labor
Sind Harry Moore
Sind Labor
Sind riana HARTFORD Capitol (11)

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Pasody in Ruhm' I
Rathony & Rogers
Johnny Bryant
Dilly Gray
Sunkist Ens
JERSEY CITY
Stanies (11)
Duci de Karekjarto
Dud de Karekjarto
Gaudanith Bron
Woodland & Smoot
O Jonny Bras.

Cho Cho
Freddle Ford
C Harrison Co
Alexander & Evel'r
BROOKLYN
Fox (11)

For (11)

Nursery R'ins' I
Tom Patricola
Lucille Sis
Schichtic's Co
Novelty Clinton
Barbarina & Pal
Suunkist Ens
ATLANTA
Fox (11)

Fox (11)

Al at Sea' I
Ben Bard
Lester & Gsrson
Gregory & Raymon
June Worth
Matt Brooks
Sunklst Ens
BILLINGS
Fox
2nd half (15-17)
'Reflections' I
A Robins

'Reflections' A Robins
Marletta
Grauman, H's & V Grauman, H Don Neece Sunkist Ens

Gaudsmith Bros.
Rena & Rathburn
Woodland & Smoo
G Torney Ens
LOS ANGELES
State (9)
March (9-15)
On Parade I
Follos Bergere
Natacha Nattova
4 Flushers
Paul Sydell Co
Jos Rose
Sunklist Ens

EXCLUSIVELY DESIGNED BEN ROCKE

BROADWAY AT SOTH STREET LOUISVILLE

Metropolitan (11)
'Parasols' I
Sheldon & Frayne
Capt Mauss
Mignone Rialto (11)
'Manhattan' I
Jack Sidney
Swor & Goode
Bruno Welse 3
Jack Lester
Lucille
Sunklat Ens

Annual Mass Mignone Boyee Combe Boyee Combe Russ Thayer Suns Thaye

nne-DuRayne BUTTE INTE 1st hnif (10-13) Reflections I A Robins Marietta

Jack Lester
Lucille
Sunkist Ens EE
Wisconsist EI
Wisconsist (1)
Cherry Blossom' I
Frank Gaby
Eno Chea
Jue Fong
Sunkist Ens
Sunkist Ens
Wisconsist (11)
'Limehouse N'ts' I
'Limehouse N'ts' I
'L' & E Stanton
Wing With Tr
Jon Carroll
Internat' Ray
Sunkist Ens

Armando & Lita
Don Carroll
Internat'l Rev
Sunkist Ens
MORILE
Saenger (11)
About Town'l
T. & A. Waldman
Max & Co
Ben Dova

OUT ON

& Marco Tour FRANK JENKS

LEDDY & SMITH

Grauman, H's &

CHICAGO Oriental (11)

CHICAGO
Oriental (II)
Arnund World' I
R & F Uphor
Morrisey Co
Phyllis DuBarry
Globe Trotters
Paradise (II)
Slavinue' I
Slavinue' I
Slavinue' I
Brock & Thompson
Brock & Thompson
Brock & Thompson
Brock & Thompson
Latvanne Swect
Sunklst Ens
Uptown (II)

Lavione Sweet
Lavione Sweet
Lavione (1)
Swiss Movements'
Licky Hosy Movements'
Licky Hosy Booley
Wilfrid Duffols
Bert Prival
Jos Pope Jones
Sonder Ens
Ph. L. (1)
Tream House' I
Culomed & Hish
Masters & Gauther
Coulte Gleen
Sunket Ens
Licky Continued
Continued

sai Ciren
Joe Pauco
Sunhiel Maria
Branford (11)
Flack & White I
Flack & Flack
Maria & Jean
Metropolitum (11)
La Planul A
Flack & Flack
Harden
Flack & Flack
Harden
Levinda & Riverto
Levinda & White
Flack & Flack
Maria & White
Levinda & Riverto
Levinda & Grand
Flack
Flack & Fla

(Continued on page 62)

# **Tm Telling You'**

By Jack Osterman

HELLO SWEETHEARTS (By special permission of the copy owners, Al Woods).

Nice Host

The other night a pal invited me down to Great Neck to see his new home. It included a billiard parlor, gymnasium and other luxurious extras: Upon entering a lovely salon on the second floor it was astounding to see my host's wife seated on a man's lap. The husband sald nothing, closed the door and we went downstairs. went downstairs.

went: uownstairs.

'Let's have some coffee,' my friend suggested. A bit puzzled I asked, What about that guy upstairs' 'To heli with him—let him make his own coffee,' repiled mine host.

Same Help
Glad the Theatre Guild succeeded in helping Kate Smith out of her misery...they finally put the 'Moon in the Yellow River.'

#### He's In Again

Eddle Moran reports that he went to the Mayfair Saturday night, at the Ritz, and suggests the following

'The Mayfair, where you can go nd learn to hate your favorite

Dee Tees
Two fellows had been on a spree
for a week. One finally got so he
was seeing pink elephants. His pal
was down in the hotel lobby telling
he boys how bad his friend was
upstairs, but he decided to go up
and find out if there had been any

and and out if there had been any improvement.

How're you? he asked. 'Swell,' wis friend answered. 'You mean to tell me you don't see any snakes or elephant?' Nothing at all,' said his pal.

The other fellow weeked to the

ne other fellow rushed to the lotby very much excited and told the boys. I know the poor fellow is gone because when I asked him if a still saw snakes he said he didn't, and I distinctly saw them in the room myself.

A Way of Telling
They were discussing the resemblance between George White and his brother. You can hardly tell them apart, said somebody.
T can, I quictly yelled. The one who comes up to me and desan't offer me a part...that's George!

Ostermania

I told Winchell if he played his cards right I'd squeeze his name into the column...up at nine the other morning and nearly lost my volce explaining why I was on Broadway so early, but I solved it by telling 'em I was playing plano for Little Jack Little...all I want is a press badge and I'm set...aw Guy Lombardo the other night and heard his orchestra....during eight

#### Quick Moves

Speakeasy raids came so fast during the past week that the joints began fortifying themselves with customers by renting adjacent properties.

One of the class middle spots was taken just when business was at its heighth. Props of this place, having foreseen trouble, had a spot a few doors away with emergency drinking utensils ready. While police stood outside, two bartenders and a couple of waiters directed familiar faces to the new spot. to the new spot.

numbers Guy put the violin to his numbers Guy put the violin to his chin only once and then just for six bars; 'he certainly holds a hot violin'...Rubinoff owns the Cars' cigarette case...and speaking of the depression, according to Glady Glad, it looks like a Mark has dropped to nothing...are you reading?

#### MARRIAGES

John Krimsky to Angela Atwell in New York, March 2. Bride's father is politically prominent. Groom conducts a theatre ticket distributing system known as Playcholce.

Playcholce.'
Harold Bean and Margaret Owen in Chicage on March 1. Bridgeroom is soloist with the Rex Maupin KYW studio band.'
Eve Shipley to Adrian Morris, in Beverly Hills, Calif., Feb. 26. Bride is a legit actress and groom is a checter Morris.

The Company of the Company o

Chester Morts.

Helen Gilligan to Raymond Buchannan in New York, March 3.

Groom is a textile chemist of Clinton, Mass.

Raiph T. Kettering, Jr., will
marry Jane Love, in Chicago, March
21. Groom-to-be is the son of the
general manager of the Adelphi,
Chicago. Brides is with the Band

Unicago. Bride is with the Band Wagon' company. Rufus Blair, Fox p. a. in San Francisco, set for Easter Sunday to Helen Pachaud, S. F. dancing teacher, formerly with F&M and

RKO.

Paul Spier, Marfield, S. F., p. a.,
was married over three months ago
to Margaret Schajor, former cashier at the Paramount, S. F.
Ernest Pagano, Educational Pictures supervisor, marrying Norma.
Drew, legit, March 8 in Yuma,

#### **BIRTHS**

Mr. and Mrs. J. B. Underwood, son, Feb. 28, Dailas, Tex. Father is branch manager of Columbia Pictures exchange. Mr. and Mrs. Mark Sandrich, son,

#### JESS WILLARD IN COURT. SAYS MILLIONS GONE

Hollywood, March 7.

Jess Willard, one time heavy welght champion, admitted in municipal court here that he was unable to pay a note of \$6,000 and that his fortune, variously estimated at between \$2,000,000 and \$4,000,000

between \$2,000,000 and \$4,000,000 three years ago, had dwindled to one piece of property on Vine St. occupied by an open air market. When Willard was defeated by Johnson he came to the Coast and entered the real estate business in Hollywood. A few years ago he was considered one of Los Angeles most considered one of Los Angeles most most of the Vine street property between Sunset and Santa Monica blvds.

Drop in Hollywood real estate values following the 1928 boom, he stated, was responsible for his present condition.

#### Bike Races Bad Flop: Estimate \$30,000 Loss

The six-day bike grind that wound up Saturday at Madison Square Garden, New York, was rated the worst financial flop since that form of Indoor show started at the Gar-den. Latter suffered no loss, how-ever, since the wheel stunt is on rental basis at \$3,500 daily. John Chapman and a Newark, N. J., group

Chapman and a Newark, N. J., group control the affair.
Estimated the red to Chapman was more than \$30,000 on the week. The promoter draw a panning because standard and popular riders were not among the entries. Similar event several months ago was also a flop. Despite conditions, the admission scale was topped at \$4.40, and on several evenings the customers could be counted. One night the price was dropped to \$3, then boosted again.

price was dropped to ve, ed again. Saturday night, to make a show-ing, it was reported 6,000 punched tickets were distributed.

#### Bill O'Neal's Operation

Bill O'Neal's Operation
William O'Neal, of operetta, and
musical comedies, is recovering at
the Park East hospital from an appendix and gall bladder removal.
Condition was serious after the
operation, but he is now considered
out of danger.
Mrs. O'Neal (Veree Teasdale), on
tour in Experience Unnecessary,
was not told of the operation until
but the control of danger.
O'Neal tenored in several Schwab
and Mandel shows.

Feb. 24 in Los Angeles. Father is a director of sho ts at Radio. Mr. and Mrs. Robert Weitman, daughter, at the Beth Israel Hospi-tal, New York, March 10. Father is manager of the Brooklyn Para-mount.

#### Did You Know That-

Barbara Newberry has a new Catra pup....June Taytus new a golden blonde...
Dorothy MacCarthy looked scarcety more than a baby herself, the other day, when the wheeled her 20 months old infant down Central Park West... the opening of Child of Manhattan' was very dressy and Mary Pickford, Pola Negri and Billie Dove were besleged by autograph pests... Dorothy Hall (who gives her best performance to date, in that play)

and Billie Dove were because had by autograph pests...Dorothy Hall (who gives her best performance to date, in that plays formance to date, in that plays the post of the performance to date, in that plays white sport suit worn with a white beret and red and white accessories...Peggy Fears made her debut as a producer in a velvet gown of aquamarine with a sable girdle and her mother and sister surprised her by coming from Texas for the premier... Mabel Withe knite bootien, too, these days ... Ince Courtney may return knite bootien, too, these days ... Ince Courtney may return for the control of the c

# FARNUM DOES A REX BEACH IN PANAMA

Los Angeles, March 7,
Death Vailey' Raiph Farnum
dropped off a Pacific Iner Saurday (5) to relate a thrill he encountered on the watery way west
when stopping off 12 hours in
Panama, Agent made each minute
mean something to him in Panama,
and barely caught the boat as most
of the minutes meant the jall
house.

house.

In Panama with nothing Important on hand Death Valley Scotty's pal, went scounts for a Variety. By the part of the paper's correspondent, thinking that person was a man whereas she's a very nice girl. And the guy from the Valley missed her. By this time Farnum was in a blaze. He asked a cop about Variety' and the copper told him to wait until after sundown and to pick what he wasned. With that the desert kid told the gendame his guess on Panama and was plinched.

puched as the local phone book for a familiar name Raiph finally ran across the leader of the orchestra at Kelly's joint. He absolved Raiph just in time for the agent to catch the boat.

On his leap from New York Farnum stopped at all the winter places. Havnan is a morgue, states Raiph, but he blows a kiss to Mami for both people and excitement at the same time gl. ing Falm Beach the razz for being dead without knowing it. 

#### YORK THEATRES

GILBERT MILLER pr Herbert MARSHALL

#### There's Always Juliet

A Comedy by John van Dr Utterly delightful.'-John Mason Brown, Post. EMPIRE Theatre, Breadway and 40th St. Fues. 8:40. Mats. Wed. and Sat., 2:30.

#### HELEN HAYES THE GOOD FAIRY

-Glibert Gebriel, N. T. American, HENRY MILLER'S Thea., 124 W. 434 St. Evs. 8:50. Mats. Thurs. & Sat., 2:40.

#### LESLIE HOWARD IN PHILIP BARBY'S New Comedy THE ANIMAL KINGDOM

"The season's mest gratifying adventure."—
Percy Hammond, Herald Tribune
Staged by Gilbert Miller BROADHURST Thea., 44th St. W. of B'y. Evgs. 8:40, Matinces Wed, and Sal., 2:30.

#### MAX GORDON THE CAT and THE FIDDLE

By JEROME KERN & OTTO H.
"Broadway has not neard
music in its life."—Gabriel, Am
GLOBE THEATE, Bray-48th St.
Matinces Wednesday and Sa
Good Sale, Seats at Box Office \$1

## EARL CARROLL

WILLIAM WILLIAM MITCHELL MARIONEY 200-00 GING MITCHELL MARIONEY 200-00 GILLIAM STATE 200-10 G

#### ERNEST TRUEX ... WHISTLING THE DARK

Sy Laurence Gross and Edward Childs Carpenter Directed by Frank Craves St. W. of B'y Even, 8:50. Mats. Wed. & Sat., 2:40 SMASH HIT! 'The best mystery show in years.'—'Variety.'

Bobt. V. Newman presents

## Trick for Trick

with JAMES RENNIE SAM HARRIS Th., 42 St. W. of By. Frs.

# LIONEL BARRYMORE & JOHN BARRYMORE BWW Week in "Arsene Lupin"

RITZ BROS.—RUSS BROV LANDT TRIO and WHITE TEXAS GUINAN DAPHNE POLLARD 86th ST. Bet. Lex. & 3d Ave Friday O-RKO ACTS BENNY RUBIN

**IMPATIENT** 

MAIDEN with LEW AYRES

MAE CLARKE JOHN HALLIDAY A Universal Picture

DALACE B'way & 47th St. Mats. Daily 2:20

FAY and STANWYCK

In Person ardo Cortez—Paul Luk Carole Lombard in "NO ONE MAN"

81 ST ST. On Breadway Continuous Shows to Friday Mar. 9 to 11
RICARDO CORTEZ

PAUL LUKAS CAROLE LOMBARD "NO ONE MAN"

OEWS SWINZ-GESTI, 25 MON. FRI. IOAM THOON UNION DEPOT" Deug Fairbanks, Jr. & Joan Blandell Vaudeville-Herman Timbers, Keller Sistere and Lynch, "Whitey" with Ed. Ford. Others.

DOXY SEVENTH AVENUE "After Tomorrow"

CHARLES FARRELL & MARIAN NIXON FRED WARING'S Bensational Rexy Orchestre Siage Show "METALLIC" with Pairicle Sow man, Ballet Corps. Reventer

-Beginning Friday, "BEAST OF THE CITY,"



# Who Lives at The Park Central?

MONG guests 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 proximi to all theatres and railroads terminals.

Radio outlets.... Electric refrigeration.... Period saions and roof paties for private functions.... Swimming pool....Golf....and other features equally unusual and desirable.

Largest Single Rooms in New York

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56 St. at 7th Ave., New York City H. A. LANZNER, General Manager

# Diary of a Stooge

By Claude Binyon

Milwaukee—Wednesday.
This is awful. Here I am deserted in the hotel because Mr. Clay walked out on me and Joe Thomas, and then Joe walked out. I didn't eat a thing yesterday because I was arfald to go out of the room but this Milwaukee -Wednesday. and then Joe walked out. I didn't sat a thing vesterday because I was traid to go out of the room but this soring I went out anyway and had han and eggs. Now I haven't any yatch and don't know what time it is because the owner of the restaur—thas I. If Tillle knew about it she'd die because she gave me the watch when I was 18 and first iold her I'd marry her.

The manager of the hotel called me over when I came back and told me not to try any funny stuff like sneaking out. He said he had sent up and got my banjo and was holding it until I paid my bill. I asked him please couldn't I practice on it even, and he said no, the louse. 'Here I am sitting in my room with nothing to do but write in my diary. I don't even get no more letters from Tillie and my family because they think I am acting some place else and are waiting for me to tell them where.

Milwaukee—Thursday.

Milwaukee-Thursday.

Milwaukee—Thursday.

Are there no end to the tortures
of being a stooge? I went out today
and asked the manager of the reataurant where I left my watch if I
could have some more ham and eggs
on it, and he argued for a while
but finally said yes and I shouldn't
never coine around again until I
could buy my watch back for \$1.20.
One meal a day is a awful way to
live. You wake up at midnight and
wour stomend- is slaupling back and

stomach is slapping back and

forth Inside of you.

The aesistant manager of the hotels are you go to the total are you can it in the total are in the interest of the i

stoges. He said he heard that one of Moe's stooges run away with an acrobat's wife and maybe I could get a break.

I thanked him and went over to the Riverside and asked the man at the door to let me in because I was a stooge out. a stooge and wanted to see He said he was sorry but was a rule against letting es in for nothing. Then I for the manager and pretty

(Continued on Page 42)

#### Kearns Divorce Near

Chicago, March 7.

Settlement out of court practically assures either Jack Kearns or his wife, Mrs. Legens Kearns, a divorce when the case comes up before Cifreuit Judge Trude. March 14. Mrs. Kearns, suing on grounds of desertion, is ill in New York and may not be able to be present at the hearing. In that event Kearns will be granted fits decree.

Stipulation of terms is that Mrs. Kearns should receive \$5,000 the day of the hearing and the balance of \$7,000 at the rate of \$100 a week. Kearns has fought his wife for a long time, trying to have the marlage annulled on the status of not being legally married, according to his claim. Chicago, March 7

#### Musicians' Fatal Crash

Chlcago, March 7. Teschmacher musician was instantly killed, and William Davidson, orchestra leader at the Miralaga cafe, was injured when their auto collided with a taxi Wed-

esday (2).

Davidson was taken to Ravensfood hospital and treated for slight

#### DELMAR ILL

JELMAR ILL

Jule Delmar is in French hospltal, New York, with double pneumonia. He was taken there in an
ambulance from the NVA club,
where he resides.
Former Keith booker recently
joined the Lyons & Lyons office.

#### VAIL IN AUTO SMACK

Chicago, March 7.
Edwin Vail, director of the local company of 'Death Takes a Hollday,' snapped between the sheets last week as the result of an autowreck

Show opened on schedule Thursday (3) at the Playhouse, produced by George Wints.

#### Flock's Okay

Los Angeles, March 7, Los Angeles, March 7.
For some time after her
marviage it was still 'Aimee
Semple MacPherson' in the
Angelus Temple billing, Apparently the templites were
awaiting the honeymoon test
before forgetting the old cog-

before forgetting the old cog-nomen.
Evidence that the bride-groom took with the flock as well as the shepherdess is the current sign: Welcome home Sister and Brother Hutton.

#### Decision Reversed on Conley's Sunday Plea In Vaude Girl's Suit

Judement in favor of Katherine Healy in her breach of contract action again : I

dered last spring by Judge Wendel of the City Court was reversed last week by the America's and the Supreme Court, New York. A new trial has been ordered.

Miss Healy sued for \$3,000 on a contract given her in June, 1927. Contract provided work for 35 weeks starting Aug. 21, 1927, in Conley's

starting Aug. 21, 1927, in Conley's act.

City Court decision was based on the fact Conley's contract stated a week to be seven days and would have necessitated work on Sundays. Since performances on the Sabbath are barred by law in New York, Conley, through his at transportant was invalid, which the City Court upheld, but which the appeal decision reversed. Wing and Wing represent Miss Healty.

#### 50-CENT CHISEL

Woman, Posing as Police Matron, Has Her Own Cheap System

A woman claiming to be a police

A woman claiming to be a police matron has been fleecing Times Square beauty shops with a nalve Square beauty shops with a nalve Heveling to the same state of the same state prospective customer so small a sum, 50 cents waltzes out the door and never comes back.

#### A B'way Returner Sees

Nickel popcorn on corners where it used to be 10c orange juice. And juice cut to a nickel and cut in Unexpurgated literature at pop

Unexpurgues.

A big hick town that still gapes at guys atop flagpoles.

From floodlights and \$5 'premeers' on the Coast to blatant barkers in front of the burleskeries on

around the Square, ranging from vodka to magyar.

Two-tent newspapers: cut-rate pharmacles; femme newsies, with papers under their arms, and looking like they might be out of some cabaret chorus.

#### Frisco Radio Romance

San Francisco, March 7.
Wint Cotton and Gerda Lundberg, both KTAB staff singers, will be married tomorrow (8) at the bride's home in Oakland,

#### TOO MUCH WORK

Hellinger's Typewriter Named Rea son for Gladys Glad Split The Mark Hellinger-Gladys Glad

divorce, while a complete surpris to many, was not unanticipated by his intimates who knew that the his intimates who knew that the New York 'Mirror' sob columnist was even more wedded to his work. Miss Glad, a Ziegfeld beauty and billed as 'the most beautiful woman in America,' couldn't quite understand the necessity for the intensive application, although she had assimilated in or small measure—of newspaper experience through her hubband's social associates and the result of the standard social associates and the wrote a beauty column for the Hearst tab which, like Hellinger's column, received syndication.

Hellinger devoted his column on the morning the news story of the prospective divorce broke, to a personal approximation of what his friends opinions of the rift might be. They had been married threat stand the necessity for the intensive

ds' opinions of the rift might They had been married three

# **Booties**. Baddies **Now Fav Tenants** For Coast Apts.

Hollywood and Los Angeles ipartment houses are going all the way in efforts to tenant their partment houses are going all the way in efforts to tenant their sultes with regular paying guests. They're accepting laddes of the evening and bootleggers in preference to more respectable but less financially secure tenants.

One real estate company operating about 30 apartments houses admits that the questionable tenants are the only ones sure to pay their rent and is out after all the business it can get from this faction.

Holding Tenants

#### Holding Tenants

faction. Holding Tenants

Landlords are going so far as to give the racketeers service on new apartments if the cops close the former homestead. Apartment jacks the rent of these people and has them pay in advance. If they move out the apartment house is so much interest that the service of the service of

#### 'Coffee Dan's' Invalid Wife Wants Divorce

San Francisco, March 7. week of tumultous court ses, accusations and cross- ac cusations may result in a settlement of the Johnny 'Coffee Dan' Davis domestic litigation recently insti-tuted by his wife, the crippled Ruby

Superior Judge Graham this week

meers' on the Coast to blatant barkers in front of the burleskers on Broadwey.

More mit-readers in restaurants where the compounded that Mrs. Davis sharpe her complaint from separate many to the matter of legal nathemance to one of divorce with a reasonable alimony settlement. Attorneys for both sides are conclety.

Wandering magicians working the week, Davis answered his wife's speakeasles like those Arab boys in Iraris nite clubs.

No nite life.

More dialectic cateries in and reader and indirection of the marinage tisat took place five years ago, after the former daneer works to many the marinage tisat took place five years ago, after the former daneer works to many the marinage tisat took place five client, at the old Strand.

Davis operates Coffee Dan's.

#### Fun in the Corn Belt

Cockfighting seems to be going strong in certain sections of the state despite its illegality.

Not much heard except by those in the game or in pinches. latest drew fines of \$25 each.

Dubuque, Ia., March 7.

# Couldn't Sell High Tide Privilege in Honolulu, So Freeman Bernstein Home

#### Bridge Oxygen, Too?

Under a merger of contract bridge clubs the personal ap-pearance of a prominent name is being used to stimulate at-

One New York plan is a per One New York plan is a per-sonal by some luminary every. Thursday night in connection with a duplicate bridge tour-nament. It is a feature of a new club merger.

#### Politest Audience Is at Roerich Hall: Dissects Terpischore

Chorus girls practising new tap

Chorus girls practising new tap routines would be surprised to know what they're really doing is furthering the American folk dance. Their intent may be only to perfect themselves for their next job, but to the Roerich Society Dance Appreciators they're engaged in a work of deep sociological and aesthetic significance.

Up at the artistic Roerich Hall, comething to be appreced Dance Here dignified dowagers, asilow complexioned maldens with exotic coffures, silm Latin-looking young men, and elderly gentlemen forgather to study the cultural aspects of 'what they call "the tap". The rumba, which has died the death of a fad on Broadway, at Roerich Hall has passed on to a lottier plane where it's called the 'roombah' and is explained by the lady chairman as not a balloof dance. If the dance, the Roerich Society Dance Appreciation Series presents, vaudeville, picture house and recital dancers to its serious minded audience.

vaudeville, picture house and redancers to its serious minded dience. The dancers, states lady announcer, 'are magicians turn our world into fairyland. feel like a child again.' An dulgent smile accompanies statement.

All Attention

statement. All Attention is color assatement.

The small recital hall, its cold plaster walls brightneed with mounted Persian rugs, holds an air of refinement and good taste everywhere. The drinking cup machine doesn't work, but it's a beautifully modernistic model. The ushers instead of looking coldly at the proffered tickets, ask politely, 'May I help you'? Nobody slaughs when the curtains fall to work. Nobody notices it flights go out in the midst of an artist's number. Nobody notices the resounding click of the light switches. Everybody pays strict attention to what they're supposed to be assembled for—the artistic meaning of the dance. This is an ideal audience than they are supposed to be assembled for—the artistic meaning of the dance. This is an ideal audience that they are supposed to the same they adore everything and everybody. It's the spot where any Broadway dancer can say she goaled them without fear of contradiction. All Attention

#### Gov's Burn-Up

Gov's Burn-Up

Reno, March 7.

Governor- Balzar, of Nevada, in looking for a practical ofter who informed him by letter that five men were marconced in an isolated snowbound mining camp without food and in dire distress.

Governor personally hired an aviator for \$100 to fly over the district and drop food to fly over the district and drop food to fly over the district and that it had been inhabited for months.

If the governor can find letter writer he intends to get \$100 worth of satisfaction. The governor was once a shoriff.

#### Alimony Blues

Alimony Blues
Yonkers, N. Y., March T.
Despite ailliavits of Arthur E.
Helmrich, known to the stage as
Alan Edwards, that he had unsuccossfully canvasard every booking
office in New York in search of an
engagement, he must continue to
pay Mrs. Elaine A. Helmrich; Scarsdale, \$2,900 a year.

Justice Close in White Plains
Supreme Court denied the application of the actor for a reduction
of allmony and the Appellate Division in Hencklyn has sustained this
lifting, Mrs. Helmrich was granted
a divorce in June, 1930, on statutory
grounds.

Well, well, are you the 'Variety' man here? Ain't that fine, I'm just off the host from Honolulu and I want you to let the petty larceners all over know that Free-man Bernstein is again on the make.'

Mr. Bernstein looked quite nifty

Mr. Bernstein looked quite nitty as he spoke. His panama hat seemed second hand and his trousseemed second hand and his trouscontrol of the second hand and his troustone of the second hand had been deared and his cherubic face wore that Bernstein grin that can't be dodged.

Tes, sir, I thought I had better leave the Hawalians to themselves, remarked Mr. Bernstein. Them assault cases commenced to worry me. Feople on the streets was givling me dirty looks. At any other time and somewhere when I wasn't a stranger, that would have been flattering, but I says, "Freeman, maybe you're under suspicion. Blow."

It struck me too that I might see a pinch and my bankroil greet a pinch and my bankroil see.

It struck me too that I might get a pinch and my bankroll couldn't afford one, but still you probably can see the advantage of me arrested for that kind of assault. It would have been a recall that the still the stil

#### Freeman's Idea

Freeman's Idea

T had everything set for some real dough at the Islands. My scheme was to grab a concession for the bigh tide rights. Then I linended to charge a fare to bathe at high tide. I was just about to close the deal when those assault things started to happen.

Besides, I was worried a little over May. I could hear her say back in the States when reading about women assaulted in Honolulu:

lulu:

'''And what do you think of that a.k.? He only got into Honolulu last week and look at this in the

I was going to cable May not to believe anything in the papers unless my name was mentioned, but they wouldn't send the cable col-

they wouldn't send the cable collect.

'Under the conditions as I unfortunately found them over there,
I had no time to operate and all of
which are the conditions as a line
of a hard luck story. It was the
story and 50% of the roll that got
ine on the boat.

'Now I must get back east. Don't
leave. I'm not going to touch. I
wouldn't waste that much time on
a "Variety" mugg. I know all of
the condition of the condition of the condition
as "Variety" mugg. I know all of
the condition of the condition of the condition
as the condition of the condition of the condition
would have paid off May's mortgage. What I want is a little bit
of info as to who I can sell those
light tide rights to around here.
Don't tell me 'Pantages. I know
that bird.

Sell Anything
Or If you don't think I can put

Or if you don't think I can put the tide rights over fast enough, I will sell the toil gate privilege on that new bridge from Frisco to that new bridge from Frisco to the town of the tow

to Florida

to Fiorida. I know where there are two orange groves I could sell, but I can't sell them in California of course. So you can see the terrible break I'm getting right along. I never had any trouble selling those two orange groves any other place. They are my aces, back to hack.

place. They are my aces, back to back.

Now that giv? He's hard of hearing. That's pie for me. I won't have to talk so much. I can sell a chump who looks like that only the toll gate, on the Oakland side. Walt here and I'll come back to show you what I got.

That was a fine lobster you steered me argainst. After I had given my spiel, he says, "My man, you talk foolish. I own that britize." Do not be to the says of the says who has been all over the world, leaving each country by request, is again back in his dear old U. S. A.'

# **News From the Dailies**

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London, Variety takes no credit for these news items; each has been rewritten from a daily paper.

#### East

Blanche Ring will be starred in-strid of featured in Intimate Rela-tions.

Geo. Gershwin in Havana writing score for a new show.

'Counsellor at Law' to be given at Sing Sing next Sunday (13).

Judgment entered against Earl Carroll for \$64,952.20, three months back rent of Carroll Theatre Co. Carroll going to Europe.

City magistrate threw out case of R. C. Bennett against Tex Guinan for losin; his play. Held it to be a civil cause if anything.

Will of late Alice Harris, wife of Sam H. Harris, shows gross estate of \$67,881.31, according to initial in-ventory filed last week.

Assignee of Mme. Francis, gow designer, suing Flo Ziegfeld fr \$1,000. Asserted he failed to pay 30-da" note for that sum.

Edw. J. Kelly, for the past 13 years sec of the Catholic Actors' Guild, resigns. No immediate re-placement contemplated.

Niege Bruce, of 'Springtime for Henry,' has allen permit extended to July 1 by Labor Dept. on repre-sentation that success of the piece was largely due to his efforts.

Theatre Gulld has accepted Something to Live For, by George Neil, better known as a novelist. Will hold for next season.

Marguerite Sylva forms a co-or to produce 'Carmen.' To be known as Co-Artists Opera Co., and in-corporated.

Geo. L. Bagby, who wrote Floretta, inherits \$600,000 from the estate of the late Mrs. Anne Penfeld, who backed that production. Estate grosses \$16,000,000.

George W. Weeks changes the name of Action Pictures to Mayfair. Announcement made at sales con-vention last week.

Curtain speeches being made i some N. Y. theatres asking audi ences to protest the proposed theatre tax.

Lambs to hold annual public Gambol April 24.

Mrs. Harry Langdon obtains in-teriocutory decree of separation from the comedian in White Plains, N. Y. on plea of abandonment. Suit was not contested. Obtains \$150 weekly for next six months, then \$200. Also \$2,500 counsel fees.

Fritz Riener of Curtis Inst. of Music, Philadelphia, turns down offer of general direction of Stadt-ische opera, Berlin, for next season.

Bridal Wise to play a week Boulevard, Jackson Heights, befo going to Washington.

Atwater Kent Foundation announcing its sixth national radio audition.

Bill Hays, juve actor for Vita-phone, in Willard Parker hospital with scarlet fever, Recovery ex-pected.

Cy Landry's claim against Aarone & Freedley disallowed by Equity archiers. Latter hold that 'Head Up' was not the same as 'Me for You,' for which Landry held run-of-play contract.

John Junior and Stapleton Kent enroute for Australia. Former to play lead and latter to direct Whistling in the Dark for J. C.

Shuberts reported considering usical version of 'Lysistrata.'

Ei Garron, new night club, will cater to professionals. Membership affair so it will not have to close at 3 a. m.

Josephine Larkin, chorus girl, to marry Richard Baumgarden, sax player, instead of Baul Rose, wealthy Englishman. Has taken out license.

Cunard line has arranged with a finance firm to permit passengers to make a trip and pay in instal-ments.

Walter Wolff sucs Warner Eros. for \$60,000, so they are sulng him for \$515,000. The 15 grand is for money paid for obtaining his release from Shuberts and the rest because

he was not in good voice in 'Golden Dawn,' hurting rentals. Wolff says he was employed for 20 weeks at \$3,000 per, but never used. Understood it was to be within a six months' period from April 11, 1930, but Warner contention is that it had but warner sometimes that the sell wolff has piled a remost for on the sailed of particulars in the countersuit. Wolff has filed a demand for a of particulars in the countersuit.

Gladys Glad to ask Mexican judge for a slough from Mark Hellinger. Explains they just couldn't get along, but still very friendly. Mar-ried in July, '29.

Although a night watchman found Harry Gold and David Rainer in front of the open door of a safe in the Rugby theatre, Brooklyn, and caused their arrest, the boys deny any burglary intent.

Two men got about \$250 from the Ritz theatre, Lyndhurst, N. J. Es-caped without alarming audience of about 300.

Autoists are taking jall raps to

Capt. John Edgar, 88, timekeeper of Met. Op., celebrated his 21st year on the job last week.

Robert Sherwood, who served with Canadian troops in world war, do-nates his Canadian royalties on 'Queen's Husband' to disabled sol-

n Gordon's theatrical costume went up in smoke. Total loss.

Eugene O'Neill working on three plays, but not to be done at the same time. All American dramas with periods of 1776, present day, and 1940.

Lena Hoburg's club gets a visit. Nine employees, about 50 bottles and some beer gathered in. Was padlocked some years ago.

Virginia M. Dixon is suing John Ringling in Sarasota, Fia., for \$100,-000 damages. Injured in an auto accident three weeks ago and police deciare the car belonged to the cir-

Manuel Seff and Forrest Wilso who authored Blessed Event, ha finished This Dear Encounter,

James Hali offered a part in 'Wise irl' but will stick to vaudeville

Ada May to lose \$300 because her dog bit David Duffy, a house painter. He sued for \$25,000 but the jury brought in a verdiet for the lesser sum.

E. K. Nadel announces a vaude evue for B'way, but doesn't tell

Col. W. S. Edrington, Texas oil operator, sued for \$400.000 on notes which he endorsed for Carroll Red, ty Corp. Notes matured Jan. 20 and Chemical Bank and Trust Colooking for funds in this state to

Peter Arno disclaims any connec on with 'Man About Town' revue

Members of Beau Strings, which Sigourney Thayer produced in 1926 finally paid off. He wants to pro-duce again so squared with Equity

Anna Case will make her first public appearance since her mar-riage to Clavence H. Mackay at a concert at Carnegie Hall, Satur-day (12).

Evelyn Herbert back from Europe

Congressman Sirovich to speak to the Jewish Theatrical Guild about the critics. Date not given.

Publix New Jersey Theatre Co. continuing evasion of Sunday blue laws, opened the Paramount, Oxford and Strand in Plainfield, N. J.

Nat Dorfman's 'Scarlet Parade being considered by Arch Selwyn.

Evelyn Herbert coming over to alk about an engagement in Waltzes'from Vienna' for Max Cor-lon. Was in the London cast.

William Harris, Jr., puts 'The Anatomist' back in the safe, decid-ing that the times are not favorable to this type of play. Maybe next

Met Opera to be given a new busi-ness set-up. Now a stock corp, and to be changed to a membership body. Difference is that in the lat-ter anyone may be asked to join.

No change in personnel contem-plated, but may necessitate drawing up new contracts for singers, proba-bly at less money. Is an economy measure, too.

Chas. Weldling and others concerned in the production of Frankle and Johnsie obtain a reversal of their conviction on obscenity charges in Court of Appeals. Court holds that 'the fact that Frankle and Johnsie and their, companions the play obscene.'

Ruth Chatterton planning a Coast production of 'Counsel's Opinion' with Rose Hobart and Ralph Forbes

Channing Pollock's second road troupe of 'House Beautiful' ended in Jacksonville, Fla., last week.

Shuberts have turned 'Petting Party' back to the authors, Orrie Lashin and James M. Cain.

Dwight Deere Wiman has bought 'Nasty Old Man,' French play, for next season.

Glibert Miller and Philip Merivale all set on a new play, but there's a Shubert contract in the way. Marc Connelly went to Mexico write a play. He's back, but didn't bring the play.

'Casanova,' an adaptation by H. S. Kraft from Sidney Howard's adaptation of a foreign original. Planned as a musical by Lyle Andrews. Edward Horan has done the score, and Theodore Pola the lyrics.

New television set has 4x5 screen et is no larger than midget radio

'Church Mouse' aiready in stock pened at Mt. Vernon.

Promoter offers round-trip to reducing springs, including treatments, for iump sum. Offer open only to those 20 pounds overweight.

Earl Carroll bidden bon voyage y entire 'Vanities' troupe and a rocess server. Latter was helping process server. the rent collector

Radio City has first fire. voltage cable shorted Friday (4 Little damage, but 200 lost a day

Equity considers turning a c shoulder to benefits since charit aided ignore appeals from jobl players.

Russ. Op. Foundation planning its wn home here. To be a reproduc-ion of one of the old Russian op, ouses. With strong society backing dea may go over.

Musicians' scale kills Aborn grand

Helen Hayes to open first rally block-aiders' to help unemploy today (Tuesday).

Billy Rose at work on two revues, Clowns in Clover, by Ballard Mac-Donald, David Freedman and him-self, and Manhattan, latter to open in midsummer, former in May. Each to run 10 weeks, says the producer and then troupe.

Robert V. Newman writes open letter to Congressman Sirovich to let the theatre alone, blaming bad blz partly on mismanagement by and of the government. His letter served as copy for ads for his show. Trick for Trick.

Ethel Barrymore, finishing her contract with Lee Shubert, to appear under Arthur Hopkins next season. Was with the latter producer for two years several seasons back. Encore, by Sheridan Gibney and Max, Witgen Stein, to be her and Max will the season with the season wit

First benefit for the Actors' Dinner Club Sunday (6) at the Lyceum N. Y. Another next week, same house.

National Council on Freedom from Censorahip back anti-censor bills pending in the N. Y. State Legisla-ture. Equity, Dramatists' Guild and Theatre League add their bit in pro-test. Bills call for repeal of law padiocking theatres where indecent players are performed and opening to public inspection of all orders of State censor board.

Libby Holman to marry Smith W. Reynolds, recently divorced. Nup-tials expected to take place in Vienna.

#### Coast

Polly Walters confined to bed with ght case of Influenza.

Valorie Burr, actress, sues ert Pagel for \$102,000 damages auto accident Christmas Day, 1930. Charges facial disfigurement.

Hoot Gibson sued for \$39 by Ed-ward Rainey, State Supt. of Banks,

for pasturage of his cattle. Actor

Colleen Moore back to fill stage engagement for Henry Duffy in Frisco. Her husband, detained in New York, will come on in a few

Eddie Gribbon and his wife fined \$100 and \$200, respectively, for liquor possession. After considera-tion by the judge, Mrs. Gribbon's fine was suspended.

Raymond Hatton, while attending fights at the Olympic stadium, was stricken with gastric disorders. Actor was removed to his home, where he is recovering.

Jack Hoxle, film cowboy, ordered to pay his wife, Marin Hoxle (Marie Sals), \$60 monthly alimony for one year and \$350 attorney's fees. Mrs. year and \$350 attorney's fees. Mrs Hoxle is suing for divorce, or charges of desertion and non-sup-

#### Mid-West

Carl Hugo, St. Louis musician, sued for divorce by Mrs. Constance Hugo, who charged general indigni-ties: Asks 100 monthly allmony for support of herself and 10-year-old daughtet.

Dr. Maurice Mesirow, Chicago physician and husband of Irene Pavloska, opera diva, must pay his ex, Eda Mesirow, \$45 a week ali-mony. Court so ruled.

Omaha Playhouse dispensed with painting of a 'saloon nude' in pro-duction of 'Mr. Antonio,' because the picture was discovered to be 'too realistic.'

Federal radio commission refuses permission to WOW for full time broadcasting privileges. Station has appealed.

Stray iion from the Hagenback Wallace circus had to be tear gassed before caught. Lion escape from a wrecked auto truck cage.

Government men raided the Harry Lee, night club boat along the Louisiana coast. Arrested 11 persons on board. Craft is worth \$100,000.

Bernice Eiliott, with 'Mourning Becomes Electra' in Chicago, re-ported the loss of a \$2,800 diamond bracelet to the police.

Federal radio commission denied the appeal of station WRHM to have its hearing conducted in Min-neapoils instead of Washington Station is petitioning for full time on the air.

Only legit show to stay more than one week this season in St. Louis is 'Green Pastures.' Colored play is in its second week at the American.

George E. Q. Johnson, U. S. District attorney in Chicago, did a burnup in print over gang pictures. Johnson's particular objection is directed against film glorifying gangsters.

### Diary of a Stooge

(Continued from page 41)

soon a man named Will Singer came out and said he was the manager. He seemed like a nice man so I told him I wanted to go in and see the show and when Mr. Bowery's act

told him I wanted to go in and see the show and when Mr. Bowery's act came on I would walk up on the stage and act with him so maybe he would give me a job. Mr. Singer laughed and said that was no way to get a job, and I told him that was the way I got my last one. He told me to go back stage and talk to Mr. Bowery there, so I thanked him and went around to the back.

There was a tough door man there and I knew we would never be friends. I said I was a stooge and wanted to see Mr. Bowery about a job, and he told me to go away. I said Mr. Singer told me and he said Mr. Singer told me and he said my shall be told me to go away. I said so may be to go and wanted to see Mr. Bowery about a job, and he told me to go away. I said so may be to go away. I said my singer told me and he said my singer to my singer on the said my singer on my

Milwaukee—Nriday.

Hooray! I am a stooge again, only I am in Moe Bowery's act. Ho lis a swell man. Mr. Bowery is. I am so full of steak I can't hardly sit down and I have my banio and watch back and everything. I went back to the theatre again, all sad, and Mr. Singer was there and I told him what happened yessically the said that was too bad

and wrote out a pass for me, and

and wrote out a pass for me, and then I went back to the doorman and gave it to him and held my thumb up to my nose at him. He called me a name, but what do I care? Pretty soon he came back from inside and sald Mr. Bowery would see me, but don't make a pest out of myself.

Mr. Bowery was in his dressing room, a short little man with a blue sult and very kind. He started asking me questions and I tried to tell him, but all at once the tears popped out of my eyes and I couldn't talk no more. He asked me if I was hungry and I said yes, I hadn't had nothing since yesterday morning, so he grabbed his hat and, it is the said we had to be the said with the said with the said we will be a said with the said with said well as the said with so will be said well as the said off with soup because Mr. Bowery told me to, and worked up slow to 'a steak. While I was ea' m. I told Mr. Bowery all about myself and be keen nedding his

up slow to a steak. While I was eating I told Mr. Bowery all about myself and he kept nedding his head. He asked me if Henry Clay

head. He asked me if Henry Clay was still diving a Chaimers and I said yes, and he shook his head.

After I finished eating Mr. Bow-en: got me my watch and said he would try me out for a couple of days and 12 I was as lousy as he thought he would kepe mc. He asked me if I toold play the banjo sood and I said not yet and he said that was fine. He is a funny man but very nice.

sood and I said not yet and he said that was fine. He is a funny man, but very nice.

Then we went to a second hand store and Mr. Bowery bought me a purple suit four gizes too big. I said I would rather have gray and smaller, but he said the purple would turn gray and shrink after a while, so I didn't say anything-more. We went to my hotel in the suit and people turned around and stared at me and Mr. Bowery smiled. I felt kind of alliy, but he is a swell man. Mr. Bowery paid up my bill and I got my suitcase and banjo and called the hotel manager a dirty name. Mr. Bowery m de me take back the sname, but I would have taken it back anyway because the imanager was goling to litt me.

because the manager was going to hit me.

I am in Mr. Bowery's hotel now, much better, and in a little room all of my own except for another stooge named Scaramouche. He is Italian and can't speak English very good and has terrible looking hair standing up crazy, so he don't bother me much.

I got to quit now and write letters to Ma and Tillie and tell them I go to Minneapolis from here, then I have to go to the theater and try

I got to quit now and write let-ters to Ma and Tillie and tell them I go to Minneapolis from here, then I have to go to the theatre and try out the act with Mr. Bowery and

the other stooges.

Mr. Bowery didn't mention how much I will get, but I don't care.
Vivvy la.

#### Price Spree

. (Continued from page 1) urdays. Weck-days the take was from \$5 to \$10.

from \$\frac{1}{5}\$ to \$\frac{1}{6}\$.

But today you must quote your own price for applejack—but make sure it is high enough. Newspapermen have purchased phones outifight from the farmers residing within a three-mile radius and these are netting from \$25\$ to \$100.

Week The by by the processor is retired. these are netting from \$25, to \$100 a week. The barbershop is getting \$1.25 for a shave and halreut, and if you don't like it there's another customer waiting. In fact, there are ten or twelve customers waiting. ten or twelve customers waiting. Ham and egg sandwiches at the restaurant, which were 25 cents, are now quoted on the menu at 75 cents. Hotel prices shot up to \$5.5 at day on Thursday and by Sunday were \$8. Used to be \$1 and \$1.50. The single taxl in Hopewell has

been augmented by several dozen more, but all the drivers are Hopewell residents. An outside driver hasn't got a chance. There are no meters—just a flat rate for \$2 a ride to be driven anywhere in Hope-

well.
Even the town ambulance—seldom used—has been pressed into
service by photographers and one
of them had to use a hearse to rush
pictures to the Pennsylvania Railroad station in Trenton.

#### Mail Order Love

(Continued from page 1)

#### Broadway

Ed Kook has moved, Lou Frankel a six-day bike fan, New marquee for Loew's State. Ed. Ingle over a siege of illness. e strong Jack Hess cigars. Ted Ireland is an applejack fan-

Clifton Webb off to Nassau vaca Linky Gillespie expected from

Tom Kilpatrick sez he can't find a show. Mr. and Mrs. Harry Lenetska are

Rita Weiman's dad recuperating in

The boys are under the influence of golf again.

at projection mag of Jay Billy Rose has returned from oading 'Crazy Quilt.'

Eddle Hitchcock and Bud Gray both walking the stem. Em Jo Basche back from Europe and off his scholarship.

D. A. Doran trying one of those seekend Bermuda trips.

D. A. Doran trying one of those weekend Bermuda trips.
Arthur McHugh is press agenting. The Blonds Captive of the Miller's consistent of the Miller's b. o. 160 Doldeg going home early Saturday afternoons for a change. Manor Twins, of the Zieggy show, buying a house in Forest Hills. Frank Mason, NBC vice-president of the Miller's consistent of

Majestic,
Bill Keefe and M. Barron declined
to move into Ward Moorehouse's

apartment.

Paul Whiteman's girth control so
much of a success they're calling
him 'Slim.'

him Silm.

Harry Gold says he never gets any publicity. The bane of a distributing man.

Harry Rosenthal, talking of Hellywood, says his was the face on

Harry Gold says ne neces any publicity. The bane of a disamply publicity. The bane of a disamply publicity. The bane of a disamply continued to the control of the control

# CHATTER

morrow afternoon. Raid came off exactly on time. When and IV. Dash wints to My and the control of the control o

work.

Basil Gerson's chef busted up to
the desk and advised the 47th street
restaurateur he was giving note
and would quit in exactly three
minutes. Great, piped Basil. Put
on soms boiled eggs. For once we'll on some boiled eggs. get 'em right.'

#### South Africa By Harry Hanson

Summer weather. Business quiet Jascha Heifetz, now in Calcutta, may come over here in June.

Debroy Somers and his band make a big hit at opera house.

Murray, handoud manipulator, has seen puzzling folks with his escapes. Trade depression, combined with state of financial market, makes

Trade depression, combined with state of financial market, makes of financial market, makes from the combined market, makes of financial market, makes from the combined with the combined market, makes from the combined market, and the combined market from the combined f

here on holiday. G. B. S. takes sun baths. Went up in an aeroplane. First times up in solidated Theatres, Ltd., the new title for the merger of African Theatres, Ltd., and Kinemas, Ltd., is liable to prove, with its big chain of theatres, a formidable array against any attempt to oppose them. Productions, the Africane Fim. Productions, the Africane Fim. Productions, the their studio in Wynberg. Capetown, seeking for budding film stars. The raw material presented before the camera has some possibilities and many impossibilities.

#### Australia

Terrific heat hurting. Charles Munro to America. Two Sydney theatres dark. Barry Barnes and Mary Cobb

ere. 'Barretts of Wimpole Street' this

month.
George, Robey and Ella Shields
booked for tour.
Enormous crowds due next month
for Sydney Bridge opening.
Bitter Sweet' and 'Autumn Crocus' in preparation by W. T.
Hoyts have recently installed an
orchestra of 32 in their Plaza, Sydney.

required to work tho giant prop dinosaur, operating it from the information of the control of th

#### Paris

John Van Druten back Walter Lang to Berlin.
Suzette O'Nil is very lit.
Dranem a hit in the talkers.
G. W. Pabst back from Africa. Rene Fauchois in his own play. Elektra' revived at Parls opera. Opera singers all over the place. Adolphe Menjou at a prize fight Joe Mansfield no longer with Fox Paul Fejos signing up with Osso

Lee Planskoy recovering from 'Smart Money' a complete flor here. Hamilton Cibbs living on Left

Luls Arnold planning pictures Luis Arton.
here.
Lenry Shubert over to write a novel.
Mrs. Cliff Fischer in hospital again.

awrence Drake turning pub-Roy Wood on tour with 'Sexe Patsy Ruth Miller expected

ortly. Dorothy Farnum postcarding from Bivley Business at the Casino de Paris

terrible.
Lacey Kastner off to Algiers on business.

Tay Garnett writing that he'll be over soon. Oukrainsky's American dancers at

Outrainer, the Opera.
Djuna Barnes with Mistinguett at 'Hector.'
Ernest de Regnier returning to Hollywood. Ernest de Regnier returning to Hollywood. Ben Miggins back with Shanghai

Jane Marnac preparing for her econd film.

Anny Ondra coming back for a

second film.

Anny Ondra coming back

French talkie.

Paul Ludwig Stein is going back

Paul Ludwig Stein is going back Faul Ludwig Stein is going oach
to Hollywood.
George Kann doing the night
clubs in Berlin.
Hold My Hand, recording from
London, is big hit.
Rex Ingram and Alice Terry want

Rex Ingram and Auto-to do another film.

John Weld showing copies of his first novel around.

Wilfred Hoare preparing for

Wilfred Hoare preparing for Viennese operetta. Double bill at the Alhambra for 25 cents is popular. Ruth Putnam Mason throwing a brawl for the press. The Michael Farmers in the Lon-

Ruth Futnam Mason, tnrowing a brawl for the press.

The Michael Farmers in the London society columns.

The Michael Farmers in the London society columns with the late of the

Kane to return before he sees The Man I Killed' and invites Briand as guest.

Though Gilbert Clark is in London somebody in Paris looks cnough best friends ause mistakes by his best friends.

Local thieves stop at nothing. Latest swag includes 500 young trees, pulled out from a nursery-man plantage of the sees of the sets. Show will soft-pedal all Hollywood slams.

Hubert Darren booking pictures from the sets. Show will soft-pedal all Hollywood slams.

Hubert Darren booking pictures from the sets. Show will soft-pedal all Hollywood slams.

Hubert Darren booking pictures from the sets. Show will soft-pedal all Hollywood slams.

Hubert Darren booking pictures from the sets of the set

a big scramble was taking place, in a childish attempt not to have it

mblicized.

Rhyls closed Mon Jardin when
usinest fell off. New joint is ow
private club located near the
falais Royal. Entrance only on
ards numbered by the manage-

### **Budapest**

By E. P. Jacobi

Influenza running riot among

stage folk.

Jan Klepura, tenor, here again for guest performance at the opera.

Very little snow, but chic to promenade your skis in town, pretending to be off to the hills.

New restaurant 'Broadway' just opened on Terez Boulevard. Popu-lar prices and jazz orchestra.

Hevesi, manager of National the-atre, lecturing at Reinhardt Semi-nary in Vienna on the art of direct-

Baron Koranyl, cabinet minister, head of Treasury Department, com-posed a string quartet to be per-formed at Academy of Music next

week.

Felix Weingartner, famous orchestra leader of 65, who married
his pupil, Carmen Studer, 26, gave
his first joint recital with his young bride

Ferenc Moinar's new play, Some-body, to be performed here. Author is at Cannes, sending eight-page special delivery letters with re-hearsal instructions twice daily.

markau instructions twice anily.

Emmy Kosari operated on for appendicitis. Gizi Simon, her understudy in the operatia 'Ex-Princess' at the Andrassy-uti cabaret, took her part, but when Gizi got flu.

Emmy got out of bed and doubled for her own double.

By F. A. Shepley

Columbia's 'Dirigible' is being shown at the San Carlo Cinema, in place of 'Charley's Aunt.'

Great play is being made in the posters to say that the film has nothing to do with Sidney Chaplin's film.

Daddy Long Legs' ('Papa Gambunga') did well at the will have better done than usual. than usual.

Second largest theatre in Milan, the Dal Verme, 3,000 capacity, has and variety. Prices

gone picture and variety. are 10, 15 and 20c.

Josephine Baker has changed her repertoire at the Teatro Lirico, which is filled nightly in a way that no other theatre has been cines the

war.

The Odeon Cinema has found a magnet in 'LePedit Cafe,' Paramount, with Maurice Chevailer, as lead. The film is founded on a Tristan Benard comedy.

The revue, 'Tutto Dipende da Quello' (All Depende on 'Int'), by the Riccioli-Primavera Co., is above par. A laughable skit on Gandhi was enjoyed immensely.

At reduced prices, 'Moby Dick,' slient, is doing but moderate business at the Reale Cinema. John Barrymore still grips despite a story that is quite alien to inland Italians.

The Ufa's Lubitsch-directed 'Mai plu l'amore' (French version) mer-tied the warm reception it had at the Cinema Reale. The Bluette-Navar-rini variety company and jazz band give a good revue.

give a good revue.

"Nel Gorgo Del Destino' ('In the Whiripool of Fate), Polish AS-Tobis film, has had a favorable reception. Italy will look forward to seeing Betty Amann again because she is for Italians just what the doctor

for Italians just wast the second Lyric theatre after the Scala in Milan, is keeping to variety and pictures, keeping to variety and pictures, taken up with Grand Hotel, A Fox Italian talker film, Transatlantic, occupies the remainder of the time. Show runs from 8 p.m. till 1-15 a.m.

tich Occasion in the first from 8 p.m. in time. Show runs from 8 p.m. in 11 Ban-Hur has left the San Carlo Clemen after three months, a run unheard of in the history of Milan, and has been replaced by Charley's Aunt' (Columbia), done into Italian by Dino Falconi. Charles Rugeles has made a great hit, which is annale a great hit, which is annale and the same of the first from the

from every company for his two houses. The Washington Palace houses, The Washington Palace and Studio Dlamant."

Beuinh Llyingstone writing from London she would appreciate any-body giving space to Walter Moreous Corinne Griffith.

Barbette, the American femiles impersonator, who is taken up by the more street of the most of the more street of the more are keen to judge for the more street of the street of the more street of the street of the more street of the st

#### London

Paul England, composer, died, Henry Newman, film writer, en-

Owen Nares recovered from in-fluenza.

John Payne nearly flooded out at Moss Empires now have five

Spring models in girls and robes

re out. Ford brought out new auto here Ford brought out no. at \$550.

Corrine Griffith in a huddle on an

action Criffith in a huddle on an Elettree set.
Shayle Gardiner back at Elettree, with B. & D.
Two more English film fan magazines due out.
Doug Haig, of Universal, to Canada in the spring. Teadington keeping the Warner staff worried.
Haddon Mason claimed two eagles and two birdles in one round.
Irving Asher lived on the Thames for a year and never crossed it yet.
Lesile Henson played golf with talks about it.

Alec Herd this week and still talks about it.

The Bogey Club, Bush House, so-called because the members still can be a still talk and the still talk and the still talk and t

#### The Hague

Cari Heath, secretary of English Quakers, lecturing in Holland.

Grock, brought back by Krauss, eaning golden harvest in Holland. Trade-show of Dreiser's 'Ameri-can Tragedy' (Paramount) no panic; critics cold.

Boxer Carnera here; on account of his length Central hotel had to get a bed eight feet long.

get a bed eight feet long.
Spanish Revue, a company of 30, labelled, The Toros, appearing at a hit.
State that the control of the streets with cheap German safety ragor blades, offering them at 10 and 15 cents.

blades, offering them at average cents.

Jack Hylton's band played a football match at Amsterdam against ball match at Amsterdam to the staff. English team lost, 0.2.

Bart Kreeft, one of Holland's olderat actors, said his farewell to stage, seed 78, in play. Dokter Klauz in Municipal theatre, Amsterdam.

sterdam.

Former wonder-child, now 184 year-old violinist, Wolfgang Schneiderhan, touring Holland and playing for AVRO broadcasting companies for AVRO broadcasting companies. The Ameterdam a special industries fair opened for the trade in electric apparatus, radio-sets and gramophones and disks. Forty firms subscribed.

armouputers and disks. Forty
Movement and disks. Forty
Movement revoking in Holland to
stop foreign travel of natives with
stop foreign travel of natives with
stop foreign travel of natives with
stop and the Holland travel
go to Germany and Belgium as a
rule during short Easter holidays.
In Parliament liberals asked
questions about alleged radio scandust discussing minister public works
of control of the stop of the control
of the discussion in distribution of
with Calvinists and Roman Catholics and helped minister out of this
dilemma.

#### **Mexico City** By D. L. Grahame

. 'Anna Christie' is being played here by co-op at Teatro Fabregas for half peso (20c.) top. Fair biz. Mysterious slaying of a man in Cine Odeon, a large nabe. Body was found in a sack in a corner of the picture house by an usher.

picture house by an usher.

Bull fight fans urged to leave their
women folk home when they go to
buil fights. Due to fainting of several femmes during an especially
gory show recently.
Senorita Jacinta Aznar Gonzalez
Gutlerrez, aristocrat, was beaten to
death under mysterious chromstances in her home here. She wasan invoterate theatregoer and the
control of the service of the service of the
Theatre managers have been reninded by the civic government that
a law is in effect which provides a
fine of 500 pesos (about \$200) for all
houses that fall to present works of
Mexican authors at least twice
monthly.

VARIETY

Miami Beach . By Beachcomber

Mrs. Hoover is due in town any

Paramount theatre lowers tariff from 75 to 60 after 6:30.

Frances Maddux and the Lovey Twins are on the Embassy club bil

Ray Goetz, impresario, produce and etc., has joined the idle on th

beach.

Leo Reisman has taken off his tux and wears a bathing sult at the Roney in Miaml Beach.

Town was closed tight two nights after the Embassy affair. The third

after the Embassy affair. The third time the lid has dropped. Olive Faye, who was with Earl Carroll's Vanities, has been added to the Frolics club show. Miami! Herald' went to press the morning of the Tropical Park race track opening with the entries miss-ing.

ing.

British cruiser arrived in Miami
Tuesday the first. Maybe to protect
British subjects at the Embassy

Minni tax collections are \$700,000 under 1931, so the city is going to close quarter of a million off its payroll.

Marque and Marquette, who starts

yroll. Marque and Marquette, who start-the season at the Frolics club now showing at the Olympia George Gershwin got tired of the

comparative seclusion of Havana and drifted back to the Gold coast

regions.
The Three Bachelors from Club
Lido are doing a turn at the Capitol
theatre, which is trying out stage
entertainment.

entertainment.

Henry L. Doherty of Cities Service
is in town, probably to wonder what
to do about the yearly deficit at the
Miami Biltmore hotel.

ilami Biltmore hotel.

Ted Shawn held his show over a
ill day to give the movie men a
nance to film 'em for the news reels

change to nim 'em for the news reels at the hotsy Surf club.

Club Bagdad in Hialeah and Artie's Rendezvous in Hallandale, 30 miles north of Miaml, are hit in temporary padlock orders by federal court.

court.
George White last seen at the
Roney Cabana club with his chair
way back and a barber doing his
stuff on the White hair, with Irving
Caesar applauding.
Miami Bach Kennel club has had

Miami Beach Kennel club has had more celebrities than any two night clubs in the districts. Imagine corsages of orchids for headline patrons at a dog track!

Irene Bordoni cried bitter tears when her contract ended at the Embassy and another contract hauded her back to New York. She wanted to Tenton (a) colline of Tampa has been appointed by Governor Carlton of Florida to see if he can persuade some motion picture companies to locate studies in Florida.

peen appointed by Governor Cariton of Florida to see if he can persuade to Florida to see if he can persuade to locate studies in Florida.

Night clubs and theatres sent their performers out to Bay Front park Wednesday and Friday, the first ones in March for the 'steenth charity show of the winter.

Night after the attempted holdup of the Embassy club in Mianil, save a party at the Embassy are a party at the Embass and administration of the Carity save a party at the Embassa club and administration of the Carity save a party at the Embassa cut of the Save as a party at the Embassa cut of the Save at the Save at t

Last day's handle at Miami Jockey club was over \$300,000 mark for a season's record. The Widener track dropped less than \$40,000, even with \$80,000 repayment on loan figured in. Sam Goldwyn had a ringside seat at Embassy club and got an eyetul of Diane of Darlo and Diane, dancing duo. Goldwyn got a screen test of the girl and she may got a trip to Hollywood.

and tue. Goldwin got a screen test of the control o

finals.
Shooting at the Embassy club started in the cash room, where a couple of guards are hidden in an upper room. First shot floored one bandli and his pal looked up to see where it was coming from. Next shot caught him square in the mouth.

# CHATTER

which tourists have gone back home. Case soils for 23 cents in Aliant and 3 in Jacksonville, thought tank boats have to travel farther to get to Jacksonville.

John Golden is sitting on the front yeranda of the Flanings opening telegrams to see how much Tiddle Mc This's adding. John in an interview says he is going to come to Minnii Beach every time he has a some body cise produce the show for him. Three times he had all the times he then the times he had at some body cise produce the show for him. Three times he had filts. Three times he sayed in New York and three times he had filts. Three times he had flops.

#### Riviera

By Frank Scully

New high for clear days. Carnival was rowdlest ever. GFFA studios closed till March. Renee Derean here for 'Barranco, td.' Maurice Maeterlinck was a beaut-

judge. Shaw's 'Candida' at Monte in Shaw's 'Candida a. English. Link Gillespie folding for Philly

Kay Boyle uses yellow paper and

red envelopes.

Bob Brown's new book is 'Let
There Be Beer.'
Madeleine Keltie 'Thaised' with
her pipes frozen.

Bob Brown's new book is Let There & Be Described Thatsed with her pipes frozen. Berthonie making a Mexican pic at Nicea Film studios. The Four Amara Bros. copy the billing of the Four Marx Bros. The Four Amara Bros. copy the billing of the Four Marx Bros. Copy the State of the Four Marx Bros. Copy the Brown of the Four Marx Bros. Copy the Mark London first runs.

French trouper, hustling for train to make his next jump on time, nicked by a taxi he passed up, make London first runs.

French trouper, hustling for train to make his next jump on time, nicked by a taxi he passed up, middle by the mark Brown of Copy the Mark Brown of Collect's hopped from New York to Nice to have been a Mrs. Nelson. She once backed 'Abroad,' hoppen mother. Whise Perfection and Mark.

iy mag.

Mile. de Vic Beamish, v authored 'Miss Perfection,' all ab an Airdale, dedicated it to hounded hereditary Prince who

hounded hereditary Prince of Monaco Monaco Prince of Monaco Monac

#### **Jacksonville**

Recently a check of the Breakers at Falm Boach showed 102 guests and 581 servants.

Tampa has been having poor business, the Florida at St. Petersburg has not opened at all tills season, and Allies is at St. Petersburg has not opened at all tills season, and Allies is at St. Petersburg has not opened at least till tills season, and Allies is at St. Petersburg, and the season and the season and the season at St. Coller chain on the lower West Coast is in receivership, the Alcazar at St. Augustine has not opened all year.

As a result of the shifts in Jack-As a result of the shitts in Jacobonville, Guy A. Kenimer is now handling the Florida and Palace, John Crovo is at the Imperial and Gordon Reap has been transferred to Fort Myers.

to Fort Myers.

Reductions in, salarles all over the Sparks circuit, the largest operated in the state, closing of a majority of the houses, although this is the best season of the year ordinarily because of the tourist

where it was communed by to see short caught him square in the mouth. Miami and Miami Beach public officials say they are soing to force grading companies to cut ras prices, but delayed meeting until March, dog wire meet scheduled to run so cut may not come until April, through March

#### Saranac Lake By Happy Benway

Tony Temple back to bed Marion Perrotte visiting lodge. Harry English holding his own. Harry Namba has sold his Co-

Write to those that you know in

Ben Shaffer more trouble, under

Dolph Singer, newcomer, show ng up 100%. Annamae Powers fighting off a slight cold, abed.

Lee LaMar topping all blow-outs

Lee LaMar topping all blow-outs with her orchestra.

Dorothy Wilson back to the infirmary department.

Lilly Leenora adding poundage with the collection of the collection of

use. Joe Lang up after a three-week ege abed, downtown soon for awrence McCarthy hitting on all Writing music between curc

periods.
Allice McMamee, daughter of Mike
McMamee, week-ending it here to
see daddy.
John Demusey no like porch curing when it is 25 below zero. All
up patient.
Up patient.
Week in bed with grippe, got it
licked now.
Ex-mayor Sunn of Schenectady
stopped off long enough at the lodge
to say hello.

Incked now.

Ex-mayor Sunn of Schenectady stopped off long enough at the lodge the second of the sec

the units that the term of the

Programmes W. Smith eye special-ist, N. V. A. lay-member who did that famous Sam Langford eye operation, was a visitor at the lodge.

operation, was a visitor at the lodge.
Eaula Campbell, who took the cure here two years ago here for that look-over thing and the X-ray report 100% okay, she will resume the big street.
Lee Fester, Middlesex, San, Waltijam, Misss., much under the weather, leaves that she. for the

Bent Brighton hospital, Bos Mass, for thorocoplasty ration). States in his letter (rib had the first rib operation boy, write him. reat boy,

#### Loop

Wife of Jules Herbervaux very ill Jack Ferdie is sending his Four Cadets act east. It's getting tougher for beer joints around the Loop.

Fritz Blocki's new play will see

Eddle Voynow eastward on an-other conference hunt.

Big turnout greeted the Lacimile party between trains here. New Wm. orris quarters opened to a holdout the first day.

to a noidout the first day.

Paul Cohen holding down a quarten of jobs for Columbia records.

Rumored that Loule Lipstone has landed the Jewish hour on the sir.

Art Kassel's song 'in 1933' officially okayed as World's Fair anthem.

Nat Krohn has a legitimate squawk coming. It is the Butler studio.

studio.

Garage in back of the Palace caught fire, but didn't disturb the

Danny Russo now ensconced as permanent pit conductor at the Palace.
Richy Craig, Jr., sped through
town in the Auburn on his way to
Sioux City.

Sloux City.

Emory Ettelson had a hectic air ride from New York and is going back by rail.

Ben Ehrlich and the Missus off to Florida for a two-week business-

Ben Enritic and the state of the folial for a two-week business-pleasure jaunt. Frank Delmaine in the market for lozenese, syrups and hot-baths to find the folial folial

Broadasting Company, is running for Congress.

Ben Eisenberg grabbed the rattler for the coast 's part of his prize for winning the local Universal sales ace position.

Verree Teasdale, here with Experience Unnecessary' in a taxiful the show that night. Walter. Donovan tossed of a preview of 'One Hour With You,' Chevaller-MacDonald fick, to give, the local music boys a flash of the tunes.

the local music voys a minute vines.

Jimmy Petrillo is sporting a brand new \$6,000 Lincoln with a chauffeur who gets \$60 a week, which is almost a musician's scale. Both car and driver were gifts to Petrillo by the wider.

the union.

KYW studio band pulled a surprise on Harold Bean, soloist, in honor of his wedding. Broke him up in the middle of his broadcast warbling by suddenly throwing cowbells on the floor and going into a discord. Ended by announcing the hitch-up over the mike.

## Oakland

By Wood Soanes

A little sunshine again! Betty Compson in town at Para

Betty Compson in town at Paramount.

And another polley change at Premier with vaudeville added for week end, four piek-up acts.

The state of the s

Negotiations on for opening of old American as independent house. Last tenant was Fox West Coast which kept it closed for a year. Business generally on the upgrade with all down-town houses the neighborhoods due to downtown price slashes. Rear Admiral Richard E. Byrd negotiating with city of Oakland for use of the cutter Bear on Antaretic companies occasionally and kept for slow purposes on Oakland Estuary.

show purposes on Oakland Estu-ary,
Bargaining under way by Pineus-Rocsuer interests in S. F. for for-cign films and road shows at City Club theatre here, controlled by Women's City Club. House now used for locturers, mateur, etc. Possibility of re-opening of Ful-ton with Henry Durry providing at-trees. The Church Mouse, pencilled in for Tioly Week, but cancelled in favor of a dute.

#### Montreal

Ernle Stone crops up again. Billy Morrison loses brother. Geof Hewelcke chatting in Itus.

sian. Local unemployment relicf com-

Goof Heweicke charting in itussian.

Local conditions are also building up follows
ing at Savoy.

Railway company hands back 43;
of wage slash.

Hard liquid naved 5 to 15 cents,
All local dailies down on advertising for February.

Dunc MacDonald off to baseball
work-outs in South.

All picture houses absorb extra

Canadian radio fees doubled to

camendian fees for the fees of the fee with all managers and most ex-change men attending.

#### New Haven By H. M. Bone

Worthy Hills ailing.
Joe Frankel around on a cane.
John Grinold is a roller polo flend.
Dance emportums cut to 35 cents.
Looks like Roy Ward got the

even break on Morgan-Braden ager. Did Freddy Mack receive that

Blion runs roughouse amateurs

Sue Kramer tells 'em-she doesn't plain 'em. Eddie Weaver claims he's off golf

Edule veeter tame.

Is E. J. Harvey of Bristol over
that sickness?
Paint and Clay Club's 31st annual
exhib, now on. Feldman take that
Bela Blay ofter;
State of the considerably

skith. now on.

Will Harry Feldman take that
Beia Blau offer?
Yale Junior Prom considerably
toned down this year.
Trick coat makes Bobby Hitchcock look like a barber.
Mrs. N. G. osborn, wife of 'Courier' editor, died March 3.

In the street of the street of the street
button as a prize hoofew.
Tom Brown now booking vaude
acts at Roger Sherman.
Richard Skinner shuttling between
Madison and New York.
Harry Berman working both ends—
studying and teaching.
N. H. Drama Tournament set for
Yast the street april 4 or 7.

At the street april 4 or 7.

At the street april 4 or 7.

Ton Russe pretty nitty on those
sketches of fascinating femmes.
Romantic spots—back of bandstand at Rapp's Pavillon Royal.
Heaton Robertson still taking
bows for successful Ico Carnivad.
Heaton Robertson still taking
bows for successful Ico Carnivad.

Harvey Cocks has accumulated
quite an autographed photo collec-Co., soloist third Civic Orch. concert. Harvey Cocks has accumulated quite an autographed photo collec-tion.

so Maxine Dorle of the Wash., D.C., Earl, follows this column, does

Journal-Courier has added Dan Thomas Hollywood Gossip to theat.

Temporary receiver appointed for ocal "Times" — Macfadden - backed Enough talent in Roger Sherman tage crew to produce their own

show.
Prof. Baker elected prcs. of newly formed National Theatre Conference in Iowa.

In lowa.

Louis Erhardt, Yale drama dept., gave Elin City Players talk on 'Stage Lighting.'

Mary Chan-lip James g.' Chaney Dittler soloist with James Symphony in N. Y.

Lighting.
Mary Chaney Dittier soloist with Phillp James Symphony in N. Y. broadcast.
Shakeup in Fox-Poil crew with vaude indeout leaves Frank O'Connoil and Tourney with opening and no print till noon brought a worried look to Bernie Hynes.
E. Kingsley Provenmire, Yale Drama, directed Evening Dramat's 'Man in the Bowler Hat.' New officers Conn. M.P.T.O; J. B. Fishman, pres; A. G. Johnson and Maurice Shulman, vice pres; E. C. Levy, sec.
Local theatrical training studio 'guarantees' professional engage.

c. theatrical training studio ces professional engageguarantees professional engage-ments to those who complete our oh. venh?

courses—oh, yeah? When Dempsey, ordering 9 o'clock breaktast at Hotel Taft, asked for French toast, walter said 'Sorry, sir-the French bread doesn't come in till 10 o'clock.'

Cleveland

By Glenn C. Pullen

Kay Donna's taking auditions for chain work.

Diane Sisters new hit at Frankie Burns' Club Plaza.

Harry Marshall writing a biblical

### Minneapolis

By Les Rees

Wets and drys staging series of debates.
st dancers bringing biz into
v. stock burlesque house. Guest dancers pringing biz into Gayoty, stock burlesque house. Wally Olson scans market trend closely, but doesn't risk money. More than \$7,000,000 of work pledged in campaign for unem-

ed, inbridge stock resorting to for-ones during Lent and it's belping.
Initials of the three Minnesota
Line Cashlers are H. H., E. E.

theatre cashlers and A. A. Vaudeville going over well in Publix neighborhood houses on

Publix neighbornous
Sundays.
Newspapers carrying plenty of
Azzling stuff on Fawcett domestic Newspapers stuff on Fawcett dumesgizzling, stuff on Fawcett dumesgizzling stuff on Saddened by death
of wife Marold Stone of accounting stuff of the Samon Stone of accountwomen's gym on University of
Minnesota campus into midway for
Fenny Carrival.
Former Publix unit line captainand ballet girl working burlesque'
stock house here.

Rerglund, Minnesota pro-

Former Publik unit inse captain and ballet girt working burlesque and ballet girt working burlesque yed Bergiund, Minnesota projectionist, recovering from illness at Aabury hospital.

Minneapolis voting four to one internal Digest polition repeal in Susan Nick, Fanchon-Marco 'Carmenesque' idea, forced out of line as result of broken wrigh.

Happy word wow with burlesque actock company at Gayety.

Hunter Marshall, Orpheum usher, subbed effectively at moment's notice for stoogs in Frank Libuse accurates the subsequence of the subsequence of

treasurer, performing as magician, en the side at Publis uptown bourses. The magician is the side at t

with Minneapolls Symphony or-chestra. Her dad's a power in poli-tics.
Local sheets donated full page ads for anti-hearding campaign. In St. Paul, Dispatch' cashed in on sunt, selling ads to local mer-chance. Hill, manager of Min-neapolis RCA branch, elevated to additional post of supervisor of RCA-Victor service for the entire central division.

ntral division

Appearance of Hinda Wausau, briesque dance star, at Minnesota, fed material to two compeling columnists on Minnesota. Dally, uni-art absolute on Minnesota. Dally, uni-art Abelson, Publix district manager in South Dakota, and Ben Marcus, local Columbia exchange manager, injured when latter's care of the columnist of the columnistic of

### CHATTER

awarded \$2,500 for injuries in stretching exercise at dancing school, Girl's mother given \$1,300 additional for medical care and loss

additional for medical care and loss of services.

Tendency of gum peddler to post imself in front of the Century, Palace or Rochester, according to which was doing best biz, got into the newspapers with result that rival managers bid for his presence.

### Hollywood

Music Box two-for-ones inundating the town.
Dddle Knee up one notch from
Dddle Knee up one notch from
Thayer Ridgway now with Earnshaw-Young, handling radio ads,
Ricardo Cortez and George
Of-rien will see Broadway together,
Littest makeup trick allows pasting the control of the contro

Historical Cortismodural together.

Lintest makeup trick allows pasting individual eyelashes to nature's. Anonymous wag submitted a Höllywood story to "Vanity Fair" by lined Puells Parsons.

Inied Puells Parsons.

Groucho Marx Sork and looking for someone to split the expense.

Groucho Marx says that when show people live on the American how people live on the American Höllywood office buildings yelling for tenants and another new one of the property of a mortgage default. Brother Joe in as manager.

Joe La Fer, asst director on "This Is the Night at Paramount, ordered Sections one mob surf with the rest of the extras.

With the studie production board, advisory board and the directors of the Five Friends plan, Fox studie of the Five Friends plan, Fox studie of the Property of the production board, advisory board and the directors of the Five Friends plan, Fox studies of the property of the property of the production board, advisory board and the directors of the Five Friends plan, Fox studies and the property of the production board.

Local Lambs met Sunday (28) at the property of the

advisory board and the directors of the Five Friends plan, Fox studio lunchroom at noon looks like a rotary club luncheon.

Local Lambs met Sunday (28) at Company and Sunday (28) at Company and Sunday (28) at Company (28) at Com

### Canton, O.

### Denver

Denver's debt is \$55,000,000. Music week May 1-8. Claude Watson resigned as Metro

Chaule Watson resigned as Metro salesman.
Bill Egren and Gux Cohn are back from L. A.
State Little Theatre tourney week of April 11.
Don Conley selling 'Passion 'Play' in John Conley selling 'Passion Play' in John Conley selling 'Passion Play' in John Conley Selling Factorating and linoleum.
O. H. Simon, Colo. Springs theatre manager, Denver visitor. Slot machines being taxed \$5 a day. Old ordinance recently dug up.

up. Ernie Gibson now booker for Universal. Former Salt Lake man-

ager. Selwyn Levinson, N. Y., of the Metro maintenance dept., here few

Sentyri Levinson, N. x., of the days, maintenance dept., here few days.

Lou Raileux will take his band out of the Brown Palace Casinova May i.

Lon Haus, recently Pathe Portland manager, selling for Universion.

Mrs. and Mrs. Frank Kelley. Empress, Salida, Colo., to Calif. for three-week vacation.

Gardner Wilson, Orpheum pub director, principal speaker at addrect of the color o

alm Juntifices are week, stra from L. A. moves into the Broadmoor, and Vic Schilling moves out. David Pallerman, of the theatre. dopt. Hays office, here contacting officers of producer-affiliated theatree and M.P.O.L. was and Thos. Thornton, Colimbia saleamen out and will not be replaced. Matthews returning to coast.

Jint Lynch, owner Empress, Larwice, Woy, passed through Denver on way home after lengthy valover of the control of the co

weck,
Ban on 'Slapstick' sale upheld by
District Judge Geo, Dunklee, who
ruled sale violated state law regarding obscene books and maga-

District Judge Geo. Dunkies, wro ruied saie violated state law required saie violated state law regarders of the property of t Canton, O.

Art Abelson, Publix district manager in South Dakota, and Beer marging lead Columbia atters care overturned near Wilman. Not serison. Jack Kilmaruh, Minesota stage manager, amenden and Loew's not likely now till fall. Thurston, the magician, each of the corresponding at Pokegama sanistarium. Son tilkely now till fall. Thurston, the magician, each of the corresponding at Pokegama sanistarium. And the corresponding at Pokegama sanistarium. Sanis and Loew's not likely now till fall. Thurston, the magician, each of the corresponding at Pokegama sanistarium. Sanis and the corresponding at Pokegama sanistarium. Sales and saling, back in town and selecting sales and saling, back in the corrintage of the corrintage and the corresponding at the corresponding at the corresponding at the corresponding sales and sales

ary chairman of the charity concert for the Hebrew Old People's Homes, and the event nets more than \$2,000. Suit for divorce against Jonny Ruglero, member of chorus of a bur-lesque show, brought by iter hus-band was dismissed in the Superior Court,

By Hal Cram

Spring arrives two weeks early.
Only small patches of snow left.
City Hall auditorlum redecorated.
Boston 'Red' makes hasty retreat.
Plenty of midnight holiday shows.
Frank De Rice basking in south-

rn sun.
Several stock managers looking ver Jefferson.
Chick Hayes of Boston pinch-hit-ng for De Rice

Indications point to good tourist summer here. Inquiries far ahead of other years. Surand presenting Portland Fol-lies of 1932 this week, in addition to picture program. Two feature pictures and four acts of vaudeville at Portland at top

acts of vaudeville at Portland at top price of two bits. Outside parties seeking 15,000 acres of land in Maine to establish private sportsmen's club. Hoover should know he can't pry-dough from a Mainiac's sock; they sew 'em on here in the fail.

### Pittsburgh By Hal Cohen

By Hall Cohen

It's a boy at the Al Abrams'. He's of the 'Fost-Gazette' sports staft.

Jack Simons is building a regulation of the 'Fost-Gazette' sports staft.

Jack Simons is building a regulation of the 'Fost-Gazette' sports of the secretary.

Both Jiggs and his secretary.

Goldle, were down with bad colds. The ushers at the Stanley have formed a Sunday morning riding club.

Jimmy Baimer's eight-year-old boy, Jimmy, Jr., is a leap year day be call cricks reviewed 'Hot-Cha' for second time when Lupe Velez went in.

George Jaffe sending sil his friends boxes of pecans from Hot Springs.

triends boxes of pecans from Hot Springs.

Tom Bodkin, a local boy, came on to become company muniages of Hotelburgh papers first to crack Mark Heilinger-Cladys Glad divorce ceport.

Yehud Menuhin drew un \$8.50 fine for speeding after his Carnegie Hole of the C

l'all senected a mabe chuvela when he warbied three hymns the other Sunday.

Horace Heidt went from here to the Netherland Plaza in Cincinnati Corolland State of Sunday (Sunday Sunday Sunday

Harry Brown has an invaluable

Bill McDermott getting a onee-over at elinic. John McCurdy new manager at Hippodrome. Jack Pearl in 'Follies' making a talkie in June.

tourt.

Lester Saviteer now in charge of lew England advertising of Warner trothers theatres, with Ben Finn, is precedessor, raised in ranks as ssistant manager.

### Portland, Me.

Chick Hayes of Boston pinch-hiting for De Rice.
Brim Jewett, former m. c., to run
for sheriff at Bath, darned Washington Blicentennial here.
Jim Greely speaks to Elks on
Portland's first picture show.
Chick Evans goes to Manchester,
N. H., to manage new radio station.
All Hickey, former Jeff player,
starts radio sketch series of WCSL.
here for the work of the picture of the

it head. Indications point to good tourist ummer here. Inquiries far ahead

up. Tony Novak, Elsie Janis' ex-war partner, recuperating in local suburb.
Margaret Covie to Broadway with another play about gossip column-

arry Norrett back from Florida h shoulders that don't love to be with

'Parade' featuring page of cari-eatures on local cricks, but they all look alike. ok alike. Grotto's second annual circus at ublic Hall drew 185,000 and profit

Public Hall deed for 56 grand, Auditions being held by Loew's State for local talent show slated for early April.

Mirray Weiland thinking about starting school for models to supple-

Murray Weilan starting school for ment costume biz.

stant costume Mz.

Ethel Barrymore, wouldn't talk to
any newspapermen except to Ward
Marsh of 'Peedee.'

Toni Silvestro's proudly, showing
ort lise eight-week-dol baby girl to
Antoinette. Mayer quits tieketselling jab to juggle in vaude act
with bruther, Bobby May.
Since Manager Horbert, J. Twelveings or Public Hall are being hold
up.

ings for Fusic Maria as a superior of the Month of the Mo

ering with Scandals' for Public Hall.
Dressing rooms at Loew's State so crowded by Ghi Crazy that most baggage was stored in nearby ga-rage. Chorus boys got shoved into washrooms.

### St. Louis

Girl Crazy in tubloid booked into the Ambasador. Harry Nelmeyer takes over pub-licity for Little theatre. Holef at Shubert next week. Symphony orchestra returns from fired barnstorming four in five years. Week of the state of the state of the freeh arisety only show to seek on St. Lonis this Season.

stick two weeks in St. Louis this scasson,
Leto, Hill out as manager of St.
Louis Annesment Co., eperator of indightorhood pix.

In the sold and cracked fee you want for \$1 per person.

Bill Smith resigns as manager of Ambarasador to Join Skourases in Pra.-West Coast chalm.

Pra.-West Coast chalm.

The sold of the sold of the sold and the sold and the sold and the sold of the

Harry Brown has an invaluable photographic coheretion of delibrity and the sound will so this private of the wills of this private of the will so the private of the will of this private of the sound o

### VARIETY

### Syracuse By Chester B. Bahn

Mrs. Harry F. Shaw, wife of Loew's manager, is ill with the flu. Sales at the annual auto show last week ran about 50% ahead of 1931.

last week ran about buy anesm or 1831.

Regent, second-run house, which had 'Hell Divers' in for three days, as the second-run house, which had 'Hell Divers' in for three days, as the second of this week. 'Fireman, Save My Child' set back. 'Jean Harlow set for Loew's State March 11, when house has 'Beast of the City,' in which she appears. Keith's laid down a record advertising barrage for world premiers of 'The Loet Squadron.' Full particularly beautiful the second process of the Loet Squadron.' Full particularly beautiful the second process of the Loet Squadron.' Full particularly second process of the Loet Squadron.' Full particularly second process of the Loet Squadron.' Full particularly second process of the Squadron of the Squadron's process of the Squadr

Discontinuance of Fox as a pre-fix for the name of theatres recently taken over upstate by the Skourases has been ordered.

J. L. Rose, formerly manager of the Colonial Norwich now assis-ted to the Colonial Norwich and the local headquarters of Skouras'. Safe stolen from the office of the Smith Film Service, Inc., here on July 20, 1921, was fished out of the barge canal near Greece, Monroe County.

July 20, 153], was fished out of the barge canal near Greece, Monroe County.

Syracuse again in the silly column, with a second order banking the same second order banking

### Washington

By John Daly

El Brendel writes a column for

El Brendel writes a column for Mabell Jennings,
Jimmy Little forsakes Broadway for Pennsylvania Avenue.
Vincent Callahan and Herlut Provenson win the ping-pong championship at the National Press Club, Herndon Davis, artist, makes a pastel of Andy Kelley, which adorns the dramatic critic's column in the

the draw Alloy Relies, which adminished the Arloy Relies, online in the Times.

George Rothwell Brown writing the true story of Jack Garne's rise to fame, with the speaker furnishing the dea-tails. It has been a season of the area of

ily to Lus and draw carbon film shorts, Mouse.

Mouse.

Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at the Fox, as the singing engineer right from the engine room, overalls.

### CHATTER

week in advance of Katherine Cor-nell—\$24,00 in the boxoffice. Representative Loring Black (wet) of New York lines up all the signers of the so-called beer bill, pleading with drys: 'Sign this in invisible ink. If your district goes wet your signature will come out.'

### Cincinnati

By Joe Kolling

Kern Aylward plumping. The Joe Goetzs awalt arrival of

unlor. 'Radio Dial' adds classified ad

section.

Section Blinn is organist and hostess at WLW.
Haven Gillespie shaping more tunes at his home.
Cheap seats moved fast for Ziegfeld Follies but not so the \$4.49's.
Owners of Castle Farm and Puller's Garden plead for paddoct lift.

ing. Ike Libson and Col. Ben Held-lngsfeld to and from New York

Like Libson and Col. Ben Heid-lngsfeld to and from New York quickly.

Raiph Haburton is manager of and doubles as plant for Bradley K. Charile Dameron and Harry No-lan are newly appointed Kentucky Colonels.

Bill Stiegler columns a moan about Capt Billy Bryants show.

boat troupe going nite chip.

Harry Willsey's band at Horse
shoe Garden, replacing Cliff Burn
orchestra, which reopens Greet
Mill.

Mill.

Lou Holled at RKO Family, coming from RKO Majestic, Columbus, O., to sway manager berths with Joe Alexander.

Alexander

### Kansas City Will R. Hughes

Ed Dubinsky is vacationing in

Ed Dublishy is back from a trip Phil Baxter is back from a trip o New York, where he peddled

o New York, which can be some songs.

William P. Kyne expects to open william P. Kyne expects to open acing season at River-William P. Kyne expects to open the spring racing season at Riverside the middle of May. Great welcome given Jan Garber Monday night for a short engagement at the Muehlebach. Emmet Vogan, one of the town's tavorite stock leading men, is back with the Woodward stock at the Or-

pneum.

Plantation Grill has announced a new reduced scale; couvert 75 cents except Sunday night, when it's \$1.25.

\$1.25.
A new supper club, the Terrace
Cafe, the town's newest dining and
dancing palace, will open in the
Hotel Bellerive the middle of the

tracted as paints, will over in the month.

The Ashland, residential picture house, tied up with Rajah Yogi and burled' a girl on a lot near the theatre. Stunt taken up by the city of the theatre, Stunt taken up by the city of the theatre, stunt taken up by the city of the theatre. Stunt taken the properties of the theatre, stunt taken up to the theatre. Stunt taken up by the city from the grave. Local followers of the ponies are intimating that a Kansas City horse might beat Twenty Grand before the summer is over. Dark Sea is the horse they are watching, owned by the country of the theatre.

### Lincoln, Neb.

By Barney Oldfield

Two pre-releases played here in a month. Presentation rumored for Stuart

Presentation rumored tor so-vear-stage shows. "A bank cashier as well as a fiddler. Cutle Florio has a game leg in memory of Grand Rapids." "Cutle Florio has a game leg in memory of Grand Rapids. "The control of the control of the

### Montgomery, Ala. By Tom Hall

Hotels report fair business. Everybody playing baffle ball. Fashion show at Paramount big. No hopes of Empire opening this

year. Frank Woodruff teaches violin now. Lent is hurting some of the the-

State government has \$10,000,000 leficit.
W. A. Doster oldest theatre man
user here.

ager here. Work to be started on new post

Work to be started on how positive soon.

They pack in Friday nights at Strand vaude.

Warning issued as rain swells Alabama rivers.

Some talk of another theatre

Murphy as assistant mgr. at Par.
For sticking close on the job, Jack
Murphy, Par assist. mgr., has no

equal.

Mayor W. A. Gunter announces
10% cut in salaries of city employees.

H. C. Carpenter, projection room
emplyee makes good record on

emplyee makes good record on bowling alley. R. B. Wilby in conference with R. M. Kennedy, city mgr, Wilby-Publix houses.

### St. Paul

St. Paul

Shubert, ex-stock, opened with UA pix Friday night.
Anti-married women job campaign on at state capitol.

It fund-raising stunt of junior commerce association.

News' cuts Sunday drama to one page and outst daily theat—and Martha Mortov tenoniment.

Feda studying bank account of F

### Baltimore

Mouse. Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, at Michael Casey, P. T. Barnum's grandson, goes into vaudeville, and M. C. Haefel, Not. Chaefel, Not. N. C. Haefel, Not. C. Haefel, Not. C. Haefel, Not. C. Haefel, Bidnon, F. Salesman, Johnny Jones scoops town for Many in this desertable, Bidnon, Centrol, manager, are alling at Mary in Chemel, Bidnon, Centrol, manager, are alling at Mary in Chemel, Bidnon, N. C. Haefel, Bidnon, N. C. Haefel, N. C. Haefel, N. C. Haefel, N. C. Haefel, Bidnon, N. C. Haefel, N. C. Haefel, N. C. Haefel, N. C. Haefel, Bidnon, N. C. Haefel, N. C. Haefel, N. C. Haefel, N. C. Haefel, Bidnon, N. C. Haefel, N. C. Haefel, N. C. Haefel, N. C. Haef

threatened unless more guarantors come across before next fall. Eliza-beth Ellen Starr, Baltimore coun-selor, has issued over 200 invita-tions, but very few have responded. The Philharmonic gives four con-certs here annually. Guarantee is

tions, the state of the state o

### **New England**

Fred A. Cauture, New Hampshire teatre owner, vacationing in Hol-

ywood.

Bob McClung now dabbling with
mateurs, directing a group in
rairhaven, Mass.

Billy B. Van is mayor of Nowbort, N. H., now and is giving
theer-up talks at meetings.

cheer-up takes at meetings.

E. L. Hickey whooping things in Manchester, N. H., with full-padvs and big time stunts.

John Hawes, projectionist Wareham, Mass., had the knot with Pearl Macdonald recently

Massachusetts state troopers say nix on hot dance stag shows, so they're staged over the line in Little Rhody.

International Control of the Control of the Control of Control of

### Columbus

By Walt Harvest

Harold Eckert III for week.
Rabbl Tarshish Joins Barkers.
Farewee have to Dinty Moore
and wife.
Jean James doing two columns
regularly now.
John Todd off to New York and
stage contractor welcomed as new
manager of Majestic.
Lou Holleb gone so fast hardly
had time to say voir.
Palace turns over noon hours to
annual Lenten sermons.
Ordels s Ekcetra booked into
Ordels s Ekcetra booked The
They're still looking for a game
that Max Stern doesn't know.
Johnny Jones scoops town for
Southern theatre on Sino-Jap war
lima.

Boston By Len Libbey

Motor cycle polo tried at the Gar-Charley Solomon takes over the Globe from Publix.

Globe from Publik.

Mickle Alpert starts the season with light suede shoes.

Good Scotch is so cheap that everybody is afraid to buy and to light suede shoes.

Good Scotch is so cheap that everybody is afraid to buy and to light season to

It laughing at Shaw's new Gulid play. Al Somerbee threw a birthday party last week in honor of the 46th birthday of his Bowdoin Square, which is still out of red, turned out Morris and Joe Di Pesa turned out Morris and Joe Di Pesa turned out when the red at Googa-nut Grove Friday to greet Conrad Nagel.

nut Grove Friday to greet Conrad Nagel. Nagel. Nagel. Nagel with that the Ubangl native own with the duck-bill lips were safet with sweat-shirts when they played the Scollay Square, but he didn't get slifts on the one-sheets around town.

### Tacoma By Harry T. Smith

By Harry T. Smith

Federal grand jury called. There may be freworks. Two streets flooded—overflow river.

All streets and highways littered with cars. Petro selling at 8 cents. Seattle buying electric energy from Tacoma to keep out of dark. Seattle buying electric energy from Tacoma to keep out of dark, the street of the season of the s

stems. Merchants want resistants to ring.
Local mayor holds center of stage to S. R. O. In local school auditoriums nightly. Giving the political lowdown.

### San Francisco

Bill Royle was once a detective. Marceline Emory new KYA vocal-

er. Ralph Brunton has new bridge-

work. Ben Berman and Charlle Virlan in Patricia Dee joins Capitol bur-

Oparticia Dee joins Capitol bur-lesque.
Betty Mareno still in Palo Alto-hospital.
Belasco in town for the Grand Hotel' opening.
Cost Cal Pearce \$1,500 for an auto accident two years ago.
Walter Beban has abandond the decident two years ago.
Walter Beban has abandond the decident two years ago.
Walter Beban has abandond the decident two years ago.
The decident tw

ark. Local critics unanimous in opin-ons that Cornella Otis Skinner is

regular, Charles Wakefield Cadman to do White Enchantment at Columbia March 13.

White Enchantment at Columbia Henry L. James, former Duffy music director, finally out of years allmony troubles. NBC news dept. stayed up all-landergh kudnapplinetins on the Lindbergh kudnappline william A. Brady expected here for opening of 'First Mrs, Fraser', starring Grace George. Jimny McKillop, musical director Jimny McKillop, musical director, on the Coast, hann't seen the shew yet.

on the Coast, hasn't seen the show yet.

Bernice Berwin is leading the NBC bridge tournament with Arthur Ward, Mrs. Ralph Lamb and Arn Chase runners-up. +

Optle Warner resigns as police reporter of 'Examiner' to join State Fish and Game commission. Challe Fish and Game commission. Challe The Chamber of t

### Going Places

By Cecelia Ager

Beauties In Sulky Mood

When Frederic March, assuming the identity of his twin brother in Strangers in Love must therefore take over his brother's affairs of the heart, he finds himself with two sullen but striking women on his hands. Sulkily brunette Kay Francis he discovers is his private

### Real Actress, Phoney Play

novei. Now they're nestling in red and white satin powder boxes placed on a gigantic full stage dressing table. As soon as Miss Ayers (Ayers and Rene and Co.) begins (Ayers and Rene and Co.) begins declared to the stage of the Men Dorothy Hall is on the sige, and only then, is 'Child of Manhattan' more than pulp mag contession stuff. Heroically she chapters, its stock situations into something that might really happen; the real singues the pulp happen.

completes, considered to the consideration of the c stances in themselves embarrass-ingly faise and hackneyed. A hard-biled but regular little kid, when the occasion demands, she creates moods of sensitive understanding. Her emotional moments are as true as her tough-spoken innotence. The miraculous luxury in which shots suddenly plunged, because the script is determined to enact what it be lieves to be a servant girl's dream bevious conviction from Miss Hall's nicely attuned acceptance of it. Her sincerity forestalls the derision her incredible adventures in the play deserve.

Whether in the clothes of a dance-

Whether in the clothes of a dance-ball floatess or the more restrained garments of a lady who learns, Miss Hall is youthfully appealing. She has that rare combination, petite-ness with litheness and long lega, and she remembers to wear colors kind. to blondes—black, greens, white, and gold.

### A Maid's De Luxe Sorrow

Patient Griseida was an amateur at bidin' her time, compared to Maian Marsh in 'Alias the Doctor.' Miss Marsh's love for Richard Barthelmess waits 14 years before the plotty plot permits its realization in marriage, seek years, a continue on the plotty plot permits its realization in marriage, each year a sacrifice, each sear fisc each sear as each sear fisc each sear fisc each sear fisc each year as each great each great

sainty face collared and cuffed black drss would indicate that she does anything about being a farmer's daughter, nor has she any peasant gaucheries to overcome.

She moves to Vlenna from the farm, and steps right into eniffon velvet suit, elinichilla trimmed, and matching velvet cap, and earries it off like a city-gal mannequin. She's as much at ease in a Vlennese-frawing room as in her painstakingly explicitly atmospheric and luxurious farmhouse. In both town and country her blonde hair is becomingly colfred. A tortucch heart, perhaps, but exterior always neat and composed.

perhaps, but exterior aiways near and composed.

Lucile La Verne is again a forceful old lady with a powerful voice
and stole acceptance of life. The
story says she's an Austrian and
won't let her smoke her pipe, but
that's all latt's missing from her
standard La Verne characterization.

#### Diva Tradition Triumphs

Diva Tradition Trumphs
The legand of Mme. Lulas Tetraczini still lives in the hearts of the
Paramount theatre patrons. They
don't forget the glory of her silver
tones. Perhaps elsewhere her fance
has dimmed with the waning of her
volce, but the Paramount has only
the deepest received for her tradition.

the deepest remove for her tradition.

They're proud to incomer sing to them, cager to see in person the great opera diva whose phonograph records used to enchant them. Mme. Tetrazzini's songs are given the Classical's post in the show usually reduced the control of the contr

### 10c Peep Show

Los Angeles, March 7.
One of the dime stores, showing what can be done with a yard of black lace, made up one of these splderweb steps-ins.
Garment is displayed with a sign, 'Por Demonstration'
Are the girls behind that

secretary, sulkily blonde Juliette Compton his entanglement.

Compton his entanglement.

Since Miss Compton is known to the picture world as an unmittagated villatiness, Mr. March falls in love with Miss Francis. Though sometimes Miss Francis isn't all she should be, her deep, yearning volce proves that she always has the right instincts anyway.

the right instincts anyway.

Financial reverses in her family compell Miss Francis to take a job as a secretary, but it seems that with her salary Miss Francis pays debts. Certainly she doesn't buy clothes, for the ones she's wearing must be left over from her girlhood. They're jaunty and debonair and all that, but too given to little youthful collars and

\_\_(Continued on page 63)

### **Uncommon Chatter**

By Ruth Morris

5 Brands of Sweetness
Five actresses in 'After Tomorrow' dispense five different brands
of cinema sweetness. Marian
Nixon's is the dulcct kind, all tender Nixon's is the dulcct kind, all tender and dewy eyed in honor of an ingenue who—come what may—smiles through her tears, turns, sobs into little squeals of morriment. Minna Gombei defes herself to be human. She hates her home, her husband, her child. Sweetness has to fight its way through all the barriers she erects in loyalty to an excellently played part.

It's just the reverse with Joseph-ine Hull, nast-mistress at cloaking viscious selfishness with saccharine charm. Greta Gransted's swect-ness is one of bold allure; Nora Lane's the self-compleaenc of a lady who knows she's doing right.

The quintette swoops down on its assignments with the fervor of actresses who know they are well cast, made-up and appropriately costumed, and are determined to make the most of it.

Mae's Operation

Mae Clarke need never look back on her claime need never look back on her claime her operation. She may tell calling her operation in the calling her operation in the calling her operation and her operation and the calling her operation depends on the calling her

Metallic Roxy

Metallic Roxy
Roxy dancers have their choice
of metals this week. Between slows,
they may think over their nestgarments and decide whether they like
(Gold, 'Iron' or 'Steel' bears
(Gold, 'Iron' or 'Steel'
(Gold, 'Iron'

a striking background for earticles Bowman's interesting. Javanesque solo.

Molten Iron, 'they emirge, through back velvet, currains hope, into the audience' will belief and through back velvet, currains to provide the suffered will belief the suffered will be the suffered will be suffered by a being poured out of an corremous melting pour Roxy patrona, used to blinking at effects that don't quite come off, are always ready to meet a good idea half way. They conscientiously try to believe that the girls, lying fals on the stage and rippling lengths of block, red and white chiffon, are an unbroken stream of liquid metal. Unfortunted the suffered books like nothing flat on the stage and rippling lengths of black, red and white chiffon.

Street believes that gleaming

lengths of black, red and white chiffon.

'Steel' believes that gleaming rivers come to life and work gy-rating dance groups into intricate mechanistic patterns. Plack vel-vet robot subts, jointed with silver, help the illusion.

Vet robot surs, jointed with silver, help the illusion.

Renamed but Unchanged

Mendel, Inc. emerges on time screen in the scree

### 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.

Barbara Stanwyck 7 In introduction of dramatiom o m e n t s -from-pictures sketch, voice pitched too sketch, voice pitched too low to carry house. Texas Guinan.... Builds up good entrances for her troupe, then distracts audience attention from their performances. Daphne Pollard... 0 Theadbare material unworthy a first rate clown. Straight woman with the precious ability to make her answers seem im-Aileen Cook..... promptu. Ann Boland..... (Guinan Gang) Facial beauty shrewdly en-hanced by make-up. Love-lier to look at than to listen

Miss Murry..... (Colby and Murry Revue) More interesting grooming necessary to project a fresh, unspoiled personality. Loretta Adams.... Male impersonator with pert, indlyidual style (Guinan Gang) argie Barratt... ersonal style beelouded by dull costuming. Revue) Lightning dancer. acrobatic ee La Marr swift (Colby and Murry Revue)

Keller Sisters.... 7 Affable, lively personalities and well rehearsed routines deserve smarter grooming. Audrey Parker.... (With Herman Timberg) leasing singer wins audi-ence with her nalve manner and Southern drawl.

Marion Wilkins... Dancer with varied routing and four partners who help to earn applause. Costumes a bit shoddy and careiessly worn.

Irene Rich..... 8 Zealous sweetness, worked into a dramatic sketch, reaches its climax in a 10 condescending eurtain speech. Otherwise a neat personal appearance. Helen Stone..... Youthful dancer

new, more flattering costume. 4 Spiders..... 4 Webbing and acrobatic spe-clalists should apply themselves to general improve-ment in make-up and neat-

Straight woman spolis ap-pearance with an in-life-like pink and white make-Patricia Chapman, 5

Chorus of Doc Baker's Revue., 4 7 7 5 5 Poorly groomed background for Dec Baker's Protean stunts. 2 Б 6 0 4 45

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Trade Mark Registered ed Weekly by VARIETY, inc Sid Silverman, President New York City 154 West 46th Street

SUBSCRIPTION
Se Foreign 15 Cente Annual..... Single Copies

VOL. 105

### 15 YEARS AGO

(From 'Variety' and 'Clipper')

Although he had died in Mlam around Xmas, Chicago was still wondering what effect the death of Geo. H. Castle would have on the Kohl & Castle firm, then controlling Chicago vaude. The circuit continued. Castle's widow, now Mrs. Horns, is living in East Au-

Sarah Bernhardt, who had been playing tents and auditoriums as a gesture of defiance to the 'syndicate' (K. & E.), was bending her ear to the whispers of the Keith cir-

Just to prove to Providence that he didn't mean his kidding, Geo. M. Cohan sought to save its baseball franchise. Was willing to take it over himself if necessary.

Renee Bennett, a new act at Procor's 23rd St., was canceled for rearing too few clothes.

White Rats issued strike order ugainst Loew and Poll theatres
Only seven walked on Poll and none
at Loew's, but the pickets paraded
and got pinched and punched. Variety' got out a strike bulletin riety' got again.

Criterion theatre was hiring pic-ture extras at \$1 a night to line up at the bo. to suggest prosperity. Same thing currently being done in

Stage hands demanded the union ization of Loew theatres.

Stock mgrs. worried about short ge of new plays.

### 50 YEARS AGO

(From 'Clipper')

Receipts at the six day walking match, just ended, were \$30,190 for paid admissions and \$6,535 for privileges. Entrants were not paired, each hoofing on his own and sleep-ing when he dared. Geo. Harzal, the winner, covered 500 miles, a new record. Did the first century in 1

Rossi, European tragedian, wen on the rocks in Detroit. Manage decamped with the receipts, leaving decamped with the receipts, leaving the troupe two weeks in arrears. Rossi paid all but three members one week's salary and supplied transportation to New York out of his own pocket.

"Tommy Prescott," performing cockatoo, described as the most remarkable trained bird in existence died at the age of 40. Was buried in the grave of his original trainer D. K. Prescott.

Dan Rice, one of the most famous of old circus clowns, was in Cincin-nati purchasing milling machinery for a silver mine he was operating in New Mexico.

Some one wrote a western dramator McKee Rankin. Turned down because it had no part for Mrs Rankin. Author then rewrote the lead in dialect and sold it to Gui Williams.

P. H. Semon advertised for a jol P. H. Semon advertise? for a sa clown, comic vocalist, ring ter or equestrian director. Couble into the concert as bon straight. If he couldn't get he was willing to travel with a signer shows.

Some one advertised for a band of long haired Indians to troupe. Had a preference for 'large, portly

Give to the poor all they honestly earn' being plugged as a great song for motto singers.

### Inside Stuff—Pictures

A move is under way by the major chains for the elimination of all banners, flags and other similar detachable paraphernalia used by theatre fronts, marquees and buildings for advertising. Objective is seen as a siap at the New York Sign Writers Union, No. 230, against which most of the chains are rebelling. The only doubtful circulat for 10% accord on agreement to cut out all banners, flags, etc., are Loew's and Warner

Bros.

Additionally to the sign writer cost of preparing the house front material, held by chains as too high, feeling is mounting against strip pleese, banners and the like in order to avoid the violations that are frequently slapped on theatres for using these and other displays.

All advertising lettering comes under the jurisdiction of the N. Y. sign writers. Contract between the chains and the New York local

Calling off rehearsals of Lizzle Strutter' through fear of police interference that closed the original Lysistrata, the Domino Club of Hollywood ingrouss later calmed its qualms and presented Lizzle" and other sketches at the clubhouse. Walter Catlett was called in by the all-femme screen group to clean up the plece and give it some last minute direction. Another thought which bothered the ladies is 'What will the men

mink". In the skit were Louise Fazenda, Thelma Todd, Gertrüde Short, Joan Standing, Mia Marvin, Mrs. Harry Beaudine, Mrs. Maurice Black, Mrs. Pat O'Brien, Georgia Fifield and Eleanor O'Reilly.

By accepting Universal's offer to come to Hollywood, R. C. Sherrif By accepting Universal's offer to come to Hollywood, R. C. Sherriii to temporarily giving up an Oxford education. The author of Yourney's End' had enrolled at the English university in the fall to acquire a lond desired. Oxford degree. He expects to re-enroll as a history student after completing a four months' contract with Universal. Sherriff, an lineurance salesman until clicking with 'Journey's End', is reputed to be wealthy through the royalites on, this, on Endgers Green, a play, and 'Fortnight in Spytember', hovel now in its seventh edition.

Writer's U contract specifies he is to work with James Whale on the creen version of 'The Road Back.'

Hungarian Picture Censure-Committee's report on its 1951 activity show that of 1,112 pictures, 52 were tabooed. This would appear a very small percentage but of the 1,112 films, only 312 were regular features, the rest being shorts. The 52 prohibited ones all came from among the raiks of the 312 features, which means 18%.

Censorship is no less strict in 1932. The last banned were Metro's War Nurse' United Artists' Tempest, Par's Dr. Fu Manchu' and 'American Tragedy. The last mentioned picture got a repeal from the ministry of interior, highest forum, and was later presented for spectators above 16, with apparent success.

Film house managers in the Lehigh Valley have found the reason for poor business this winter, they believe. Cause is too many little theatre movements and dramatic clubs. More this season than ever before. Only last week the Lafayette College Little Theatre presented a show

Only last week the Lamyette College Little Theatre presented a smooth for three nights to capacity, audiences, the Little Theatre in Allentown did another on several nights, the local high school presented an operature on two nights, the Easton Symplony orchestra held a concert, and other dramatic clubs were busy. Active stage work was not an exception either. Whether it's an allbi or not, that is what the picture boys claim.

It is now believed that the raid on the Motion Picture Club, New York, by prohibition agents, was on a tip to the authorities from someone who worked in the club. This is deduced from information that tife agents knew exactly where to go for the liquor when entering the club, something that few, if any, of the members themselves know. Original belief, not reversed, was that a member made the complaint to the authorities. Every effort to learn which member, if any, so far has been fruitless.

Several foreign film trade papers recently have carried stories that U. S. film men are boycotting European product. Special mention has been made of Ufa's 'Congress Dances.' Europeans seem to feel that America should have taken this film long age.

Stories are surprising since American major film companies purchased eight foreign pictures within the past two weeks for national distribution, that number including the mentioned Ufa film.

During the tour of the Fox West Coast houses by the Skourases and their party from Kansas City to Los Angeles but one dismissal occurred. Preceding their entrance into each of the FWC towns, Spyros and Charile Skouras sent word to have the division and other managers present with reports ready. The Skourases are of that very small show group of 18-hour workers a day.

In one city a division manager's report and conversation didn't reveal any intimate knowledge of his division.

Reports of difficulties between Fox and Noel Coward over recent dea for three of his shows to be filmed by Fox are scotched in the east. It is said Fox so far doesn't know what the third play of the trio purchased will be but that under the original deal the third was to be picked by

nutual consent.

Other two are 'Bitter Sweet' and 'Cavalca

Stanley, Pittsburgh, removed the operation scene from Impatient Maiden' (I) in its entirety. Management figured too much hospital stuff in recent pletures, and also those on way.

Basic reason was that theatre's next picture, 'Alias the Doctor,' like-

wise has the same thing.

Salary cutting proclivities of a new exec at one of the comedy lots has everyone shaky. Final touch to set them wild was the announcement in the studio barber shop by the exec that in his opinion no actor, or director, working in comedy two reelers was worth more than \$100

Inserting the wedge into that almost imprognable American domination of short-subject features, Associated Screen News, all-Canadian organization, is now doing a scries of 'Canadian Cameo' and 'Sport Chats. Latter deals with sports classifications, first of the series being a picturization of the Londos-Zaharlas wrestling bout.

California rain is dripping back to the home offices of several indi-producers. Floods are estimated by W. Ray Johnson to have cost his Monogram company \$30,000. Every time a western company of John-son's decided on location, and there were 11 of them, it rained.

Part open for a child in 'Veneer,' a Radio picture, resulted in a con vention of 15 little girls, 15 mothers, and five agents, who spent half a day on the interview. Aggregate time 17 % hours. The lucky child worked two days.

The 'Film Daily's' annual Year Book has been issued. This is the 14th edition of the scries with 1,056 pages between the covers, equalling in size the edition of '31.

### Inside Stuff—Legit

Just about 24 hours passed between the time Henry Forbes dropped Bloodstream and Sidney Harmon picked it up. Latter went into production on it immediately.

Oddity is that written by Fred Schilk, a young playwright, Bloodstream was one of three shows Schilk sold early this season, but none of which have come in. Carol Sax has Schilk's Come Murphy' and Sam Golden the same author's adaptation of 'Sanctuary'.

A young crowd concerned in producing 'Bloodstream' Sidney Salkow is to direct, together with Schilk and Harmon, none long in the 20's.

A producer occasionally active on Broadway was having director trouble on his show. He finally had a deal set with a w.k., stager to take over the job which two men had previously tried. At the last minute the director sent word to the producer he'd only handle it providing he were to have final say so on casting, rewritting, staging, etc.

When the producer sot the director's note he sent back a wire reading, what fun would my wife and I have if you took complete charge of the show? Another mesger was called in.

New York Times' pulled a surprise in sending J. Brooks Atkinson, its dramatic critic, to cover the world premiere of the Guidd's Shaw play, Too Good to Be True, opening in Boston Monday (29). Atkinson panned the play. Times' was the only New York daily to have a special man

when Maude Adams returned to legit last fall the New York 'Sun' dld the same thing, sending Ward Morehouse to cover the opening in Cleveland.

Dick Bennett held his tongue for three full weeks of 'Cyrano' at the Geary theatre, Frisco, obeying a clause in his contract forbidding curtain

specenes.

Bennett had been burning at the forthcoming engagement of Walter

Hampden in the same show, so when the 'Cyrano' star stepped down

stage after the last curtain closing night, the stage manager ordered

the lights doused and the asbestos dropped, leaving a thoroughly mystifled legit star in the dark.

No buy was asked of the agencies for John Golden's Riddle Me This.' Polley of the house (Golden) for this attraction is to have all tickets on sale at the boxoffice, hence no allotments to the brokers either. Orders from agencies are acceptable but agencies wanting possession of

Olickets must buy outlight with no returns permitted.
Frank Craven, co-starred with Thomas Mitchell in the show, went into the boxofice for several periods last week helping sell tickets.

Riddle Me This was originally sold to George C. Tyler with the un-derstanding he would produce with Erlanger backing. Tyler also sald to have had the right to assign the show to another manager as he dld. Belleved that either Tyler or Erlanger's, or both, now have holdings in

Billboard front on the Broadway side of the Cadillac hotel, N. Y., has been taken by Sam Harris for his two musicals, 'Of Thee I Sing' and Face the Music.' Board runs half the block between 48rd and 44th streets, the east side of Broadway.

Price of the space is believed \$250 weekly at present, figure representing a considerable drop since the board was used for commercial products leaf of which was an author.

ucts, last of which was an auto.

Three-eighths of a week's salary due the cast of 'Smilling Faces,' Shubert musical starring Fred Stone, and due because of a three-day layoff when Stone's mother died recently, have been paid by the ctar. It is reported the Shubert receivers refused to pay the three-eighths. If the amount hadn't been paid, it is probable a case calling for arbitration would have arisen. It is believed Stone wished to avoid this.

Milton Kramer and Herbert Krapp are principals concerned in Forrest Productions, recently formed to produce for the Forrest, N. Y. House is one of those leases disaffirmed by the Shubert receivers. Kramer is part owner of the theatre and Krapp the architect, and also said to be a part owner. First show, 'A Few Wild Oats,' is being staged by Chauncey Keim who was g.m. for Charles Hopkins for 18 years.

Cast for 'Park Avenue, Ltd.', which opened and closed in Greenwich Village last week at the Provincetown Playhouse, agreed to accept \$25 each weekly with the promise of more if the show moves uptown. Little production outlay on the show, principal set being cut down from a discarded scene in 'House Beautiful' to fit the tiny Village stage. Whether playing bits or otherwise all players are on the same \$25 basis.

Some producers tarry in boxoffice for various reasons, principally to watch the coln roll in. A somewhat different motive goes for Eimer Rice, author-producer of 'Counsellor at Law'. His favorite spot before and during the performances is in the Plymouth 5.5. Says he gets many a laugh and lots of lines from the customers which will probably many a laugh and lots go into his next show.

Bill Sullivan is out of the 'original' Fifth Avenue ticket agency (42nd street) after 22 years. He had a piece of the biz.
Sullivan is now with the Tyson Operating Co., the Sullivan-Kay agency.
He is a cousin of John Sullivan of that enterprise, also a cousin of John and William McBride.

Plan of Louis Macloon to crash into Hollywood's magazine field with a gossip paper, seems to have been shelved. He is reported preparing to produce legit shows out there again.

Ernest MacCauley, to have been the business manager of the sheet, is on the way back to Bgodway.

Legit actor familied himself out of a job in a production now rehearsing. He was set for the lead when he decided that two members of his family must also be in the cast. That, or he wouldn't work. He didn't.

Lucky Day, Coast colored musical, is not likely to hit Broadway before fall. Intention then is to build a new production, strengthen it with additional numbers and acts, and take only a few of the principals east. Troupe starts a Coast road tour next week.

When Earl Carroll vacated the theatre which has his name attached, he made a switt look for offices. He is now established in a Fifth avesuite said to be, even with a liberal concession, among the most expensive any legit producer ever had.

Engene O'Neill's next play to have a background of the American revolution, will probably be standard play length.

### Court of Appeals Reverses **Frankie-Johnnie' Conviction: 'Dramatization of Folk Song'**

New York state's highest tribunal, Court of Appeals, reversed the conviction of indecency against John M. (Jáck) Kirkland's Frankle and Johnsle' (play), by a vote of four to three last week. Kirkland, divorced husband was developed to the state of the

dedency.

Judge Cuthbert W. Pound wrote
the opinion which was dissented to
by Judges Crain, O'Brien and

The Decision

The Decision
The opinion pointed out:
The production of such a play
may be repulsive to puritanical
ideas of propriety as would
('Camille' and may be offensive
to the more liberal minded as
lacking in taste and reinement,
as would 'Abl.'s Irish Rose.' The play may be gross and its char-acters wanting in moral sense. It may depict women who carry on a loathsome trade and their on a loathsome trade and their associates. It cannot be said to suggest except to a prurient imagination unchaste or lustful ideas. It does not counsel or invite to vice or voluptuousness. It does not deride virtue. Unless we say that it is obscene to use the language of the street rather than that of the scholar, the play is not obscene under the penal law, although if might be so styled by the censorlous. However:

be so styled by the censorious."
We do not propose to sanction indecency on the stage by
this decision or let down the
bars against immoral shows or
to hold that the depiction or
scenes of bawdry on the stage
is to be tolerated. We hold
merely that the fact that
Frankle and Johnnie' and their
commanions were not nice necrranse and Johnnie and their companions were not nice peo-ple does not itself make the play obscene. A history of prostitution or of sexual life is not per se indecent although such a book might easily be so written as to offend decency. The opting sees or The opinion goes on:

The opinion goes on:

The prosecution herein arose
arone in the prosecution herein arose
ancient folk son; Fra. kite and
Johnnie' which told the tale of,
the adventures of Johnnie, a
country boy, in a St. Louis resort for drinking, gambling and
prostitution in the middle of the
last century. That the
language of the play is coarse,
vulgar and profanc; the plot
cheap and tawdry. That, as a
(Continued on page 54)

(Continued on page 54)

### SCHWAB-DeSYLVA IN **HUDDLE ON NEW SHOW**

Lawrence Schwab goes to the Coast late this month to collab with Castrience scienced to the Castrience science and a new musical. Social with month to collab with a Castrience and a new musical social way and the collab with a continue as their own independent writing team for production, aithough the trio go into a huddle on pop stuff. Everything is published exclusively by the music firm bearing the three names. Brown-Henderson figure that the 8% of the gross they receive from the shows they write is top money economically and that the inclusion of DeSylva would merely curtain they split, Whereas, as two learns they are better off, financially.

### Musicals for Olympiad

Los Angeles, March 7.

Intimate revues with material by studio writers, will be sasged at 300 Pasadena Community theatre in Nazy by Harold Heet, dance director, which was behind, the musical with olympic moved aspiration of the Green Merse has an option on the Green Merse has an option on the Green Merse has a middle of the control of the difficulty of the control of the olympic draw in mind.

### To Length of Run

Philip Gerton put 'The Danger Linc,' by Crane Wilbur, into rehearsal Thursday (3). Cast, headed by Lester Vail, Howard Lang, Fuller Mellish and Lenita Lane, jo understood to be working on a basis derstood to be working on a basis wheroby salaries are boosted weekly in accordance with the number of weeks the show runs. When a stated number of, weeks is reached the salary becomes fixed.

Frank McCormack is directing. Remainder of the cast takes in Dorothy Tennant, Robert Lowry, Peter Goc Chong.

### If 'Tower's' Authors Refund to Mgr. Can Have Play's Rights

Arbitration in which the authors of 'Black Tower' contended that the possible picture and stock right should revert to them because the producer, Ben Stein, changed the script without their permission, has

producer, Ben Stein, changes the script without their permission, has been decided in favor of the writers providing they turn back to the manager all monies paid them within two weeks from March 4, two months, the authors having toten about \$1,000. No encouraging picture offers are known.

Four days of hearings were consumed with Morris Green acting for Stein, Elmer Rice for the authors (Ralph Murphy and Lora Baxter) and H. Bernard Ridder, publisher and H. Bernard Ridder, publisher wanted to call the cases a draw, figuring both sides erred, but finally ruled with Rice who insisted on the letter of the Basic Minmum Agreement of the Dramatists Guild.

In conduing the case Ridder said to RR dunding the case a draw in the said to RR dunding the case Ridder said to RR dunding the case Ridder said to RR dunding the case.

In concluding the case Ridder said to Rice:

'I am interested in 12 newspapers from here to the Coast. We do business with writers also collective bodies (unions, referring to the Dramatists Guild and Authors League). How any sane man could sign such a contract as the Basic agreement, I cannot understand.

on the Coast engaged in pictures and Miss Baxier was rehearsing in The Animal Kingdom' when Black Tower' was being reher sed. Stein

The Animal Kingdom when Black Tower was being rehe red. Stein said the last act had but 19 pages of script and that he engaged a writer to extend it mere than twice that length. The show, even now, ends its performance earlier than is usual.

is usual.

Criux of the dispute hinged on clause 9 of the Guild's Basic Agreement' which denies producers the right to change the content of original scripts without consent of the author. It is a matter that has caused no little trouble between playwrights and managers this season. A demand to the Authors League for a change was scheduled recently and the clause may be the subject of a managers-authors conference soon.

subject of a managers-authors con-ference soon. Tower's authors maintained that if Stein owned the present version of the play, they were entitled to it in its original form. On the technical point of the agreement they won. Show year, or they won. Show year, or they won. Show year, or they won. Stein within two weeks the manager will retain the rights in question.

### 'Follies' Closes After 39 Wks.; No Coast Trip

39 Wks.; No Coast trip
The Folles will close its season
at Baltimore Saturday (12) at
which time it will have played a
total of 39 weeks. Ziegfeld show
was on tour for 17 weeks, booked
in the key spots where excellent
business was done Plan to tour tothe coast has been abandoned, show
being too heavy for the long trip.
Next Follies' is tentatively dated
for June, with Maurice Chevalier
starred according to present plans.

### 'Cyrano' on Horseback

Los Angeles, March 7. With Walter Hampden at the Biltmore and Richard Bennett at the Belasco, both playing 'Cyrano,' boxoffice employees

at the Belasco, both playing 'Cyrano,' boxoffice employees are dizzy.

A man buying tickets for the Bennett production asked the bo. man if there were any horses in the Bennett show. Bo. man said there werent. 'Gimme back my money demanded the patron, 'Hampden's advertising horses.'

### **DELAY SHUBERT** REPORT FOR **CREDITORS**

Shubert Theatre Corp., expected to be filed with the court next Saturday (12), will be delayed. Reason is that the receivers desire to confer with the various protective committees representing all classes of creditors, that the latter may be acquainted with what the report will contain.

That it will be impracticable to continue the business under present conditions is virtually certain. A revision of figures shows the re-celvers face the task of raising \$5,-000,000, in order to dissolve the re-celvership. That total includes to dissolve the re-t total includes debenture bonds 6,450,000. Earlier 000,000, in order to dissolve the receivership. That total includes
the outstanding debenture bonds
amounting to \$8,450,000. Earlier
estimates that \$2,000,000 had to be
raised is explained to have meant
that that sum was necessary to
carry on the business as actual
working capital for a reorganization
plan which, as yet, has not been
proposed by the Shuberts.
There are two committees for the
bondholders, one acting for an
independent group representing
clients of bond houses which sold
the paper, in addition to the Selig-

clients of bond nouses which sold the paper, in addition to the Selig-man brothers. There is also a com-mittee for the stockholders (last stock quotations out as 50 cents) and a committee for general credi-

the court or the creditors are going to do about it is a guess at this

### Freed's Libretto and Tiomkin's Music for Lubitsch's 'Czarina'

Arthur Freed is in from Holly wood to work on the lyrics and book proposed for the Ernst Luhltsch stage operetta. Dimitri Tiomkin, husband of Albertina Rasch, will do the music to Freed's libretto. Miss Rasch and Tlomkir will be in on the production with

will be in on the production with Lublisch.

Freed is carrying over some of his material from a Viennese operation to the coast with Vicki Baum and Oscar Strauss until the latter twaln's departure for their native countries halted the collaboration. The book will be based on "The Carlina.' Negotiations are continuing to secure Maria Jevitza for the title role.

### White Handling 'Scandals' From Florida by Phone

George White is operating the road four of Scandals' from Miaml Leach where he is vacationing. Show closed at the Apollo, New York, and opened at the Boston Opera House vesterday (Monday). White has been on the phone an average of three times daily. Fact that 'Scandals' is booked for a number of civic auditoriums, requiring much technical detail that

a number of civic auditoriums, requiring much technical detail that doesn't apply when showing in regulation theatres, makes White's long distance management unusual. A Broadway box-office man will handle the ticket sales at the auditoriums, some of which have guaranteed the show.

### Legit Actors for Bill Against Alien Players as Film Companies Prepare to Fight Same Measure

### Adele Astaire Quits 'Wagon' for Nuptials

Chicago, March 7.

Vera Marsh stepped into the Adele Astaire part in Band Wagon' at the Illinois here last night (6), a week ahead of the slated switch. When the show came in it was understood that Miss Astaire would linger until the end of its Chicago engagement (12).

Miss Astaire is due to leave for

engagement (12).
Miss Astaire is due to leave for Europe during the current week to marry Lord Cavendish. Fred Astaire stays on with the revue which makes its next stand in Cincy, lays of Holy Week, and then reopens in St. Louis.

### **Dance Recitals** Show Biz Leap. Tho Yanks Lag

Claims are 1...ade that dance re-citals are approaching an independ-ent and well-paying basis. Leading dancers are said to be playing to satisfactory grosses throughout the country, compared to the time not so far back when few, other than the friends of the artist, were con-cerned in the recitals. Noticeable point is that, with one Noticeable point is that, with one doing he best business are Ameri-cions. The one breaking the rule is supposed to be Martha Graham. Among these managers various Claims are 1, ade that dance re

supposed to be Martha Graham.
Among these managers various
reasons are given for the pickup
which has taken place since the
deaths of Isadora Duncan and Pavlowa. Mainly it's that styles have
changed, with the recitals now along
strictly modern and futuristic lines
differing from the softly painted ettects of the past master.

The past master of the proper of the past masters proentation is also emphasized as a
moint.

### More Reviews

More Reviews

An indication of the change is
that practically all New York
dailies now carry dance critics.
Formerly, reviews were assigned to
a no-byliner who aiways deemed it
as a n. s. h. assignment. Straight
dance critics for metropolitan dailies
started with John Martin of the
Times, who started three or four
years ago with criticisms and a
weekly column.

Times, who started three or four years ago with criticisms and a weekly column. One dance manager handling a Yankee girl plans to take her abroad and return under a different name should the concert tour about to start fail. This is an old dodge for show bushess, but deemed necessary by the dance pilot.

### Reopen Matter of Two Shubert Shows' Salaries

The Equity-Managers' Protective Association question, concerning salaries due the casts of two closed Shubert productions, will be reopened this week. It has lain dormant since the first of the year. factors in the reopening of the Issues were the return to New York from a vacation Friday (4), of Frank Gillmore, Equity president, and the previous return of Lec Letter to the M.P.A. was to have

Letter to the anti-A. was to have been sent out the latter part of last week, or the early part of this one, by. Equility's legal department. Shows concerned are Constant Sinner and Allison's House. A total of nearly \$10,000 is involved.

### Group's 2 Depend on Results of First One

Results of First One
Group theatre, Guild offspring, is
producing without an Equity bond,
following the usual walver proceedure of assigning 50% of stock and
film right: to the cast. When under Guild auspices no bond was
necessary for the younge firm.
Group opens "Night Over Taos"
at the 48th Street, New York,
Wednesday (D). Understood the
Group opens the product of the
west blows, the next depending on
the results of Taos".

The bill restricting foreign actors in the United States, introduced by Representative Dickstein in Congress, has created a bit of a furor in New York professional circles. A special meeting of Equity's Council was held Friday (4) for the specific purpose of considering and indorsing the measure. Around the actors' clubs the sentiment in favor of it was virtually solid.

ing the measure. Around the actors clubs the sentiment in favor of it was, virtually solid.

The picture interests, of course, are strongly opposed. The film industry is believed to have started a clustry is believed to have started a country of the film industry in the country of the count

aid in effectiveness. Equity's rules prohibit allen actors, principally British, from appearing here for more than one consecutive engagement, a six months' interval to space the next legit appearance unless the foreign players shall have attained resident allen standing or has played here 100 weeks.

er shall have autamased and standing or has played here 100 weeks.

There is an exception, however, in the case of an alien star, or player quited for some apecial characterisation. This libes exactly with the Dickatein measure, which would bar all others in all branches of the acting field.

Should the measure be passed by Congress, the matter of Judging whether a forcign player could enter America and appear profession—ment of Labor. In this case it is likely that precedent would be followed in that the various actors associations would be called upon to verify the status of the entrant. The Dickatein bill reads:

The Dickatein bill reads:

The Dickatein bill reads:

The State of America in Confidence of the particular and the state of America in Confidence of the particular and the state of America in Confidence of the particular and the state of America in Confidence of the particular and the state of America in Confidence of the particular and the state of America in Confidence of the particular and the state of America in Confidence of the particular and the state of America in Confidence of the particular and the part

House of Representatives of the United States of America in Con-gress assembled: That the contract-

House of Representatives or ine United States of America in Congress assembled: That the contraction provisions of the immigration, whether coming for permanent residence or for a temporary period.

'Soc. 2. No alien actor shall, as such, be considered a professional actor, and 'artist,' or a 'singer,' within the meaning of the fifth provision of section 3 of the Immigration Actor and 'composition,' (1) He is of distinguished merit and ability as an actor, and '(2) His professional engagements within the United States are of a character requiring superior tailors. In the case of an alien see of coming for a temporary period, who is exempted from the contract-labor provisions of the immigration laws by the fifth provision of section 3 of the Immigration laws by the fifth provision of section 3 of the Immigration as may be by regulation as may be by regulation. Labor tincluding where deemed necessary the giving of a bond with sufficient surcely to insure that at the termination of his contract he will depart voluntarily from the United States.

### Akron Union Men Plan **April Co-operative Stock**

Akron, O, March 7.

Encouraged by the success of the plan in Canton, stagehands and muslelans who have been unemployed for more than a year, plan dramatic stock on a co-operative basis riere. Crand Opera House js mentioned as the location with opening planned for carly in April, Personnel of company still incomplete.

Co-operative stock has been running at the Grand, Canton, for almost five months, stagehands and inusicians' share ranging from \$20 to \$50 a week. Some 23 men are to \$50 a week. Some 23 men benefiting from the setup there

### Mgrs. Themselves Partly Responsible For Smart Crack Critics, Says Sirovich

'I am not opposed to the freedom Colored 'Day' Due for

'I am not opposed to the freedom of the press and speech, but I am strongly opposed to abusive criticism.' Congressman Stroylor told 'Variety.' The managers themselves are partly responsible for the things they have complained about to me. They reprint the smart remarks from criticisms and even put them in lights over theatres.' Dr. Stroyloh was in New York over the past weekend.

But it is the managers who have read the new that the metrician and the strength of the streng doctor intimated that some of the things reaching the dallies might have been said by others on the Patents Committee.

### Regarding His Play

Regarding His Play

The fact that a play written by me, presented nearly eight years ago and which was not liked by the reviewers, did not impel me to attempt clarification of the charges against critics. We had and have no intent to pillory them. We just want to know from them what it is all about and whether the managerial charges are true. We asked the producers to come down to Washington, and the replies were that this manager and that had gone broke. Some blamed it on the critics, and have been saying that for years.

critics, and have been saying that for years.

'Protection of an author's work is the main object of the coming changes in the copyright act. With the object of fostering the cultural development of the country, we wish to protect authors and playwights as much as possible. There-wish the protect authors and playwights as much as possible. There-wish the protect authors and playwights as much as possible. There-wish the protect authors are provided in the protection of the pr

contain yet on a certain specific right to a written work. Whatever other rights there are, and
those which should develop, should
belong to the originator (author)
or he should share in them fully.

In protecting authors and thereby encouraging them, it seems to
me that I am also furthering the
theatre and therefore adding the
very critics who have chastised me,
in prolonging their profession. And,
by the way, I think they should
qualify to view shows just as men
in other positions must qualify before some representative body or
board.

Sends Warning

The Sonds Warning
The Congressman last week sent warning to the critics that they should not dety Congress, This followed the refusal of the reviewers to go to Washington and talk it over. Who was to pay the transportation and hotel expenses was not mentioned. It is arranged for Dr. Sirovich to review a play later this week, his comment to appear alongside that of the regular reviewer of the 'Graphic', Ed Sullivan.

h ls first statements, the Conroessman was credited with saying
only 10 theatres were open on
Broadway. A correction the next
day made it 25% of the total devoted to legit shows. At the time
29 houses had shows. There are
about 60 all told on Broadway. As
chairman of the Patents Committee
the doctor asked producers to visit
him in Washington. When none did
so there was comment to the effect
that the managers were too broke.
What result the 'campaign' will
have is uncertain but Dr. Silrovich
is credited with supplying the col-In his first statements the Con-

is credited with supplying the columnists with welcome fresh material. That it was ple to the critics also was shown by the volume of come backs in type. In Washington the situation was regarded iron-

The doctor promises to take the matter to the floor of the House of Representatives if the critics do not The doctor promises to take the matter to the floor of the House of Representatives if the critics do not appear before him March 14, He said, if they refuse to come, they won't be defying me or the Patents Committee, they will be defying Congress.

Dr. Sirovich proposes to write a proper section of the press.

### S. F. Fortnight March 14

S. F. Forthight Match 14

San Francisco, March 7.

In a deal completed this week between Alex Pantages and Ralph Pincus the colored musical, Lucky Day, opens at Erlanger's Columbia March 14 for two weeks. Route is being ind out for future dates by Pincus. Pantages represented his son, Rodney, who along with others owns Day."

Show was originally slated to

Show was originally slated to come into the Curran here but deal fell through when musicians union demanded the usual house orches-tra in the pit, in addition to the

traveling colored musickers.

Plece will have a \$2 top, lowest
here in some time with exception of Duffy's \$1.50 productions.

### YOUMANS' REVUE IS ONLY FOR THE ROAD

Vincent Youmans is casting a revue to be played only on the road. Composer-producer evidently feels this is the safest way to work off

the debts on which he was recently granted a moratorium.

Jack Osterman is one of the first to be engaged. Additional possibilities are Sophie Tucker and Joe Besser, of vaude. Show will open in Chicago, although no date has been set, and is not to come into New York.

Youmans will salvage some of his 'Great Days' and 'Thru the Years' music as the score for the new revige, 'High Spots'. He is readying it for a Chicago spring and summer run.

Jack Osterman is set as m.c Youmans looking for a pict femme name to ballyhoo. R Lardner, Eddie Prebble and Ne Lardner, Eddie Prebble and Neman Levy are doing the sketches

### 'Racketeer' Resumes in Phila, Loses 3 Shows

Philadelphia, March 7.

Philadelphia, March 7.
The Forrest theatre (Shubert legit) was olosed for three performances last week (Friday night, Saturday matinee and night) due to another altercation with the local musiclans union (No. 77).
Musiclans claimed that under agreement with Shubert organization six members of the orchestra at Keith's theatre (rented last season and this to picture companies) were to be taken care of either at the Forrest or Shubert theatre; their contention was that this their contention was that this agreement was broken in the case of The Little Racketeer! last week's opening at the Forrest, when the Shuberts tried to oust three of the extra musicians.

extra musicians.

The argument was settled late
Saturday, it being agreed by the
union to arbitrate the two-year old
agreement regarding the employment of six musicians from the Keith orchestra.

Keith orchestra.
Shubert receivers took the stand
that since the lease was disaffirmed
on Keith's there should be no obligation as regards the orchestra.
"The Little Racketer's will reopen
at the Forrest theatre tonight (Monday) to play its final week. The
controversy will not affect the imminent energement of George
White's 'Scandals.'

#### PLAY ON MINERS.

Story having to do with coal min-ing and the strike in Herrin, Ill., is on the boards for quick produc-tion. It's a first play by Stanley Kimmel and is tilled Black Dia-

Ralph MacBane will produce

### Marian Spitzer to Coast

Marian Spitzer, handling publicity on 'Blessed Event,' will leave for the Coast March 15 to join her hus-band, Harlan Thompson. Latter is now out there for Co-

#### One Set Operetta

Not within memory has an operetta with a single set been attempted in New York. The sticks know about one-setters, but it's new for Broadway.

but it's new for Broadway.
Meagre production is involved in 'Marching By,' the
Shubert office blaming it on
the receivership, which calls
for curtailment in expenditures.

### MUNY AND STOCK TRY **COLLAPSES IN ST. PAUL**

St. Paul, March 7. 'World's biggest stock house,' Mu-nicipal Auditorium, has panned out

a flop.
Given a terriffic ballyhoo, with the
city taking the first 30% for rent,
and with a band of 25 members of
the local musicians, union playing
on percentage, the venture folded
when receipts, to the city were reported to have been insufficient to
cover lights and sanitor; service. Bene interests, owners of the house have taken on United Artists pic-

have taken on United Artists pletures.

When the curtain dropped on Madame X, first and last vehicle on the aud stage, players disbanded with no promise of reconvening in fall. Mary Newton and Dilion Deasy, the leads, return to New York; Sidney Mansfield, stage manager, Boston-bound; Bugene Shakespeare to visit in Duluth before goling east; Rees Taylor to Chicago; Florence Thompson, Dorothy Rich and Cora Defoe live in the Twin Cittes.

#### Leventhal's Musical

Musical, untilled, is being cast for quick production by Jules Leventhal. Hap Ward office is lining up the troupe.

Piece is a book show written by Vincent Valentini. Leventhal was Vincent Valentini. Leventhal was due back Monday (7) from Canada, where he operates several thea-

Hammond, Chastened by Dr. Sirovich,

Reprinted from Percy Hammond's Sunday column in the New York 'HERALD TRIBUNE' of March 6.

By Percy Hammond

**Makes the Gesture of Humility** 

### Theatre Surplus and Non-Draw Stars Among Amusement Ills, Dillingham

### Deal for Irene Rich And Daughter in Show

Deal pending between Walter Brooks and Irene Rich may be set this week, placing the screen actress into the leading role of Devo-tion, play by Elliott Lester, Brooks will produce and direct,

Actress closed some vaude dates Saturday (5). Part of the set-up is for one of Miss Rich's daughters to also be in the show playing her daughter.

Title of the play will be changed.

Title of the play will be changed, having recently been used, for a picture. If rehearsals start too late Brooks may lay off the plece after a few weeks and bring it in next fail. Lester, a school teacher, wrote 'Two Seconds,' which was produced earlier this season.

### Shuberts and J. L. & S. In Chi Garrick Rent Tangle

Chiange, March. 7.
Claiming that the Shuberts, operating the Garrick theatre as the Autumn Theatre Co, are behind \$2,500 in rent and interest on the principal of the total lease, the Garrick Building Corp. is suing the Loop Operating Co. (Jones, Linick and Schaeter), which sublet the house to the Shuberts in 1927.

to the Shuberts in 1927.

Case involves a legal mixup in which the Garrick building owners are trying to protect their interests in case anything happens to the house, such as the Shuberts dropping it. Amount stipulated in the sult is \$28,00, representing rental sum now due and including interest, at the rate of 7% per annum, of \$6,250 from May to December, 1931.

Too many theatres, stars that are scarcely such at the box office, scarcity of material and loss of much of the lure of show bushess constitute the major changes in show bushess as viewed by Charles Dillingham.

show business as viewed by Charles Dillingham.

Mr. Dillingham plunged into the show world 35 years ago. There were then about 35 theatres in the Broadway district. The manager's were then about 35 theatres in the Broadway district. The manager's world will not pick by earlies the strings theatrical will not pick by earlies the same and will not pick by earlies and the same and the same and the per near this same and the same and the same and the per near this same and the same at the same and the same at the same and t

Films and Radio Too

ago. Films and Radio Too

But the situation is not limited to the legitimate, says Mr. Dillingham. While from the stage angle conditions have caused landiords to become a construction of the control of

cning insofar as costs of production and admissions are concerned.

#### Romance Is Gone

Romance is Gone
Much of the romance that formerly attracted newcomers to the
theatre has disappeared. One reason, in the producer's eyes, is over
commercialization of the entire of
dustry. Thus many who even the
ether financially the producer's eyes, is over
ether financially thousalves, have
foregone any thought of a stage
fling. A cull of the records for
the past few seasons is offered as
proof. Another reason sighted is fat
the inefficient showmen aforementioned.
Stars who were once the main-

the inefficient showmen atorementioned.

Stars who were once the mainstays of plays, and a principal factor in profits, have dwindled greative in number. Few players can now tour and draw, states Dillingham. A review of the last year of two will indicate how neutral has been the reaction of the Broadway box offices to state. It is a star of the profit of the profi

### Rehearsals Halted

Rehearsals natted
Rehearsals of A Few Wild Oats,
for the newly organized Forrest
Production, were suspended by
Equity last week. Bond trouble.
Rehearsals had started two week
ago, Chauncey Kelm staging. It was
to allow rehearsals to the stage
time to allow rehearsals to the stage
of the stage of the stage of the stage
of the stage of the stage of the stage
of the stage of the stage of the stage
of the stage of the sta then taking it over

### WANT NEGRI AS LEAD

Shuberts are reported trying to obtain Pola Negri for the lead in The New Colony, by Luigi Piran-

Adaptation for the play is by Elizabeth Miele.

By Percy Hammond

The drama critics are disposed to sneer at the House of Representatives and its plan to investigate their destructive influence on the show business. But what will they do when, a week from tomorrow, they are arraigned before the Committee on Patents and required to defend themselves from Statesman Sirovich's indictment of their crimes? Accustomed to pampering attentions from their supine victims of the Stage, they expect, no doubt, to find the assembled legislators points if not obsequious. That, however, is not the practice of Congressmen on inquiry beat. They are as brutal in their methods as the critics are, and excel in the detested sport that owes its pleasures to another's pain. If a critic, therefore, misliking the committee's performance, expresses his disapproval in the usual manner, he will probably be sent to fall, where in fetters and the dungoor's dayless gloom, he may torment himself with his own contemptious hoots and wisecracks. He will have no docie before the strength of the strength of the contemption of the property of the property of the committee's subposen for the reviewers is allive with portents. It accuses them 'of trampling on the rights of authors and dramatists; of bankrupting producers; of reckless, unbridled, havsh and unjust assaults on actors; of incompetence and Ignorance; of preventing banks from lending money to impoverished managers; of rendering theatres idle and dormant; of reducing stagehands to starvation and destroying millions of dollars worth of property. Let the boys take that prospectus into the back room and look it over! It may cause them to realize that they are now in the hands of gentlemen unafraid, and that it behooves them or not.

It for one, propose to be in the Capitol punctually at dayloned.

I, for one, propose to be in the Capitol punctually at daybreak, March. 14, deferential and propitiatory. In my portmanteau I shall carry a list of the theatres I have closed, the managers I have ruined, the play wrights I have frustrated, and the actors, musicians, stagehands, electricians, carpenters, dressmakers, ticket brokers, wig venders and consections, carpenters, dressmakers, ticket brokers, wig venders and consections, and a data by Mr. Sirvich, If Congressmen christs, baseball games and a draina by Mr. Sirvich, If Congressmen Christgau, of Minnesota, and Swank, of Oktahoma, members of the committee, ask me the date of Fragpole Kelly's first performance, or if Macbeth's insanity was real or feigned. I shall not try to disguise my ignorance with a pun or a superclicious yawn. And if they inquire which dramatist I consider the world's worst I will be guided by the Japanese proverb which says, "It is better to lie a little than to be unhappy much." My answer, therefore, will be "Not Mr. Sirovich."

The Sinaic Mr. Brisbane, commenting favorably on Mr. Sirovich's cam paign, says that critics, instead of posing as bright little lads,' should help the Theatre by offering constructive suggestions to managers, play wrights and actors. That is, to teach them how to write, manage and act wrights and actors. That is, to teach them how to write, manage and act plays, 'pointing out their defects kindly without wounding their feelings.' The scribes might well take 'Mr. Brisbano's advice to heart. All that is needed to put the scheme in operation is a manager, actor or playwright, who will admit he has a defect.

### Some Sad Figures for B'way Shows. But Hits Hold Own—'Music' \$39,000

Broadway is coasting until Easter hoping for better going, but both federal and state income tax payments are pertinent factors. Particularly the latter because of the rate boost. Play list is being steadily decreased by low grosses and because new production.

because new production has slowed down.

Last week there was but on attraction that placed to cettal cases (Music Box) is not large and the demand is strong. Best morey was drawn by Face the Music, at \$35,000, which is about \$4,000 under capacity. Nearest to the leaders is Taigh Pare of at \$22,000, and Vanities dowe in moving from the Cartoli to the 44th Street, getting less than \$17,000.

A new contender is Hot Cha,

than \$17,000.
A new contender is Hot Cha, which opens at the Ziegfeld tonight (Tuesday). The advance sale

A new contender is 'Hot Cha,' which opens at the Ziegfeld onight. (Tuesday). The advance sale topped \$30,000, not including the signey advance money, which print day the sale of \$2,200 was claimed a record. Sad Figures.

Among the comedles and dramas there were some sad figures. The big grosses remained. Reunion in Vienna' led at \$22,000, with 'Animal Kingdom' next at \$22,000; next nearest was 'Counsellor,' \$17,000, and 'There's Always Juliet, '\$13,000, and 'There's Always Juliet, '\$

15. 175. 2. The week, with one down to the common may get moderate nioney, but none are indicated successes. River is Moon in the Yellow Filow. The common the Yellow is the common to the Yellow is the common to t

day (5).

First full week of 'Riddle Me This,' at the Golden, was encouraging with an approximate 310,000. Two other new shows which got favorable notices are in the rough. 'The Inside Story,' about 7 Frick.'

a, we, and a bit more for Trick for Trick.
Additional closings last Saturday:
Monkey, Mansfield; Bride the Sun Shines On, Colann, They Don't Sun Shines On, Colann, Sun Shines On, Colann, Sun Shines are slated for next week, Wise Girl, probably at the Calety, and 'A Few Wild Oats, Forrest. Iliness has been noticed at many boxoffices, One of the comedy leaders averaged \$100 in refunds last week.

week.

Estimates for Last Week

'Black Tower,' Ambassador (9th
week) (CD-1,200-43). Show on cooperative basis; authors-managers
dispute may shove it off; \$4,000.

'Blessed Event,' Longacre. (6th
week) (C-1,019-43). Theatre parties
will help show whose grosses are
mild despite strong notices; \$8,000
to \$9,000 last week.

'Cat and Eddie,' (3the 6,228 week).

to \$9,000 last week.

'Gat and Fiddle, Globe (22d week)
M. 1,416-34-40). Trade at \$22,000
last week considered good at this
time; should go into warm weather.

'Child of Manhattan,' Fullon (2d
week) (C-313-43). Regiveers not
kind to this new comedy; brilliant
aveeling the threatter mild: first
aveeling the threatter mild: first
\$9,000.

"Counsellor at Law," Plymouth (19th week) (C-1,042-33). Popular comedy success has felt slump but well out in front and still among leaders; last v. '; \$17,000.

well out in front and still among leaders; last N. \$41,000 works. (CO-168-43) there is the control of the contr

subscription production limited four or five weeks; about \$14,000, but mostly from Guild subscribers.

'Mourning Becomes Electra,' Al-vin (20th week) (D-1,327-\$4). Re-moval here marked by balcony at-tendance boost; gross last week was estimated better than \$14,000.

moval here marked by balcony attendance hoost; gross last week was cstimated better than \$14,000.

Night Over Taos, '48th Sfreet (1st week) (D-989-83). Presented independently (Group Theatter); written week) (M-1,000-85-80). Presented independently (Group Theatter); written week) (M-1,000-85-80). Comparatively limited capacity, house factor in capacity trade: no other musical selling out; over \$30,000. Beck (17th week) (C-1,168-83). Except: early last week comedy leader held pace; drop not material as indicated by a \$22,000 gross. Group leader held pace; drop not material as indicated by a \$22,000 gross. Group leader held pace; drop not material as indicated by a \$22,000 gross. Group leader held pace; drop not material as indicated by a \$22,000 gross. Group in the selection of the selection of

started better and still commands agency trade to profit.

The Inside Story, National (3d week), (D.146-\$3). Not sure of week), (D.146-\$5). Not sure of around \$5,000 for class production and excellent cast.

The Laugh Parade, Imperial (18th week), (R-1,466-\$4.40). This musical has been off with the field, but drew polents, when the start of the command of the comm

about \$25,000 plenty.

'There's Always Juliet,' Empire (4th week) (C-1,099-\$3). Doing all right; small cast romantic comedy from London rated close to \$13,000

right, small from London rated close to \$13,000 in the Warrior Husband, Morosco (1st week) (C-838-48). Presented independently (Harry Mosses), written by Julien F. Thompson; opens Friday (11).

Trick for Trick, Harris (4th week) (D-1,631-43). Improved some from the control of the control of

(R-1.463-33). Sudden moving here from Carroll last week accompanied by mild business; rated under \$17,000 mild business; last week along the summary of the

### \$38,000 for 'Hot Cha' On 2d Pittsburgh Week

Justical came in during tough times; last week at \$33,000 could have been letter but topped all.

(G-30 sever, A.A. owek and tours after Holy Week layoft; slipped back around \$4,000.

(Het Chay, Ziegrield (1st week) (M-1,822-\$5,50). Presented by Plo Ziegde show approximately \$80,-1822-\$5,50). Presented by Plo Ziegde show approximately \$80,-1822-\$1,500 on the fortight engagement. Monday and Tuesday was a bit claimed out of red.

(M-1,822-\$5,50). Presented by Plo Ziegde show approximately \$80,-1822-\$1,500 on the fortight engagement. Monday and Tuesday was a bit claimed out of red and either the case and the state of the companies of the com

### Shaw Play in Boston Gets a Good \$20,000

Boston, March 7.

Boston, March 1.
George White's 'Scandals' arrives
at the Opera House tonight. At a
\$3 top in this large house' and a
week's stay only, the town considers it an experiment for a revue of

Last week 'Barretts of Wimpole St.' led the town. Some attractions did well and others fell by the way-

Estimates for This Week 'Barretts of Wimpole Street,' Shu-ert. Last and final week big, \$27,-

'Everybody's Welcome,' Majeste.
Third and final week, \$15,000.
Too. True to Be Good, Cotonial.
First week of a fortnight engagement of Shaw play brought good \$20,000.
The Wild Duck,' Hollia. Blanche.
The Wild Duck,' Hollia. Blanche.
The Hollia. Blanche.
The Good of the Hollia. Blanche.
The Wild Duck,' Hollia. Blanche.
The Wild Duck,' Hollia. Blanche.
The Wild Duck,' Hollia.

### Bennett 'Cyrano' Flops in L. A. as Hampden's Enters

Los Angeles, March 7. Logit houses gathered goose eggs for their trouble last week. Biggest surprise was the flop of Richard Bennett in Cyrano, which didn't break \$1,000 on its initial week open in the condition of the condition of

Opening night, usually, a picture audience, played to a half empty house, and the property house of the Benard rows which all production with the property has been added to the production of the same piece. Advance for Hampden was weak and indicated that the New York production at \$3 was less wanted than the production with the production at \$3 was less wanted than the production with Hampden's. Both production with Hampden's. Both productions are in for two weeks and overlap on the current seven day. Carrillo in 'Gypsy Jim' at the El Capitan failed to draw any better than, average business with \$4,600 for the opening week. Carrillo is the mortgage lifter at this house, but looks as if he won't do anything on this unknown piay. The Enemy struggles on at the Overlap of the production of the control of the control of the production of the control of the contro

Orange Grove at \$400 for the fifth week.

Orange Grove at \$400 for the fifth week.

Orange Grove Grown, frate foreing of the Municipalities, Opera Co., heretofore in the concert field, opened fairly at the Carthay Circle. First musical this former two-a-day picture house has had. Company intends to produce the seal of the first first

which looked like money. Estimates for Last Week

'Gypay Jim,' El Capitan (1st week)

On 44,601, 15,00). Just about even

on 44,601, 15,00). Just about even

on 44,601, 15,00). Just about even

on 10,103, 12,50). Bad at
\$6,500. Costume drama failed to
create any interest.

'Sons o' Guns,' Carthay Circle
(opened Friday) (M-1,500-22). Mild
opening, with about \$2,000 for the
first three days.

'The 'Enemy,' Orange Grove (5th
week) (D-800-21). A wake at \$400

'Sons' Carthay Carthay Carthay

'Carthay Circle

'Sons' Carthay Circ

'Springtime for Henry,' Hollywood Playhouse (1st week) (C-1,152-\$2). Started strong, taking \$1,600 for the first performance. Excellent notices.

### 2 Frisco Shows Sum \$39,000 Between Them

San Francisco, March 7.

### 4 In. 3 Out on Dull Chi Week: Venice, \$18,500; 'Faces,' \$17,000

Grosses, with one standout exception, took it as the message of the citizenty joined Lent as the probable causes, for the debacle. Only attraction that came through the probable causes for the debacle. Only attraction that came through the probable causes for the debacle. Only attraction that came through the probable causes for the debacle. Only attraction that came through the probable causes for the debacle. Only attraction that came through the probable causes for the debacle. Only attraction that came through the probable came the production and the fill the deback of the deback

minest to leave for Bijffalo this Saturday night (22), with Zombie
coming in to replace.

Band, Wagon, illiona (2d week)
Copened the week bashy, but from
Wednesday on pace was strong,
ienough to roll up approximately,
232,000, Current and closing week
Ingirred for high boost. Vera Marsh
replaced Adele Astain in the cast
replaced Adele Astain
replaced Adele
repl

San Francisco, March 7.

Three shows on the boards and five of time massles. Grand Hotel is pulling excellent business to the form of time massles. Grand Hotel is pulling excellent business to the form and hots set for a neat run. Papers gave the show rave notices and an approximate \$1.000 gross is a time figure. Salted to quite March 19 as well as the first spectracialar advertising above on the spectracialar advertising above on the show selling it. Indiae around \$2.5 min. years the show for the first spectracialar advertising above on the show selling it. Indiae around \$2.5 min. years the show for the first spectracialar advertising above on the show selling it. Indiae around \$2.5 min. years the spectracialar advertising above on the show selling it. Indiae around \$2.5 min. years the show selling it. Indiae around \$2.5 min. years the show selling it. Indiae around \$2.5 min. years the show selling it. Indiae around \$2.5 min. years the show selling it. Indiae around \$2.5 min. years the show selling it. Indiae around \$2.5 min. years the show selling it. Indiae around \$2.5 min. years the show selling advertising above on the house and \$2.5 min. Years the show selling along with half-rute, these ts.

the latest lifeline. Marks the first Dramatic League entry to go on the clipped-scale while still cater-ing to subscriptioners. Around \$7,000 last week.

the clipped-essate white all actering to subscriptioners. Around \$7,000 last week, Merchant of Venice, Studebaker (1st-final week) (D-1,385; \$3. Even the subscriptioners of performances and early sellout of upper floors. Erlanger office of performances and early sellout of upper floors. Erlanger office had noped for minimum of \$25,000 for week's exportance of the season. Understood that Samual Insull, who has the auditorium under lease until Oct. 1, has taken the attitude the bills, will not light upper subscription of the subscription of subscription of the subscription of subscription of the subsc

House obviously in for another long dark spell.

'Smiling Faces,' Grand (1st week) (M-1360; 33). Gently treated by the reviewers for the most part. Counted \$17,000 for the initial stanza. Calls it a run at the end of the present session (12) with Detroit the next stop.

### ONLY 2 PHILLY SHOWS, AND B. O. WEAK

Philadelphia, Pa., March 7.
Although and two Jegit houses were open here last week, business continued to be deplorable.

"If Booth Had Missed, at the Chestnut, picked up about \$1,000 to reach the \$\$,000 mark, but that.

"If the Reacketer, which was closed a couple of days due to a new musicians union strike, got a pale \$\$,000. In five performances theads and those of the musicians' organization was reached late Saturday and show reopens tonight (Monday). Hevlewery notices were marked to the control of the same property of the s

urday and show reopens tonight (Monday). Revlewers' notices were mixed. future holds some more hope for next month. George White is bringing his "Scandals," independently booked, to the Metropolitan-spera house for week of 14th. At the same time Bridal Wise," combined the same time Bridal Wise," combined with the same time Bridal Wise, which is set for the Garrick also for one week only. That makes three bookings including the before mentioned date for Katharine Cornell's concluding the before mentioned date for Katharine Cornell's Wise week of the 21st, but on Easter Monday, George M. Cohan's "Cornel Monday, George M. Cohan's "Cornel Tonia" and the Wise Broad and the Mask and Wig ciub opens its annual engagement at the Garrick." Current show is "Ruff. Nock." Grand Motel' is the only other definite spring booking.

### Burlesque Tops Stock

Buriesque Tops Stock

Minneapolis, March 7.

Church Mouse proved a poor card for the Bainbridge stock at the Shubert, grossing only around \$2,000 last week. Current Offering Trailsenne, with the aid of Carmen, guest dancer, and a wrestling match, drew nearly \$3,500 for the burlesque stock company at the Gayety, okiys.

William Gillette is at the Metropolitan for four nights in "Sherlock Holmes."

### Plays on Broadway

### Child of Manhattan

Fulton, March 1, by Peggy Fears. Written
by Preston Sturges; staged by Howard
Linusay.
Lindsay. Sophie VanderkillHelen Strickland
EggiestonJoseph H. Roeder
Otto Paul Vanderkill Reginald Owen
SpyreneRalph Sanford
Spyrene
Clifford
FloJudy Abbot
Madeleine McConegal Dorothy Hall
GertleMitzi Miller
Aunt MinnieJessie Ralph
Aunt Minnie
Buddy McGonogal Jackeon Hailiday
Lucy McConegal
Doctor
Doctor
Charley Alexander Campbell
Panama C. Kelly Douglas Dumbrille

cance nall girl who is in the cast doing a bit.

To satisfy his fabiliously rich and that a dance hall places on one and that a dance hall places on one and that a dance hall places on one as the dance hall place on one and that a dance hall place on one about as she thinks, Paul Vanderkill; polished, wealthy and middle-aged cosmopolitanite, enters the hoofing joint. Though he has children in the place of the place of

### Moon in Yellow River

Comedy drama in three acts presented by
Theatre Gulld Feb. 1 at the Gulld; written
by Dennis Johnston; staged by Phillip
Moeller.
AgnesJosephine Williams
T. p. h
Aunt Columbia Alma Kruger
George Edward Annhay
Cantain PoltsJohn Daly Murphy
Dobelle
Willie Macollum
Daere i Blake Itanev Ifull
Commandant

lin act 'Yellow River.' Since that took in territory which the Guild coverlooked, it was forthwith act cepted. The author, Dennis Johnston, is a Dublin, lawyer who states the hasn't done much playwrighting, but has been more inclined to be on the production end — over there. His wife, Shelah Richards, is of the

wife. Shelah Richards. Is of the Jubey company.

I wife. Shelah Richards. Is of the Jubey company.

Found epitaphi: And Li Po. Aiso died drunk. He trick to embrace a moon in the Yellow litver. Darreli Blake, the play's hero, If he be that. Blake the play's hero, If he be that garrison, because Blake was a rebel and threatened trouble to the powerplant, built and managed by the garrison, because Blake was a rebel and threatened trouble to the powerplant, built and managed by the plant of the powerplant, built and managed by the plant of the powerplant, built and managed by the plant of the powerplant, built and managed by the plant of the powerplant, built and managed by the plant of th

### Marching By

Musical connects in two acts presented at Control of the control of the control of the (Noella Corporation, proprietor); adapted by Harry Clarke and Harry B. Smith from original of Ernst. Neubaoli; score by dean original of Ernst. Neubaoli; score by dean J. C. Huffman; dances by Allan K. Foster, Guy Robertson, Solly Word, Leonard Cer-cury Labor and Ethel Norris fea-

Captain Von Zedlitz	John J. Walsh
Locut, Kaulman	Walter Meek
Lieut. Donnheim	Walter Nagle
Captain Bauer	Charles Christle
Lieut. Dorch	Roy Vitalia
Lleut: Schaniz	Victor Young
Sergeant	Kenneth Palge
A Consuck	Herbert Weber
Colorel Popen	Philip Lord
Anton Androssy	.Victor Casmore
Elias Butterman	Solly Ward
Anna	Desiree Tabor
ling Sachalow	Ethel Norris
Lieut. Franz Almasy	Guy Robertson
Sergrant Karlolt	John Walsh
Colonel Petroff	.Leonard Ceeley
Ivan Tarnoff	Hugh Miller
Nicoli	.Samuel Krevoff

LEGITIMATE

ever noted on Broadway. One reason is the show was put on after the Shuberts went into receivership and production outlay was kept down to a minimum. Prolog has little more than a drop, out of the some Austrian town. The Russians are advancing and demand the Austrians abandon the position. They agree to do so, bringing in the invoces. Leteromy Amazon a the control of the source of the source

her down and ordering Almasy shot. The Lieutonant secapes and then the Austrians recapture the show the heavy with male ensembles, group perhaps numbering 30 as soldiers. Men are used for chorusing to Leonard Geeley's baritoning. Latter is the Russian leader in the show the same same show the same sam

### Park Avenue, Ltd.

### Plays Out of Town

### Too True to Be Good

Boston, March 7.

A three-act play by George Bernard Shaw presented for the first time on any stage at the Colonial theatre by the Theatre Guildi directed by Leelle Banks; settings by Jonel Jorgulasco.

The most amusing part of this play comes in trying to imagine what would have happened to the manuscript in the Theatre Guild offices if it had been submitted by anybody but George Bernard Shaw

manuscript in the Theatre Guild offices it it had been submitted by anybody but George Bernard Shaw. It is Shaw at his best or worst, for the submitted by anybody but George Bernard Shaw. It is Shaw at his best or worst, some the submitted by anybody but George Bernard Shaw. It is Shaw at his being a play is concerned, Shaw frankly gives up the battie after the first short act by saying to the audience. The play is virtually submitted in the submitted state of the submitted sta

#### Cyrano de Bergerac (RICHARD BENNETT)

(RIGHARU BERNETT)

LOS Angeles, March 1.

Belasco-Curran revival of Edmund Rostand's romantic comedy in four acts (five sets). Staged by William Keighle. Cast of Si headed by Richard Homnett. Kay Johnson, Abest Gran, William D. Tarrell. Cripsp. David Young, Alma Fowell. At Belasco, Los Angeles, opening Feb. 29.

Deborah Bicrne, who wrote and produced the play, hasn't spent much money upon it. There are two scenes representing a Tenth avenue that and the drinking, room of what at and the drinking, room of what at and the drinking, room of what are the changes made with a revolving stage, the result would be the same After. 11 o'clock when the second act was done, not a few started walking down the alley and never walking down the alley and never with the second act was done, not a few started walking down the alley and never walking down the alley and never with the second act was done, not a few started walking down the alley and never with the second act was done, not a few started walking down the alley and never walking down the alley and never with the second act was done, not a few started walking down the alley and never with the second act was done, not a few started walking down the second act was done, not a few started walking down the alley and never with the substitution of the second act was done to have been considered to the substitution of th

stage noises or the distractions of mass movement upon the little rostrum, the fact is undenible in the spectator muffs at 0.1 True, the spectator muffs at 0.1. True, the spectator is the spectator muffs, and the spectator is the spectator in the spectator in the spectator is the spectator in the spectator in the spectator is the spectator in t

### Death Takes a Holiday

(Revival)
Chleago, March 5
A phantasy in three acts and one set
Walter Fortis from the Italian by Albe
Casella, presented by Corge E. Wintz
the Phythouse, Chicago, on March
Staged by Bdwin Vall.

natter Pertis from the Italian by Aiberto Caselly presented the Core & Winnia at Caselly presented the Core & Winnia at Caselly & Winnia &

#### Gypsy Jim

Hollywood, Feb. 29.

Hollywood, Feb. 29.

Hammerstein and Millon Hebert Gropper.

Hollywood, starring Leo Carrillo.

Bigged by Edwin Carrillo.

Hollywood, starring Leo Carrillo.

Bigged by Edwin Carrillo.

Hollywood, starring Leo Carrillo.

Hollywood, starring

bon, Ari Baswell, Mitchell Harra, caval (pressed Pob. S. \$1.00 top.

Leo Carrillo's performance offsets the dated, old-fashloned soript that smacks and smells of 1997. It's a biotty old picce but perhaps several shades superior to most plays of its vintage. It's deprived somewhat of plausibility from the fact that gyptantial shades superior to most plays of its vintage. It's deprived somewhat of an earlier generation are never seen. What gypsies are still about run to un unsoapped and unsavory charlatanism hiding behind phrenology charts in empty shops. In best cinematic tradition, the gypsy proves not to be one at all. He's merely shandsome, eccentic r. Illionafre. In the indubitable hope of landing satudio offer the seript retrieved freshold the shade of the series of the incongruities and build up the filmsity-drawn but easily exploitable characterizations. There's a Christian Science tone about the preachments that virtues out here. As for the rank and file of Angelenos they will either the like the provided of the concrete that it's a drama of the old school. Every indication is that this Henry Durry selection will be well liked by the \$1.50.

### Lifting of Bulgakov's Play Ban Symbolizes New Era in Russia

Moscow, Feb. 19. Most sensational first night in Moscow's current season was not of a new play at all, but of a re wival of one which the censors suppressed about four years ago Everybody who is anybody was de termined to be present when Mibins' was taken out of official cold storage and mounted once more on the boards of Stanislavsky's Mos-cow Art Theatre.

ow Art Theatre.
Your correspondent was present,
It happens, at the last performance
of this play in 1928. He has
watched the course of events inside
and outside the theatres since then
and is in a position to understand
the importance of the revival.

In importance of the Pevival.

Its suppression marked the beginning of a period of hardship in
the life of Russia, a period of political pressure, unequalled since
the early days of the revolution. In the early days of the revolution. In a way the ban on this play symbolized the tense years which were starting for the nation. Its resurrection therefore seems to have a more than theatrical interest. Whicher their guess in the matter is right or wrong time will show, but for the Moscow public the revival of Bulgakov's play looks like a signal of easier, less harried years ahead.

#### Russia's Greatest

Days of the Turbins' is generally recognized as the best play, artistically speaking, produced in Russia since the revolution. A few others—'Armored Train' at the Moscow Art and 'Roar China' at Mcierbal's for instance, have received

cow Art and 'Roar China' at Meiehold's, for instance—have received more advertising, because they are politically more 'kosher'. But this play of 'Bulgakov's towers above them as powerful human drama. It is perhaps the only play written here since the revolution in which there are, no Bolshevik characters. The whole revolution is yiewed through the eyes of a group of Tsarist officers: the Turbin brothers, their sister Elena, her husband and their associates. The action is simple enough and

The action is simple enough and typical of a thousand such families caught in the revolutionary maelstrom. The Turbin family lives in Strom. The Turbin family lives in Kley, its male members fighting under General Skoropatsky for Tear and country. The Tear, of course, is already dead; the Bolselvike hold northern Russia; but these loyal remnants of the Russian army keep up the fight in southern Russia. At the moment they are engaged in a hopeless struggle against the reactionary General Petiliura and have the support of the Germans in this fight.

### Action Simple

At the crucial moment in this struggle, with the Petliura forces approaching Kley, the Tsarists begin to desert the sinking ship. Elena's husband runs away to Ber lin. General Skoropatsky himself deserts his troops. Only the Turbins and a handful of their friends re-

and a handful of their triends remain loyal. Although fighting for the reactionaries and the old autocracy, the playwright shows them as brave and self-sacrificing.

Alexel Turbin, the elder brother, is in command of the handful of patriots. Realizing the hopiclessness of their cause, he sends them home and remains alone to face Petitura's builets. 'He dies like a hero and the audience's sympathy is clearly with him. His brother Nikolka sticks by him and is wounded—he drags him. him and is wounded-he drags him

him and is wounded—he drags himself home somehow.

In the last act the Bolsheviks
have driven out Pelliura and established their power in Klev. The
broken remnants of the Turbin clan,
tragic and defeated, face a new life.
One of them still holds on dogsedly
to his Tsarist convictions. The others begin to adjust themselves to
the Bolshevik regime. All of them
realize that their cause was hopeless because the people are with the
new rulers and hate the old regime.
It is in this last act that some
changes have been made in the revived version, if my memory holds
good. In the last act the Bolsheviks have driven out Pelliura and establave driven out Pelliura and establave driven out Pelliura and established their power in Klev. The this process of the Bolshevik regime. All of their begins to adjust themselves to the Bolshevik regime. All of their begins and hate the old regime. It is in this last act that some rewrulers and hate the old regime. It is in this last act that some rewrulers and hate the old regime. It is in this last act that some rewrulers and hate the old regime. It is in this last act that some rewriters and hate the old regime. We have been made in the revived version, if my memory holds some short of them is a family of White Guards in Gada as sympathetic human light. It is carried to be charged—not without good cause, it is charged—not without good cause, in relearsal.

### Palladium Newcomers

London, March 7.
Three new acts on the current
Palladium bill, with not much
added entertainment value. Gret
Vernon, 'the Vienness Nightingale,'
is a fine enough singer, but scarcely
a strong headliner.
Dare and Yates (American) do
nicely destrict following houses

nicely, despite following innumer-able comedy acrobatic acts.

Marcello. Trio did splendidly, but splitting their act in two halves for changes detracts. Condos Brothers work during the interim, but it doesn't pan out very well.

### **Aarons Operation in** U. S. Halts 'Girl Crazy

London, March 7.

Alex Aarons jumped on a New York bound boat suddenly Wednes-day (2). Doctor had x-rayed him and found symptons of gall-stones with an operation called for Aarons figured he'd rather go under the knife at home than here.

His proposal is to return within about a month to complete negotia-tions for local staging of Girl

### Raincy Dead in Crash

Paris, March 7. Napoleon Raincy was killed in a

ad taxi smash, Raincy was one of the best regarded

#### IDLE TOO LONG

Mady Christians, German musi-al comedy star, brought to this cal comedy star, brought to this country by the Shuberts early in the summer, sails back today (8). Actress laid off in New York all the time she was over here.

### LILIAN DAVIES DIES

LILIAN DAVIES DIES

London, March 7.

Lilian Davies, noted musical star, died in Manchester Thursday (3) after an operation. Aged 37.

Miss Davies made her name nine years ago in 'Beggar's Opera,' later playing leads in a number of West End musicals. Her special flair was costume stuff.

roidi Reiff Dies Amsterdam, March 7. Poldi Reiff, opera director, died uddenly in Batavia. He was 55.

that he sugar-coated the facts putting more stress upon their heroism as individuals than upon their menace as a group.

Changed Status But the Soviet government now feels itself strong enough to show a sympathetic picture of some or its chemics. Several years ago the its enemies. Several years ago, the sit pressed Turbins still hinted of the collapse of the Soviets. It was feared that a play like this might hearten insurgents, raise their self-respect and their courage. Now that fear is over. The Turbins are completely-beaten. They are dead or imprisoned or safely merged in or imprisoned or safely merged in the proletarian ranks. The produc-tion of the play is entirely safe. It is no longer a picture from real life but a sort of historical play: that's how fast things move here, with an cpoch, crowded into a few years. Th: Moscow Art production does as much as the author to make the

### 3 Ouit in London

London, March 7. Three closings Saturday night (5), most important being Nelson Touch which had been at Saint Martin's for the past three months. Also closing were 'King, Queen and Knave after a two week stay at the Playhouse and 'Sentenced, after three weeks at the Comedy.

### PARENNA O.K.'D **OVER PROTESTS**

Berlin, Fcb. 26.
At the meeting of board of directors of Government Institution
for German social Insurances it has
been decided Parenna is to go on Parenna is the gov ernment agency for amusement

bookings.

No priyate employment agencies for artists will be permitted in future. A subsidy is to be given to Parenna for, the time being, as Parenna is working at a loss. Nothing definite has been fixed with regard to future measures to enable financial independence, and the properties of the prop

artists, strong protests from side are being lodged.

### SOVIET BACKS THEATRE **BUILT LIKE STADIUM**

Moscow, reb. 26.
Work will soon begin on the hullding of what may prove the world's most exotic theatre building. Vscyclod Melerhold, the father "constructivism" in stage sets worked out the plans and the gov worked out the plans and the gov-ernment has come through with the money for the job. The new Meier-hold theatre, on the site of the one in which he has worked for years, is scheduled to be opened next No-

hold theatre, on the site of the one in which he has worked for years, is scheduled to be opened next Nowell of the site of th

Despite these bickerings, no one here underestimates Melerhold's importance to the Russian theatre world and in a way to the theatrical craft in other countries. His no-tions on staging have spread every-where, including those that were ridiculed when he first tried them

### DORA MAUGHAN M. C'S.

Dora Maughan goes into the Do-mlnion March 28 as mistress of ceremonics in a new presentation policy.

She's In for a month, with op-tions after that.

#### Marion Harris' Cafe Date

London, March 7.

General Marion Harris goes into the Carls
de Parls for a month beginning
with April 1 at \$875 weekly.

Contract terms the week as six
shows and carries an option.

#### B. & D.'s Band

British and Dominions recently snapped up Jack Payne's hand, too 1818.C's radio combination here. As Payne guits the air next month a film from him should draw the loud speaker lane.

### 'Cat and Fiddle' Smash in London. 'Paulette' Looks Good for 10 Wks.

### 'Last Mile' in Paris

Paris, March 7.

The Last Mile, in a French adaptation and with an explanatory prologue, opened at the Ambigu. John Wexley's play doesn't seem to mean much to Frenchmen and isn't expected to last long.

### Wilette Kershaw Will Do 'Chatterley' as Paris Play

Paris, March 7.

Wilette Kershaw has cabled her nanager that she is coming over in manager that she is coming over in the spring to try another season. This time she will do a dramatiza-tion of 'Lady Chatterley's Lover.' Actress is now supposed to be in New York working on the adapta-tion.

### **LONDON SHOW WORLD**

London, Feb. 28.

Georgie Wood, when playing Coventry shortly, will do a nightly jount to Birmingham to broadcast from the Middand Regional Georgie the children's hour, discoursing upon his—experiences during his world travels.

French-Made Score
The enormous London public for
French talkers is still faithful. Following the high grosses of Te MilNous la Liberted frew a record first
week crowd at the Rialto, where it
looks set for five weeks at least.
Universal's diminutive house has
done better with French talkers
than it ever the product in second yru.

product. In second run.

Insurance Gifts Off
London newspapers which, in
their craze for circulation, recently
second run.

There are three reasons: One
that it is too expensive, a second
that the Inland Revenue are demanding stypenny stamps on each
certificate, and the third, which is
togainst the law.

Under English insurance law no
building can be insured for a
greater sum than its worth. Argument is that most homes here
to diare extra cover placed on registered readers by newspapers shoots
hundreds of such homes over the
limit. The stunt is therefore being
dropped by mutual agreement.

Building in London
Within the last month four new
film theatres have been opened in
London bringing the total up to 445
and the seating capacity to 384,850.
Twelve more are being built,
raising the total seats to 413,850
traising the total seats to 413,850
to 413,

## Wynn London Prospect Tom Elder Hearn just back from the States claims he has a definite promise from Ed Wynn to play The Laugh Parade in London as soon as the show is through in

soon as the show is through in America. Those who have seen it predict Wynn would score with the natives

Wynn would score will be a feet of the control of t

likely, to go to the Prince Edward, which has been dark for months.

Harwood's Duo
Captain II. M. Harwood had two plays , produced on succeeding nights last week, '80 Per and No and 'King, Queen, Knave,' at the Playhouse, II.

Marie Tempest received her usual plaudits for her usual plaudits for her usual was a last to the last of the received her usual plaudits for her usual was the received her usual plaudits for her usual was the received her usual plaudits for her usual was the received her usual problem of the received her usual problem of a data was to the dentity of their father, will be rated as had taste in England, as it contains graveyard comedy sequences.

The second, a Rueltunian chord of the rated was had taste in England, as it contains graveyard comedy sequences.

The second, a Rueltunian contains the topic of diving into hollifeal augminent, thereby overvoughting the piece and ruining the concedy.

London March 7

'Cat and Fiddle' opened finally at the Palace with no doubt in any one's mind that it's a smash. Makes three concurrent smashes for C. B. Cochran here, almost a monopoly.

From start to finish this latest American importation was in as a smash. Biggest individual hits in the cast were scored by Delysia,

the cast were scored by Dolysia, Pergy Wood and Gina Malo, with the remainder of the cast splendid and the production great. It'll be on for a long run.

Since Cat: is the first American musical here in two years it's sort, of expected that all the managers, will now flock in with follow-up Yank shows. Perhaps another American invasion will possibly result.

Morning after the premiere the libraries took a 14 week buy for two-thirds of the house, making it doubly sure that Cochy has nothing to worry about.

#### 'Paulette' Premiere

Paulette, a new musical starring Mrcille Perrey, Paul England and Peter Haddon, got off to moderate notices at the Savoy, despite feeblenotices at the Savoy, despite reeble-ness of humor, slightness of story and familiarity of music. Snappy work by the chorus and some good acting may overcome the indiffer-ent material and show may last ten weeks. Not so bad these days, either

ton weeks. Not so bear union selther.

'Man I Killed' at the Apollo is a rush job to cash in on Paramount's picture, but looks like a flop. Brillant acting by Emlyn Williams and Sunion Hemiton doesn't saye the Louise Hampton doesn't save piece. Got mixed notices in the dailies, which won't help. 'Fire' at the Fortune is a histori-

Fire at the Fortune is a histori-cal play against a background of the Tudor kings. Got a general lacing by the critics, with Esme Percy being praised for his acting and the authoress encouraged to try again. Plees attempts to be a sort of historical peep-show and is a certain flop.

#### London Dominion Goes Combo with Six Acts London, Feb. 26.

Starting Reb b. 13 the Dominion, into a new policy,

Starting Feb. 13 the Dominion, has entered into a new policy, cine-variety.

Since the theatre opened some three years ago, it has tried nearly every type of show, musical comedy.

three years ago, it has tried nearly every-type of show, musical comedy, pictures, pantomime, an occasional vandeville flutter, and even a combination of circus and pictures. The first year showed \$3,500 profit, the The Dominion Theatre, Limited was formed with a capital of \$890,000 and three of its principal directors were Sir Aifred Butt, R. H. Gillcepie and Lord Lurgan. The shareholders of the Dominion are guaranteed dividends for five years jointly by Moss Empires and Drury Lane, which they have had to pay up for the last two years. As the theatre is faced with a £30,000 loss on this year's trading, so insiders predict), it is certain the good work will be carried on by Moss Empires and Drury Lane.
Butt is no longer concerned with

But is no longer concerned with Drury Lane or the Dominion, having disposed of his interest in the latter, and Lora Lurgan recently respectively to the control of the cont Butt is no longer concerned with

the house orchestra, which works from the stage and the feature pic-

### ROME CUTS B. O. SCALES

ROME CUTS B. U. SUALES.

Rome, Fels-25.

The Rome group of theatrical managers met and decided that fresh cuts in theatre prices should be introduced at once to check falling B. O. receipts. Prices fixed are:
Fautells in first class Rome these avenues are the prices of galaxy. atres, except for premieres or galanights: Lire 20, or \$1, including government amusement tax. Back row fautells and dress chreles seats, row fauteils and dress of Lire 10, or 50 cents U.S.

### Younger Mgrs. Plan Own Warehouses **To Reduce Storage and Hauling Costs**

First concentrated move by the younger legit producers to cut production costs is being made by the recently banded together group of six managers. Plan is expected to reduce the total amount involved in opening plays by 25% or 35% through pruning of transfer and haulage costs. haulage costs.

haulage costs. With a seventh firm to join the group, the six so far interested are Alexander McKaig, MacGowan & Reed, Dwight Winan, Brock Pemberton, Roland Stebbins and Guth-

berton, Roland Stebbins and Guthrie McClintic, Sevenie of the firm is reported the Theatre Guild.
Group's scheme is to shortly open their, own warehouse for the painting, building and finishing of sets. All labor to be union. In addition, another storehouse will be taken for props. This move will eliminate all hauling heretofore necessary in transporting sets from the builders to the Pathees, etc. Breath early costs of transfer work are a long established plaint of producers. They are really following the ex-ample of older producers who have their own shops.

their own shops.

Probably incorporate
Another sizeable charge for producers not having their own storehouse. Is, of course, storage. Minimum cest is around \$40 per plece but under the proposed system these producers will not alone do away with such costs, but will have all

with such costs, but will have all their prope completely cataloged, saving both charges and time. Each of the managers proviewed as contributing towards maintenance of the two warehouses, locations of which are being kept secret. The group half in the secret, about two weeks ago was not the first, as reported, the proposal having been worked on for several months. Another meeting is due shortly at which officers, or at least a presiding officer, will be chosen.

### Star's Film Engagement Keeps Frisco Show Out

A. San Francisco, March. 7.
May Robson's opening last night (Sunday) in 'Guest Room,' at the Alcazar for Henry Duffy, failed to go through when the vet legit star was cast in Metro's, 'Strange Interlude'. House continues dark until March 20 when Colleen Moore opens in 'Church Mouse'.

The Moore show bows in March 18 at the Fulton, Oakland, doing a break-in week there. San Francisco, March 7.

#### WAIT ON KING

WALL UN KING
Hornee Liveright hopes to get
started on his Lucrezia Borgia musical pretty soon. It depends on
Dennis King, claims Liveright Effort will be launched as soon as
King is ready.
Show's present title is 'It Happened in Italy.'

### 'Birth' Due March 28

'Birth,' production venture of Joseph Santley, is set to open at the Selwyn March 28. Plece is by Mary MacDougal Axelson.

IT IS TWICE

As Hard to Keep Money

AS IT IS

to MAKE IT

Let us show you how to be

For further information see

## JOHN J

551 Fifth Ave., N. Y. C. Phones: Murray Hill 2-7838-9

### \$1,350 from Bryant

Chleage, March 7.
Legit producer Leater Bryant
found himself with more neckpains
here last week as the outcome of
two notices to appear at the local
courts. Both legal actions were

courts. Both legal actions were for claims for past services.

As filed by attorney Phil R. Davis the claims totalled \$1,350. One document, registered for Harry Hertz, asked \$750 for wages claimed due as company manager of "Sisters of the Chorus," Bryant's former show Hertz, now company manager here for 'Counsellor at Law, wants the coin on the plea that it's coming to him for six weeks' of managing "Sisters' in New York. Again, I. M. Friedman, sign man, is attempting to obtain \$600 from Bryant for poster and sign vorks.

Bryant for poster and sign work.

### 'F & J' Folk Song

(Continued from page 49) dramatic composition it serves to degrade the stage where vice is thought by some 'to lose half its evil by losing all its coarseness.' That it is indecent from every consideration of propriety is entirely clear. entirely clear.

Court Not a Consor

Court Not a Censor
But the court is not a censor
of plays and does not attempt
to regulate manners. One may
call a spade a ipade without offending decency, although
modesty may be shocked
thereby. The question is not
whether the scene is laid in a
low dive where refined people
are not found, or whether the
language is of the barroom
rather than the parlor. The
question is whether the tendency of the play is to excite
lustful and lecherous desire.
Prostitutes are not too rarely
represented on the stage as to

represented on the stage as to arouse sexual propensities of the spectators whenever they appear. G. B. Shaw's play "Mrs. Warren's Profession" deals, in the language of the polite dramatist with what has

deals, in the language of the polite dramatist with what has been styled 'the oldest professis.' in the world.' The therofne of 'Rain' was a seductive hariot. The scene of The Shanghal seture' was laid in a though the second of the second o of stimulating sexual impulses, the performance should not be barred.

Frankie and Johnnie was presented at the Republic, New York, in the fall of 1930. When it appeared in a neighborhood house in Jamaics, L. I., charges were upheld with the manager and players convicted. The players Involved were Anne Forrest, Alberta Be: tty, Charles Wendling, Arch Sayer, Frank McGlynn, Jr., Arthur Griffin, Kenneth Burton, Valerie Valaire, Edgar Henning, Don Rowan, Cliff Trankie and Johnnie' was nre Kenneth Burton, Valerie Valaire, Edgar Henning, Don Rowan, Cliff Heckinger, Neli Stone, Joseph Evans, Lee Elimore.

### 'Fever' Roading Again

rever Koading Again
Pat McNutt is taking 'Hay Fever,'
current at the Avon, New York, on
tour, opening at the Plymouth, Boston, March 28 (Easter Monday),
When the show leaves Broadway it
will have completed 14 weeks.
McNutt trouped 'Fever' several
weeks before bringing it to Broadway.

#### VILLAGE'S COLORED SHOW

Province to wn Playhouse, in recension Vilage, will have Rose reclendon heading a colored cast. Philip Wittenberg, quondam the-atrical attorney, is financing the

### Shows in Rehearsal

'Blood Stream' (Harmon) Selwyn.
'Birth' (Santley) Times

Square.
'Confidential Service' (Cohan) 'Danger Line' (Gerton) 140

W. 42d St.

'Few Wild Oats' (Forrest Prod) Forrest.

'Croon Prince' (Sanford) New

Yorker. 'Wise Girl' (Bannister) Ly-'Warrior's Husband' (Moses)

### CONCERTS

The Eishuco Trio presented its fourth and last concept of the season in the Engineering Auditorium. As usual, a program of choice selections was given. This trio attracts an audience of real music lovers,

The popular Lily Pons again sang the title role in 'Lakme' to an over-crowded Met. at a matinee perform-ance. As the poor Hindu girl she sang one of the most trying roles in her repertoire with such beauty of tone, phrasing, diction that the au-dience broke into her arias with a storm of applause. Miss Pons was ably supported by Swarthout, ably supported by Swarthout, Laubenthal and Thill, replacing Mr. Jagel. The sets of this opera are colorful and the ballet fascinating.

A rare program was given by Frank Manhelmer, American planis who has been llving in London for ten years in a first recital at Town Hall. Mozart's Sonata in D Major, Schumann's F-Sharp Minor Sonata and Mephisto's Waltz of Liszt-Bu-soni disclosed clear style and splen-did technique.

The London String Quartette again one in for a generous amount of praise in a return recital at Town Hall. Their interpretation at Town Hall. Their interpretation of a rich program, including Haydn's Quartette, opus I, No. 1 (first performance), was rewarded with spontaneous applause. It is melodious and musically a gem. The onsemble also introduced Quartette in F Minor (Beethoven's) intelligently fashloned.

Abram Chasins, planist-composer, in his first New York recital at Carnegie, played a program of Mendelssohn's Variations Serienses, as well as a group including Chopin Sonata B. Flat. Minor, Drovsky-Mason and Soriabine. Mr. Chasins, although a serious artist, is lacking in imagination, but knows his keyboard. No works of Chasins appeared in his program. A friendly house.

Stell Anderson and Silvio Scienti gave their last recital of two pianos at Town Hail. They played two numbers heard here for the first time—Louis Victor Saar's adapta-tion of the larger part of Bach's passacagila and The Fisherman's Tune' by Leo Sowersby. Their per-formance was admirable, colorful and they were warmly received.

In a delightful group of four songs (Schumann) ending her first half of the program, and the aria TlAmmero Saro Constante, Lucia Chaynon, soprano, appeared before a friendly audience at the Barbizon-Plaza. Miss Chaynon's voice is of a pretty quality and she is promising.

Returning from a concert tour of six weeks, Mr. Gigil sang his first and only recital to a crowded Car-negie Hall. The lusciousness of this lyric tenor's beautiful tones brought a storm of applause. He was gra-cious in singing many encores,

Colorado Tourney Denver, March 7.

atre Tournament will be held here week of April 11. number of entries are in al-

### BRADY'S 'CISSY'

If He Can't Cast Will Start or 'Domino,' French Piece

William A. Brady has taken 'Classy,' a comedy by Maurice Marks, for possible immediate pro-duction. Marks is the husband of Rita Weiman, authoress and play-

wright.

If Brady can obtain the proper cast he expects to start work on Clissy' as soon as the Barrie-Laurette Taylor revivals are set at the Playhouse. If he can't cast it hell go to work on 'Domino,' Paris show which he purchased a week

Brady also owns 'Mademoiselle another current French plece, but doesn't want to do it till next sea-son with Grace George. Brady has the stage and film rights to both these foreign plays.

### Two Stocks Quit

Iwo Stocks Quit

Stock at Danbury, Conn., folded
Saturday (27). Company was organized by Rupert LaBelle but was
later forced to co-op. There were
no financial entanglements.
Cast of the stock troupe which
closed abruptly Wednesday (24) at
the Boulevard, Jackson Heightts, has
filed claims against the producer,
George Austin, for a week's wages.
There was an Equity bond posted
but it was insufficient to completely
cover the actors. cover the actors.

cover the actors.

Players were to have worked the first three weeks at reduced salaries and then to receive a boost if business warranted. Three weeks were

### Light's 'Black Soul'

Jimmy Light, who staged the first Eugene O'Nelli plays at the Prov-incetown Playhouse, New York, is going back to that spot for his next to be produced under his own name. Piece is Black Soll, by Anne Nathan Meyer, and is expected to open March 29. Rose McClendon and Frank Wil-son will be the leads.

### CENSORIAL SATIRE

Dimitrl Ostrow, legit stager re-ently returned from the Coast, has Censored. by Conrad Seller, for a spring tryout. Play was recently produced at the Pasadena Com-munity Playhouse and takes a comedy angle on censorship. Ostrow is working on the production, which he'll also stage.
In addition to 'Censored,' Ostrow

has another show by the same play-

#### POSTPONED TILL FALL

Broadway production of 'Devil of Pei Lang,' which O. E. (Harry) Pef Lang, which O. E. (Harry)
Wee was planning, has been
switched. Producer will now do the
show merely as a tryout and bring
it to New York next fall,
Meantime the play, an adaptation
of Herbert Asbury's book, will be
rewritten slightly by Howard Che-

nery, who adapted. One reason for Wee's postponement is the number of mysteries on the street now.

### **FUTURE PLAYS**

'Mad Hopes,' by Romney Brent actor; Bela Blau producing. Eva Moore, Rex O'Malley, Valerie Tay-lor, Robert Fischer, Marcel Jour-nct, Edward LaRoche, Marlon Warlng Manley tentatively cast.

ing Manloy tentatively cast. Biau to stage.

Birds in a Bush, for carry production by A. C. Dalzell. A comedy by R. B. Lackey.

'Impass,' orline drama, to be produced by Johnny Walker. Written, by Harry Miller and Lewis Lehr whose previous collaborations have been for variety!lie.

been for vaudeville.

'Opening Night,' by I. Paul and W. A. Mannheimer, for early Broadway production by Frank

Teller,
'High Noon,' by Frank Lovett and
Ed Roberts, taken by Arthur Hop-

kins:
"Bloodstream," by Fred Schilk, in rehearsal for Sidney Harmon. Opens March 28 out of town, Broadway week of April 5.
"Laughing Cavalier," musical headed for the Craig, N. Y.

### Foreign Reviews

### LES CADETS

('The Younger Brothers')

(The Younger Brothers)

Paris, Feb. 14.
A comedy in twe acts by Henry Davernois Presented by Trebor and Brigon at
the Theatre Michel, Paris, Feb. 18
rean Deter Frenancy
General Rene Blancard
Francoiss Bictone Perdicter
Edmonth Clara Tambour
Edmonth Alering

### FIRE BIRD

Budapest, Feb. 25. Uj Szinhaz, bankrupt theatre, r Uj Szinhaz, bankrupt theatre, reopened under new management and a new name, Muvezs Szinhaz (Artrector and producer, is managing it.
Play is the new one by Ziliahy,
Fire Bird, title of a Strawinsky bailet referred to in the play. The
mystery plot, cleverly unraveled,
lar actor found shot in his flat.
There is strength and dramatic tension in the play; the plot is built up and balanced perfectly, and the
characters human and interesting.
Oscar Bergs, representing a gentlecablinet minister; Lily Berkli in the
great drama part of the mother, and a
new actress, Lily Murat, as the
girl, were excellently cast. Fire
Bird is a play that is certain to have
licentional appeal on stage and
Although this success is assumed forAlthough this success is assumed forAlthough this success is assumed for-

Screen. Although its success is assured for a long a run as can be in these hard times, Muvesz Szinhas is proposing to play repetory and will present another premiere, Pirandelio's Everyone in His Own Way' next week. This will alternate with Fire Pica?

### Chi 'Counsellor' Cuts

Chicago, March 7.
Cast of 'Counsellor-at-Law,' at
the Selwyn, is now working under
a salary cut plan. Members have
taken slices of 20% and 25%, effective yesterday (6), which began the company's fourth week in town. If the gross of any week touches \$10,000 or over, full salaries will be

### STOCK AFTER 3 YEARS

STOCK AFTER 3 YEARS
Birmingham, March 7.
The Jefferson is to reopen Monday (14) with stock at popular
prices after being closed for some
time. John J. Sullivan who took
the house over last fall is promoting
the stock and expects to get at least
cight weeks.
Birmingham has been without
stock for three years.

### ATLANTIC CITY OPENING

Shuberts' A Bow to Mrs. Grundy' will opien in Atlantic City March 21. New York two or three weeks

later.
It's a comedy by Roland Bottomley. Cast includes Janet Beecher,
Sydney Greenstreet, Elisian Cook,
Jr., Lea Penman, Charlotte Andrews, Richard Hule, Nicholas Joy
and Samuel Wren.

VERONICA

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### Cut on Film Rights

Talk again among some publishers of cutting in on picture money resulting from the sale of books published by them. Now deemed an excellent time for this move be-

an excellent time for this move beanise of the generally had state
of the book biz and the fact that
seribblers must make concessions
if they expect the book biz to continue as heretotore.

Horace Liveright understood to
have first broached the matter of,
the publisher sharing in the picture money from the novels published by him. This was some years
ago when Liveright was still in the
publishing biz and headed that
the publishing biz and headed that
the state of the publisher sharing
the state of the publisher sharing
the state of the publishers bust
New those of the publishers bust

League is saint in the fine in the idea then.

Now those of the publishers just getting by are eager for picture money participation. Some of them can't see why this wasn't done long ago, and point out that they are in the same position as regards the publication of books as the play producers are in the case of works

for the stage.

It is pointed out by the publishers that publication of a novel by other than a name scribbler is risky other than a name scribber is risely and in the case of a first novel perhaps one chance in a hundred of breaking even. The publishers would particularly like to protect themselves in the case of a first

novel.

Occasionally a first novel is a big seller, like 'All Quiet On the Western Front,' but that, claim the publishers, is rare.

more or less name author. don't always sell weil. Occasionally a consistent scribbler with a name a consistent scribbler with a name will turn out a story that goes over the 10,000 mark, and on rare occasions the sales will go over 25,000 copies. But for the most part one beat seller out of a lengthy list will have to carry the others for the multiple. publisher.

The publishers point out that it is only because of them that their scribblers are able to get nice prices for the picture rights to their prices for the picture rights to their works. Picture rights to a pub-lished novel will fetch from \$10,000 to \$25,000, while the publisher stands to lose money on the same

That the sortbblers use the publishers as a means of worming in on the picture money is also charged. Scribblers couldn't even get a reading of their stories from the picture companies when submitting matter in manuscript form because of the Pretty general rule against unsolicited contributions. Yet the picture people pretty often buy stories while in galley form. Just now only Taberty is cutting in on outside rights, reserving the right of 50% of the proceeds on not only film money, but dramatic and other possible uses. Oddly the weekly has this arrangement only in the case of short shorts, which That the scribblers use the pub-

in the case of short shorts, which rarely if ever possess picture or racely if ever possess picture or tage possibilities. The arrangement does not extend to short tories or serials, many of which have been filmed out of the weekly. So far as is known, the Authors' eague has offered.

So far as is known, the Author League has offered no objections the claim of 'Liberty' for 50% of the picture and dramatic rights to its short shorts.

#### Potomac influx

Ruth Ramon, Herndon Davis, and Ralph Saunders are the three latest arrivals in Washington from the New York art colony, the big paint and brush men, pen and ink artists, and others, finding lots of work down on the banks of the Potomac, it is said.

A veritable bevy of New York artists has descended upon the na-tion's capital, some of them doing murals for the bicentennial commis-sion, local and national, and other entering the commercial field. One evon, rocal and national, and others entering the commercial field. One of the new forms of "pay dirt" in the art field here is supplied by the local newspapers, especially in the theatrical sections, many of which are being adorned, for the first time, with setches of actross and actors instead of the old line cuts.

#### Guarding Galleys

Report at the Liveright offices of a number of attempts to secure ada number of attempts to secure advance gaileys of the Georgetic Carneal book, The Great Day, soon to be published. Efforts to secure the proofs supposed to be by a couple of New Yorkers who are prototypes for characters in the tale. Following a warning that detectives one than the published of the published of the published with the proof of the published of the gaileys.

galleys,
Understood that Miss Carneal
gathered the material for her book
while on the editorial staff of the
'World.' Miss Carneal is the former
Mrs. Louis Weitzenkorn, wife of

that paper's one time Sunday edi-tor. Previously Miss Carneal did a blog of Dr. Lee DeForest, and has written a couple of plays.

A Version by 'Time'
A recent Issue of 'Time' detailed
ith considerable comment the Government's start into an inquiry of the Sugar Institute, or trust. 'On 44 counts,' states 'Time,' the

The sugar interest of the control of

for restraining trade, but the de-fense hardly winced for this sult is civil, not criminal.

With 'Time's' story concluding: With Time's story concluding:
Thus the case may disturb a
larger proportion of industry and
commerce. It is in no way similar
to many of the anti-trust suits
pending which include criminal actions against racketeers charged
with intimidating competitors.

#### Publishers' Club Fights

Publishers' Club Fights
Disappointment of the Yanguard
Press over the refusal of the Bookof-the-Month Club to put the
Graphy of the West of the Courable
Of the Office Of the Office Of the Office Office

#### Wealthy Reporter Dead

Wealthy Reporter Deal
Walter E. Lewis, 643, Lenox
Mass.) newspaper reporter, whose
ecent action in lending the town of
cenox \$20,000 won him nationwide
publicity, died suddenly of heart
issease in Pittsfield, Mass., last
week. He was stricken on the publicity.

Upon Lewis' death it was revealed that his loan to the town developed from a joke. A town official joeu-larly asked him if he knew 'where a fellow could borrow \$20,000. Lewis replied: Till let you nave 'hat much flow much interest will you pay? e asked.

'Six per cent,' said the official,
'That sounds good to mc,'
marked Lewis.

marked Lewis.
Lewis had been on the staff of the
Berkshir Eagle, Pittsfield, for 19
years, and also was correspondent
for the Springfield 'Republican.' Barkshir

#### Aimed at Pictures

Aimed at Pictures
Rian Jannes, columnist for the
Brooklyn 'Eagle,' evidently wrote
his most recent novel, 'Hat Check
Girl,' with one eye on Broadway and
two on Hollywood. It will make a
better picture than it does a novel.
A rather obvious plot revolves
around a red-headed hat checker
who runs straight and lands her
millionaire after the usu'l complications, including his arrest as a

including his arrest as

cations, including his arrest as a suspected murderer.

Story moves, is accurate in local color and its lowdown on the hat check angle. But it doesn't grip strongly because of a rather bald style which fulls to intrigue. Published by Alfred H. King, Inc.

### Anti-Feminist Hushed

Anti-Feminist Hushed Victor Margueritte, French author, who was to give a locture on the Disarmament of Women' in Geneva, had to cancel his plans. The use of the Geneva lecture hall was denied him by the committee in control.

This is because he became no-troicus a few years age by publishing the control of the control abroad. No other hall is suitable for lectures.

### Exploiting Serials

Exploiting Serials
As a plug for their current scrials,
both 'Liberty' and the Satevepost
are distributing heralds cantaining
the first episode of the continued
stories. Throwaways are spotted on
mag stands.
In the case of the 'Post,' original
plates from the mag were used, but
the 'Liberty' pamphiet has a different makeup from the periodical.
From a casual glance it appears to
be a complete story,

### LITERATI Changed Attitude

Changed Attitude

If reports from England are true, to the effect that Mrs. D. H. Lawrence is preparing an expurgated controversial work, 'Lady' Chatterly's Lover, 'I's in sharp contrast to her attitude while over here when she protested the efforts of Lawrence blographers, and other workers in her late husband's behalf, as 'acts of vandals'.

When over here Mrs. Lawrence was reported as saying she wanted nothing done that might mar the reputation of Lawrence or his works as they were upon his death. Yet Mrs, Lawrence is said to be deleting words and phrases from 'Lady' Chatterly's Lover' in order to put the book past the British censor in the book past the British censor of the book in its original form.

The ban put on 'Lady Chatterly's Lover,' most everywhere was never known to have worried Lawrence-He is said to have expressed complete satisfaction over writing of the book, and its fate beyond that was a matter of complete indifference to him.

The 'Lang 'Chatterly's Lover,' sold

the book, and: a late beyond that we can be complete indirections on him. The Lady Chatterly's Lover, 'sold openly over here in a cheap edition, was a pirated and expurgated edition of the original Lawrence work. It was safely pirated because Lawrence could obtain no copyright on his original story due to its alleged obscenity. Mrs. Lawrence had nothing to do with that the control of the contr

#### Hearst's Prison Serial

Hearst's Prison Serial

'Hearst's San Francisco Exanimer' grabbed the prison autoblog of Dorothy Ellingson, released
from San Quentin after ast and a
half years for Killing her motion autotion of the prison auto
tion of the prison auto-

#### Binyon's 'Elsie

Binyon's 'Elsie'

"Elsie' series of letters, which ran in'; 'Yariety,' authored by Claude Binyon, will be issued in book form, \$1.50, illustrated, by Harrison Smith in June. Smith has comrissioned Binyon to do another, book.

A solicitation from 'Cosmopolitan' came simultaneously, which still has Binyon punch d'tunk.

#### Whoopee Publicity

New tangent for literary publicity as achieved by Simon and Schus-New tangent for literary publicity was achieved by Simon and Schuster Sunday night (6). Invitations were sent around a week and more previously for a Mental Whoopee Party at a hotel. No indication on the card as to abat it was all about. Turned out to be a stunt for Jerome Meyer's book 'Mental Whoopee.'

This is a book of games to be played individually or at parties, with the guests invited to try the various games for an ultimate choosing of a Mental Whoopee.

Western Merger

Boulder 'Camera' and the Boulde

News-Herald' have consolidated News-Herald' have consolidated Merger icaves only one town in Colorado with two afternoon papers—Canon City, with about

papers—Canon City, with about 6,000 population. Boulder is a small college town but for years has had two afternoon papers. At one time, just recently, Florence, with less than 3,000 population, had two afternoon papers, each with a wire service. They have since consolidated.

### Question Biog.

Question Biog.
William P, Munsell, Jr., book pub-lisher of Chicago, was in the state's attorney's office on complaints of women who charged him with de-laying delivery of a book in which pictures and histories of their kin were to appear.
Tone is a biographical history of illinois and Munsell claims it's not due until next year.

'Graphic' (tab) as a result of King

Graphic' (tab), as a result of King Features threatening to enjoin the Macfadden paper. Hersinfield replaced it with another strip, Meyer the Buyer, but will contest the right to use the Kabibble label, which originally had Abe as the first name. Cartoonist' claims there are no property rights involved because which had been strip the contest of the

which he founded his character. Steps will be taken to restrain King Features from injunctive measures.

### Paris Mag Halts

After gaping around for 18 months Erskine Gwynne finally gave up the ghost in Paris and announced that 'The Boulevarder' would appear no more. This is the last of the imitations of 'The New Yorker' to have been published in Paris.

Yorker to have been published in Paris.

Gwynne cites the fact that the resorts are taking such a beating this year they cannot afford to advertise and that this was the main source of pennies.

#### And Still They Come

And Still They Come
Railyhno', imitators are assuming
amazing proportions, coming in at
the rate of about one at week since
that mag first made its appearance.
Majority of the imitators have lasted but a sinsle issue, but others
have gone into a second and a tillrid.
Still they come, though.
Lattest is 'KooKoo,' and still anoffarch 150 make its appearance on
March 150 make its appearance o

their new one as un-lishing Co.

Bushwa' is published by a group consisting of John F. and Calvin Edwards and Samuel H. Hunter. Editor of the new mag is Stanley Strow, said to be only 22, and, if so, the youngest mag editor in the

Hunter is a magazine distribution Hunter is a magazine distribution man, formerly of the Eastern Distributing Corp., distributor of a number of pulp mags. With the two Edwards, Hunter has formed the E. & H. News Co. to distribute Bushwa. The E. & H. may later take over the distribution of a number of other mays. ber of other mags.

### Ball for Beginners

Ball for Beginners
First major social effort of New
York's literatt, as distinguished
from the annual New Masses ball,
which enlists the efforts of the
Communist-minded workers in the
arts, will be the Abstract Ball, to
be held at the Hotel Plaza March II.
Imposing list of names on the Abstract Ball committee. Intention is
your means of the proceeds from the
ball. If the ball is a success it will
be made an annual event.

#### Ellmaker in Control

Acquisition by Lee Ellmaker George S. Fowler's interest in 'Pi torial Review' gives the form Macfadden executive full possession

of that mag.

Fowler, for long with the monthly, was in with Elimaker at the purchase of the mag from William Paul Ahnelt, its founder, about a month ago. Differences as to policy is said to have caused a disagreement between Fowler and Elimaker, the latter buying out the other. No other major changes.

### Gordon Picks 'Em

Job of Donald Gordon, of the American News Co., is to pick out potential best sellers. Uncanny potential best sellers. Uncanny success of Gordon in this post is said to have much influence on retail bookselling .oday. Majority of booksellers stock

according to the Gordon selections, with Gordon largely influencing the

Clarke's Rating
The Charitty of Gloria Boyd, Don
Clarke's latest novel, will be published by Vanguard March 28.
Prior to release, it has received
AA rating of the American News,
distributors, highest accorded by
that agency.

Radio Comic's Series
Col. Stoopningle (F. Chase Taylor), of the CBS radio team of Col. Stoopningle and Bud, starts a series of weeklyly comic stories for 'Illustrated Detective,' with the 'An'il issue. Published by the Tower Fublications.

Tome is a blographical history of lilpiois and Munsell claims it's not due until next year.

| Manusell claims it's not due until next year.

| Manusell Claims it's not due until next year.

| Manusell Claims it's not didest newspapermen in: Mitineapos ils, died at his home there. March 2, shortened to 'A. Kabibble,' appeared lick of the fib. Ho had been in but one day in the New York poor health on months.

#### Result of Idle Hours

So many men pottering around the house as a result of unemploy-ment is prompting the many new mags of a "how-to-make-it" na-

addition to Cant Billy Fow-In addition to Capt. Billy Faw-cett's two new ones along this line, 'Modern Mechanical Package Mag-azine,' William B. Ziff, who publishes 'Popular Aviation' in Chi-cago, is also getting out a mag of the same type, entitled. Tractical Mechanics.'

Unlike the old established 'Popu-Unlike the old established 'Popular Mechanics Magazine,' the Faw-cett and Ziff mags are aimed for adult consumption rather than juvenille. Contain not only description but blue prints on how to make every sort of a gadget from a clothespin to a battleship.

B. G. Davis, who edits 'Popular Aviation,' is editing 'Practical Mechanics,' also.

#### Book Reissues

A decrease in the selling price of novels in France, due to depres-sion, is felt in the springing up of many re-issues at prices ranging from 10 cents up, of novels pre-viously selling at 48 or 60 cents. Latter is the top price reached by ordinary paper bound novels, in

ordinary paper gound formal france.

Writers are paid a definite percentage. Ten percent is usually the top price for writers, highest paid being Andre Maurola, who gets 20%. His latest novel Cercle de Famille published by Bernard Grasset, is currently the best fiction seller. It retails at 60 cents. definite

Mother, 70, of Sam Blair, editorial staff of the Chicago 'Herald-Examiner,' died at her home in that city Feb. 29,

Criterion Publishing Co., of Phil-adelphia, is launching three new local magazines to deal with sports, radio and moving pictures.

#### Chatter

Is Ben Hecht the subject of the "anonymously-authored 'My First Husband'?

Thurley Stoneham doing an 'Ed-Thuriey Stoneham doing an Edgar Rice Burrougha.

New story by the Graham brothers, who did 'Queer People,' is a tale about a prizefighter, entitled 'Only Human.

Jean Wick arranged the recent. Achmed Abdullah-Paith Baldwin collaboration.

P.E.N. Club will throw a dinner for Gerhart Hauptmann Sunday night (13).

for Gerhart Faupunning in-night (13). Sigurd Christianson, gaining in-sigurd attention as a scribbler, the his ma-

ternational attention as a scribbler, is a post office employee in his native Norway.

Phillip Stack comes by his

Phillip Stack comes by his rhyming ability as a result of de-scent from Tom Moore, the Irish poet. Stack is better known as Don

Robert Frost's daughter, Lesley Frost, a scribbler, too, but not of

Frost, a scribbler, too, but not of poetry. Sisley Huddleston foregoing the Paris scene for the while. Edward Dean Sullivan in town. James Truslow Adams away so long, most everybody forgot he's Americans. American, Robert McBride getting out an

ther one of Warwick Deeping's old books, though Alfred Knopf is now Deeping's publisher over here. H. R. Knickerbocker's New York

Evening Post' articles on Germany will be published in book form by Farrar & Rinehart as 'The German Crisia

Crisis.'

Any good golfer has a swell chance of a job in Arthur Pell's publishing house.

Nell Bell would like to see New

Note Ben Wood York. Lincoln MacVeagh abroad. Willard Huntington Wright has a dog, hence the new S. S. Van Dine detective story will be called "The Kennel Murder Case."

Kennel Murder Case.'
Leyla Georgie often drops in at
her publisher's to take a peek at
he royalty figures.
Incz L. Cohen (Mrs. Octavus Roy
Cohen) will have a book out soon,
and maybe Bummin'ham; Ala,, don't
know!!

know it.
Josicph C, Lincoln in Florida, and
doesn't miss Cape Cod at all. Golf.
Rex Beach goes neither with Ray
Long nor II. C. Kinsey, but with
Fairfar & Rinchart.
W. E. Woodward used to be a
ylee-president of a business concern, but no one can reinember
whether it was the 36th or the 74th,
Isaac Anderson now does Bruce Rac's mystery story trick on 'Times.'

James Henley, three years presint of Vanguard, has acquired sole mership of the publishing firm.

#### MUSIC GUIDE

"WHEN WE'RE ALONE" "RAIN ON THE ROOF" "WHO'S YOU'RE LITTLE "TIPED" "LO AND BEHOLD" "JAZZ NOCTURNE" Shortly to be released, 3 hit songe from Maurice Chevaller's Paramount—

FAMOUS MUSIC CORP. 719-7th Ave., New York



"LADY OF SPAIN"
WORLD BEGINS AND I "LOOK, HERE COMES A RAINBOW" RAINBOW"
"BISS ME GOOD NIGHT, NOT
GOODBYE"
"SOUTHERN MOON"

### SAM FOX PUB. CO.

158-160 West 45th St., New York

### Remick Hits

CAN'T WE TALK IT OVER?" "THE MORE YOU HURT ME" "WHERE THE LILIES OF THE

"WHY DID IT HAVE TO "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 VOUR EVES" "DANCING ON THE CEILING" "I DON'T SUPPOSE" "DELISHIOUS"

PROFESSIONAL OFFICES 1657 Broadway, New York

### MARKS' HITS Marta

Mama Don't Want No Peas Father of Land We Love Adios Muchachos Waitin' for the Moon Little Gad-a-bout



KISS ME GOODNIGHT TOP THE SUN, STOP THE "YOU'RE THE ONE (You beautiful Son-of-a-Gun)"

"You Only Want Me WHEN NOBODY ELSE IS AROUND" "EV'RY TIME MY HEART BEATS"

### DeSYLVA. BROWN & HENGERSON, 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" "My Woman"

DONALDSON. DOUGLAS & GUMBLE, Inc. 1595 Broadway, New York

### AGER, YELLEN & BORNSTEIN. Inc.

"Auf Wiedersehen My Dear" "Sing a New Song" 'You're Foolin' Yourself Vhen 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 SYCAMORE TREE" "STRANGERS"

"I'LL MISS YOU IN THE EVENING" T WANNA COUNT SHEEP TILL THE COWS COME HOME "TIME ALONE WILL TELL" "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?"

WITMARK & SONS 1657 Broadway, New York

### Shapiro, Bernstein & Co.

"I FOUND YOU"
"RIVER, STAY 'WAY FROM
MY DOOR" "LIES"
"SAY THAT YOU WERE TEAS
ING ME"

"If I Ever Meet THE GIRL OF MY DREAMS"
"LONESOME MELODY"
"TAKE A PICTURE OF THE
MOON"

Capitol Theatre Building COR. BROADWAY & 51ST STREET NEW YORK

### JACK YELLEN

1674 BROADWAY

"That's What Heaven Means to Me" "You're Still in My Heart" "I Forgive You"
"How About You and Me?"
"Y'Got Me, Baby"

### Limpid and Limp

Los Angeles, March 7. Vaude producer was inter-viewing prospective band lead-ers and remarked to one appli-

cant:
'My, but you have watery

My, but you have eyes.'

You would, too,' came the reply, 'If you had been musical director for a diving Venus act as long as I have.'

### \$1,800 AND 50% SPLIT ON COVERS FOR BUDDY

Buddy Rogers and a 13-plece or chestra go into the grill room of the hotel New York March 28 for an Indefinite engage ment. Rogers, whose band will be billed as Buddy Rogers and his California Cavaliers, will get \$1,800 per week and 50% of the couvert, which is about \$2 per plate.

per week and 50% of the couvert, which is about \$2 per plate.

Rogers will remain in the grill room of the hotel as band leader until the warm weather arrives, when he will move up to the roof for the summer season. He will broadcast from the hotel on the NBC network thrice weekly, making his owner was to be summer to be alternate of warner Bros. music dept. at the Hollywood studio, will be alternate of summer to be s

conductor.

Jeanette Loff, from pictures, will
be with Rogers at the Pennsy,
spotted in by the NBC as a special

### PALACE DROPS HOOFING

San Francisco, March 7.
Palace hotel, city landmark and once one of the most popular entertainments here, does away with dancing in its main dining room March 13, when Mahlon Merrick's Dechastra hours out

March 13, when Mahlon Merricks orchestra bows out.

NBC Artists Bureau has sold Vinton La Ferrera with a concert sroup to the hotel for week night musle, On Saturday nights La Ferrera will head a South American combo. Lou Emmel handled for NBC.

### HERE AND THERE

Don Bigelow's band, CBS, opens an indefinite engagement at the Eagles ballroom, Milwaukee, March 19 with a CBS wire.

CES has taken over the booking of the Adolphus hotel, Dallas, with Hank Lishin the first band. Lishin opens March 9 and will get a local wire.

After a week in New York from touring the mid-west, Jack Robbins alts the road again this week for another trip.

Hogan Hancock band booked in-definitely at the Thomas Jefferson hotel, Birmingham, Ala.

Harry Walker's Broadway Dandles and Bert Mahoney's Troubadours furnishing floor show at the Ambassador Inn, Albany - Troy Ambassador (N. Y.) Road.

Pettie' hand follows Jack Pettls' band follows the Jack Miles outfit into the DeWitt Clinton H tel. Albany, this week. Miles goes into the Parkway Res-taurant, Utica, for three weeks with a one-month road tour to follow.

"I Wish I Could Leave You Alone," "Let That Be a Lesson to You" "After the Dance Was Over"

### OLMAN MUSIC CORP.

745-7th Ave., New York

"Oh What a Thrill"
"Shadows on the Window"
"My Little Swance Sue"
"Waltz Me to Sleep in
Your Arms"

Davis, Coots & Engel, Inc. 719-7th Ave., New York

### Disc Reviews

By Abel Green

The torrid colored jazzist has detectionated in the colored jazzist has detectionated jazzist has detectionated in the colored jazzist heated jazzist heated

Jack Hylton-Reisman
Jack Hylton fittingly recorded
Dancing on the Celling, the Rodgeers-Hari on the Celling, the Rodgedon) which is now sweeping this
country. Hylton of all European
maestros alone has the American
dance technique, combining the
Whiteman-Reisman style with his
own penchant for instrumental crescendos, but withal turning out an
expectation of the combining the
Something in Your Eyes, by Leo
Reisman, is equally noteworthy.

Lorand-Bela
Imported 12-inch disk by Columbia (G-80317-D) combines two classics, Lehar's Zigeunerliebe' (Gypsy Fredermaus' (The Lat') under the expert batons of Edith Lorand and Dajos Bela. Fraulein Lorand, like Bela, whose Hotel Adlon, Berlin, concert orchestra is world-famous, bidth apots in the mid-Europa met-poplises.

On Col. 2669, an imported recording, with M. K. Gandhi's official legal signature on the label, the Hindu statesman delivers a "spiritual Message" in two parts which is also poor an example of obsolete base possible. Linguistically blurries are possible. The most curious.

Red McKenzie
This crooner has an individual
style, a heritinge from his old
Mound City Blue Blowers' days.
Paul Whiteman just signed him,
which means McKenzie will be
heard henceforth on Victor. Here
(Columbia 2820), his 'Can't We Talk
it Over?' and There's Something in Over?' and 'There's Some ur Eyes' register nicely.

Novelty trio is parenthetically de-noted as being from Georgia. They evidence a nice vocal delivery with the street of the street of the street the Human Introduction. Was That the Human Introduction of the street the Human Introduction of the street the Human Introduction of the street The Pickens have just been signed by NBC and are in for a radio build-up. They should click. This build-up. They should click. This they have the street of the street that they have supported the street that t

Rollin' Smith's Melodians are a novelty vocal quartet with plano and sultar accompanist, but, like the Mills Bros. trio, they sound like a whole jazz band with their novel vocal callithenies. Smith is on both of the NBC networks for General to the NBC networks for General God Nobody as their current entry. Good novelty stuff.

'Art Wiederschen, My Dear and There's Million, Ways to Sayn-ments, and capitally done. Denny has just shifted down from the Mt. Royal hotel, Montreal, to the Waldorf-Astoria, New York, owing a good deal of his recent prominence and the Mt. Royal hotel, Strike broadcasts.

Skeeter Skoot
Whoever the Skeeter is, he's a
mean 'un. After Louis Armstrong's
T'l Be Glad When You're Dead You
Rascal, You,' Skeeter Skoot's
straight vocal rendition tops every-

Yellen in Chi.

Jack Yellen has gone on a general
vestern trip to finally anchor in

Plans establishing Chi, branch and make other appointments.

Tom Gerun takes his hand out of the Bai Tabarin, Frisco, March 23, going on a four months' jaunt to New Orleans and Chicago. Jimmy Joy's orchestra, from Denver, replaces Gerun.

thing, being devoid of Armstrong's instrumental eccentricities. Skoot, presumably of Hariem vintage, instructed in the state of the sta

the companion piece (Okeh 41549)

'Of Thee I Sing' and 'Who Carea' both from that Gershwin musical, sa done by the Victor Arden-Phil Ohman orchestras, sound more distinctive instrumentally than otherwise. But like most all Gershwin-lana, the tunes require time to grow and ultimately take on a more lasting flavor than the rest. Oke 68...26 stuff. Victor 2511.

when We're Alone (Penthouse Serenade) and Snuggied On Your Shoulder, make good material for Sylvia Froos' vocal style The NBC songstress is especially effective with 'Alone,' which came out of the west, where it started in Eddle Lambert's Mine o'Clock Revue, proving a better song individually than the rest of the production.

"Sylvia" (Clinton Scollard-Oley Speaks) and Franz Lahar's "Villa" from "Merry Widow" are both class entries for the Whiteman baton. Melodic fox-trots, musicianly, yet dancingly delivered, they are further distinguished by Jack Fulton's vocal interludes.

Erno Rapes

This Is the Mrs' and the 'Merry
Widow' waltz are split up into two
sections by Rapes, with Paul Stall
vocalizing the fox-trot from 'Scandals.' Two songs, under Rapes, on
a 15c. disk (Hit of the Week) isn't
a bad buy even these days.

Reisman-Hybton

Reisman-Hybton

Leo Relsman and Jack Hybton's

Imported recording make a swell

tango couplet with Talousie and 'O

Cara Mar (Brodzky). The latter of

Each of the two the second of the two

of the two, to which Vera Bloom,

the congressman's daughter, set the

lyrics. Both meetros do their mu
sical stuff with much celat and fin
leb. Victor 22328.

Mickey Alpert
Conventional fox-trotology by
Mickey Alpert's musical cohorts on
Columbia 2614, 'Rain on the Roof'
and 'Aut Wiederschen'. Both have
vocals. Latter is one of the real
current song outstanders.

Ben Selvin

Equally conventional, although
satisfactory enough are 'Just
Friends' and 'Dancing On the Cellin' by Ben Selvin. Latter has the
advantage of two w.k. songs.

### ENRIC MADRIGUERA

AND HIS ORCH.
Biltmore Hotel, New Yor
Broadcasting Via WABC Featuring:

### **'SOMEBODY** LOVES

JOE MORRIS MUSIC CO. 1587 Broadway, New York



### JESS STAFFORD

and His Orchestra CLUB FORREST NEW ORLEANS, LA. MANAGEMENT: MUSIC COBP. OF AM

### American Publishers' Ambitious Plan For Foreign 'Small Rights' Revenue

A pian to collect foreign music revalties on public performance of incidental music is as revolutionary is it's ambitious. It is being formulated in America for the dual benefit of picture producers and music publishers.

It is intended to make European and other non-American film exhibitors pay for the small music rights. It refers to thematic oreued music, and not to the outstanding theme songs which come under world's copyrights. Covered are the cued or chestral backgrounds now in all sound films, underlying the dialog. It has been discovered by music men such as fam Fox an amount of the country in the control of the country in the country

Hents.
There are sundry technical provisions which must be adhered to.
There are sundry technical provisions which must be adhered to.
For one thing, such collections can be made solely through French empanies. Whereupon, in anticipation, both Editions Sam Fox and Editions Campbell-Connelly have been in existence for France, for some time. Otherwise, the American film producer and his American music publishing associate inn producer and his Amer-tean music publishing associate would have to operate through one of the other French publishers such as Editions Francis Day, S. A. or Francis Salabert.

### Easy Technicalities

In England, it will not be necessary, avers Julian T. Abeles, who is counsel for these insurgent publishers, to publish these thematics. Just filing of notice of copyright with the British Society of Composers, Authors and Publishers is bufficient.

sufficient.

In France, there must be some form of publication, but such publication need not be elaborate and only a photostat copy of, the cue sheets would suffice for purposes of technical 'publication' in order to enable the French Society of Au-

### Spitalny Leaves B. & K. After 8 Yrs. for Radio

Atter 5 1rs. 10r ktadio
Chicago, March 7.
Turning in his resignation last
week to Balaban & Katz, H. Leopold Spitalny, music director of the
Chicago theatre, will leave April 1.
Spitalny's withdrawal after eight
years followed his recently acquired
radio activities, which have been
taking most of his time.
For the past four years Spitalny
has been in the pit of the Chicago,
also working with the production
department.

department.

He is now handling the Sheaffer
Pen and Kellogg Food Town Pops
accounts on the air.

#### 'Jungle' Settlement

Naclo Herb Brown and Arthur Freed settled a plagiarism suit on Chant of the Jungle for \$500 with William Peters, which resulted in several thousands of dollars being tied up with Metro and Robbins Music Co. The money was automatically released with settlement Brown was alated to come east from Hollywood for the trial but didn't.

Chicago, March 7.

Bernie Kane orchestra departs
the Congress hotel ballroom here
March 12 and shifts to the Kenmore hotel, Albany, March 24.

Ace Brigode band slated for the
Merry Garden ballroom here on
March 28 for an indefinite sojourn.

#### Busse's Sound Short New Haven, March 7.

Kearney Walton, m. c., Eddie Weaver, organist, and Henry Busse, conductor, at the Paramount mak-ing a sound short for Phelps Film

Mary Bravo, formerly with Wit-mark, now with Jack Yellen Music,

### **Inside Stuff—Music**

Popularly regarded as more or less of an 'achievement' work, rather than a commercial proposition. George Gershwin's 'Rhapsodie in Blue' has earned quite a bit of money for the composer considering his 50c. Twintivo no every \$2.50 or chestration sold.

Some 100,000 have been purchased, which is an item of \$50,000 alone for the composer. He also received \$50,000 in a lump sum from Universal when that company made 'King of Jazz', with Paul Whiteman, in addition to which there's a fee for every public performance ranging from \$20 to \$50 each time it is rendered. Considering that there's always one Publix unit or other picture house presentation using 'Rhapsodie' strains, that adds up considerably. On top of this, for example, Lew Leslie is paying Gershwin \$125 weekly royalty for the run of the 'Rhapsodie' in Black,' colored show now current in Chi.

Argues one music man, if the big league stations are curtailing the

Argues one music man, if the big league stations are curtailing the plugs to twice a night per song, then why not cut down on the number of song publications? It is contended that this would increase the sales and prolong the longevity of the songs which do receive this plugging. More and more songs issued will not increase a publisher's revenue the air is limited to the degree where only the hits are played. So much so that the stations themselves were compelled to rule that any one song can be repeated only twice on the air per evening per station.

The hootler song sheet situation in Washington is said to be worse

The bootleg song sheet-situation in Washington is said to be work
than in any other spot in the country. In that district the vendors are
reported peddling their illegal sheets in front of the Kresge stores which
have sheet music for sale.
Because of it being a Federal district, a special regulation must be
Bessed if the practice is to be halted, American Society of Composers,
August of the practice is to be halted, American Society of Composers,
of the same things of the same than the s

In a closed meeting, held on the steps of the Roosevelt hotel, Hollywood, the Rocky Mountain Song Writers' Protective Ass'n drummed Willie Raskin, missing president, out of its ranks because of descrition. Due to hostilities in the far east, the song writing suld has changed the name to the Rocky Mountain, Shanghai and Manchuria Song Writers'

Free mailing of orchestrations to leaders' homes and to theatres has been markedly cutralied in the industry. Just the high spots are covered, Orchestras are not as freely covered as in the past. Radio-gets the major attention with the 'indoor plugs' (non-ether) carefully edited for the free music handouts.

Nick Kenny, radio columnist for the 'Mirror,' was made an active of gwriter-member of the American Society of Composers, Authors & Wullishers at the last meeting of the Songwriters' Board.

Bing Crosby has also applied for membership.

Majority of the music jobbers now have more money outstanding from dealers than ever before.

Dealers are finding it difficult to meet payments on time.

On the matter of cut-ins, one inaestro and one singer are the two most notorious royalty chiselers. They ask for a cut on everything and anything they sing or play.

### Taking No Chances

they are, accepting a cut-in is now regarded almost as a lianow regarded almost as a lia-bility by some of the radio personalities who hold them-selves aloof from this chiseling. 'We're apt to be assessed,' says one, 'on the theory that you must share the losses along with the profits.'

### \$82,000 LOSS ENDS CHI SYMPHONY'S 41-YR. RUN

Chicago, March 7.
Dropping \$32,000 the first 28 weeks of this season, the Chicago Symphony orchestra is folding up after 41 years of activity. By agreement with the musicians' union the organization can suspend on grounds of financial conditions. Last appearance of the Symphony will be April 8, when director Fred-Tack Stock will kay away his baton 2000 to 100 to 1

### Gordon-Revel Difficulties With Shuberts Settled

Differences between the Shuberts and Mack Gordon and Harry Revel, songwriters, over back royalties due from three musical attractions, have

been adjusted.

Composers figured in the scores of Everybody's Welcome. Smiling Faces and Marching By. They claim, however, that because of the dispute several of their numbers in 'Marching By' had been arbitrarily removed between the time this show closed in Chicago and opened in New York last week.

### More Meetings

Music Publishers' Protective As-ociation will call a meeting this week or next to discuss the

week or next to discuss the decisions reached by the publishers and songwriters regarding a standard form of agreement.

Meetings between both factions were held for some time at Sigmund Romberg's home until a month ago. Action on the agreements reached between the two groups was delayed by the M.P.P.A., due to a number of the publishers being out of town the past few weeks.

#### ROXY ON FAIR BOARD

Chicago, March 7.
World's Fair music committee appointed S. L. Rothatel, Roxy, a member of that department.
Roxy was here last week as guest of honor at a luncheon given by fair-officies.

Smith's Interest Sammy Smith has joined Mack Stark Music with a financial inter-

est in the company.

### Without 500-1,000 Outlets, Woolworth Deal Not Desirable, Say Publishers

### Brunswick Gets Hylton Recordings for U.S.

Jack Hylton, some of whose British recordings are being released by Victor in this country, will be un-der the Brunswick label in the fuder the Brunswick habel in the fu-ture. Brunswick may import some of the Decca 'mother' recordings of Hylton's orchestra. Decca is a new 6-shilling disc firm in England which has Hylton under contract. Hylton lett His Master's Volce, the Victor's British affiliate, over the the Victor's British affiliate, over the that Hylton's constant. And a free that Hylton's constant is a few of the ing on the Continent Creunweighed assigning him the most topical pop hits. Decca meantime suuranteed hits. Decca meantime guaranteed Hylton \$250,000 for five years.

### Robbins-M-G Adjustment May Change 'D' Rating

By a deal which Jack Robbins has effected with his foreign affiliates in England, France and Australia, Robbins Music hereafter will be the copyright owners and Metro-Goldwyn-Mayer will be eliminated as the technical holder of such copyrights.

This may adjust the technical jam which set Robbins back into the 'D' class rating in the American Society of Composers, Authors and Publishers. Latter had insisted that M-G-M, as the copyright owners, could not participate in the

Publishe's. Latter had insisted that M-G-M, as the copyright owners, could not participate in the Society's royalty earnings from public performance rights as Metro was not a member of the Society. The picture company refused to join as it didn't want to become complicated on copyright technic technical control of the society. The picture company refused to join as it didn't want to become complicated on copyright technic some unfrendly music publisher might tie up the exhibition of a Metro film because of a bar of music or a song.

It was this reason that Robbins, when making its original tie-up with Metro, whereby the latter obtained 51 % control of Robbins Music Corp. vested all copyrights in M-G-M. This made Metro dominant in any and all song rights and could thus circumvent any copyright of the solution of the sol st in the company.

Smith previously was with Shairo-Bernstein.

Smith previously was with Shaifflm releases abroad.

Whiteman and Lopez

### Amer. News Steps Out as 10c Sheet Try Flops—Guild's New 20c Deal

The 10c sheet music published by the Song litt Gulid and distributed by the American News Company is being withdrawn from all newsstands by the latter as an unprofitable venture. The news company undertook the distribution of sheet music for 10c, retailing to its outlets under an arrangement with the publishing firm. It didn't develop as well as expected and the American News now states it can't see any reason to continue.

American. News now states it can't see any 'reason to continue.

Song Hit Guild commenced activities the last September under a six montis' arrangement with American, News whereby the latter was to distribute all songs published by the former. American News paid 4% per song and wholesaled to their dealers for 7½ Original intention was to place onsong per month on the stands, but this was later extended. Currently the stands are handling eight turnes. Racks were supplied by the publishers. American News whereby the latter was to distribute all songs publicated and support of the company over a magazine was to distribute all songs publicated and support of the company call to their dealers for 7½° configinal intention was to place on song per month on the stunds, but this was later extended. Currently the stunds are handling eight tunes, flacks were supplied by the publishers.

Rosette's Contention

When the agreement was first en-

tered into the arrangement was to increase monthly in number of outlets and eventually distribute on more than 30,000 newsstands. The songs were at first placed on but 10,000 and currently are on 15,000. George Rosette, president of Song Hit Guild, declares the 10c price is a success as far as his firm is constituted to the second of th split with American News is that he slapped a \$10,000 suit against the news company over a maga-zine he published.

Unless Woolworth guarantees the music publishers 500 to 1,000 store outlets for 20c music it wouldn't be worth while for the industry to eatablish a 20c precedent, publishers believe. For Woolworth to use the publishers as a testing medium in 50 or 100 stores would not do. Kresge syndicate is squawking about the music counters not paying well senough for themselves.

ing well enough for themselves, with mild threats to oust sheet mu-sic from the stock and use that that

slc from the stock and use that space for quicker turnover items, Kresse sells at 35c and 40c, which may be one reason.

Music men agree that conditions may account for the need to chop to 20c, which will mean a 12½c, which will have to play ball.

will have to play ball.

It may mean the general adoption
of sheet music in two pages, an
idea which Felst is trying out, Witmarks tried it with one or two
songs and then reverted to three
sheet songs, on the conclusion that
two sheets crowded the music and
lyrics too much and made them difficult to read around a plano. But
with the 20c Woolworth price this
will be in line with reneral sconwill be in line with general econ-

### Paine Meeting Store Men

Paine Meeting Store Men
John-Paine, chairman of the Music Publishers' Protective Association, will convene with exces of the
Woolworth chain shortly regarding
the 20c price. The entire music
trade is desirous of having Woolworth handle sheet music if the 20c
price is adopted for the whole

worker handle seek fluid for the whole price is adopted for the whole the price is adopted for the whole between the price is adopted for the whole worker handle is a stores after 13 years. Even jobbers, who, it was believed, would be the first to oppose this, due to dealers being unable to compete with the Woolworth draw and price, are in favor of gaining the syndicate outlets. The jobbers say that, although it will mean a smaller margin of profit per copy for them, the volume will make up for this. Jobbers expect volume through Wool-towers price and through Wool-towers price and through Wool-towers price and through Wool-towers of the work of the work of the work of the work of the wool work of the wool work a guarantee regarding, the 20c price; to effect that it will be necessary for publishers to give. Woolworth a guarantee regarding, the 20c price; to effect that it will not be raised for a long period.

Woolworth in 1917, when the publishers increased the retail price from 10c to 25c and the syndicate was forced to throw sheet music off its counters, sacapped about \$750,000 in store implements, such as the counters, racks, plane, etc. I work at least \$200,000 to install sheet music again, including cost of counters and planes.

### Get Olympiad Offers

Olympiad activities on the west coast may bring both Paul Whiteman and Vincent Lopez with their orchestras to California. Lopez has a \$4,000 bld for the Cocoanut Grove (Hotel Ambass.dor), Lo. Angeles. Whiteman will do personals which will take him into the RKO Orpheums in S. F. and L. A. He completed an intensive week of Victor recording last week before going to Boston for RKO.

### 2 Chi Reopenings

Chicago, March 7.
Local nits life gets the addition
of a couple more spots. Loop cellar
niterie, formerly known as the
Showboat, reopened last week under the label of the Kentucky Club.
Limmy Garigan band on the plat-

der the label of the Kentucky Club-Jimmy Garrigan band on the plat-form for a four-week grind. Out on the westalled the former Chinese Golden Pumptin will be re-lighted within the month. Mickey Rafferty, operator of the Transfe Club, is remodeling the place in the modernistic fashion. Faul Specht band slated to start off.

### Gene Morgan Pyramiding

wene Morgan Pyramiding
Ilollywood, March 7.
Gene Morgan went into the
Pyramid Cafe Saturday (5) with his
own band. Heads a new syndicate
that took the place over.
Morgan is a former Fanchon &
Marco m. c. and has made some
comedy shorts.

### Chi Radio Time Feels Squeeze as Politicians Swap Stump for Mike

Local radio stations are running into a flock of headaches which are

Local radio stations are running into a flock of headaches which are stated to recur daily until April 21, when the primary elections go stations with requests and demands for time in which to tell the public why they're the best man for the official job.

So far, oke. But the knife-twist comes when the new law concerning the broadcasting of political spiels is eyed. Law stipulates that portunity to yodel his charms over any transmitter, his opponents must be given the same mike rights. The leadaches come when it's counted on the fingers that there are more than 150 blushing candidate for mulcipal, county and state seats.

While the seates are being sweated for time on which to squeeze these air stumpers. While the boys must pay for the minutes like any other commercial the stations are finding it tough to clear enough seasons to take care of the lot. This is particularly so because the politicians are proving that they're wise to want the agree evenile sours, which are already covered by the regular commercial advertisers. Wires, strings and ropes are being pulled around this town by these politicals.

scekers to grab off the best time on the air.

Most of the transmitters are managing to clear room for at least one claim-artist a night, though many have two and three an ovening. This is another great finsomnia-maker for the station-masters who are sweating to keep the political specifies from following each other on the air. When they can be succeeded to the state of the state

audience won't become too fed up on tax, school-board and crime harangues.

No Spot Spiels

Many politicians have come forward in attempts to place only spot announcements, but thus after that the second spiels of the special spiels of the spiels of the

are being caretuity pre-tea co-climinate ail libei and siander angles. The similar is a liber and siander of the studies that the public ap-pears to be strangely interested in-the political speeches at present. They biame it on the depression. When the politicians went on the ether some four years ago the lis-teners paid little attention, but the hot-air on currently is getting reg-ular mail response, asking for fur-ther information and literature, of-fering boosts, suggestions and ar-guments. This turn of the public's mind is attributed to the state of economic and governmental affairs today, with schools closing and teachers unpaid, rising taxes, and the crime and graft news that has been swatting the front pages of



### THE RADIO FAMED STREET

SINGER

### **ARTHUR** ΓRACY

THIS WEEK, MARCH 5 LOEW'S, JERSEY CITY

LOEW'S, PENN - PITTSBURGH WEEK MARCH 12

LOEW'S STATE, NEW YORK

**WEEK MARCH 19** Just Completed New York RKO Record Breaking Tour

Broadcasts Over WABC-C.B.S. and Entire Network

Monday and Wednesday—10:45 P. M. Friday (Pillsbury Pageant)—9 P. M. Sunday-12:45 P. M.

Exclusive Management Col. Artist Bureau Columbia Broadcasting Co.

### 40 Auditions

Chicago, March 1.

Record for the number of auditions held by a commercial to loke an ether program poss to Reed, Murdock commercial to loke an ether program. Three months have passed since the food packers decided to take crack at radio advertising. In that time they've listened to over 40 auditions, with the firm no nearer its choice now than it was when it started the search.

### Trade Titles **Over Personal** Names on Air

In line with radio's desire to tone down the personal ego on the air is the decided intention to build up

down the personal ego on the air is the decided intention to build up trade names or noma-de-ether which will take on a commercial association with the advertiser's brand. Since radio can build up reputations like Vallee, Crosby, Columbo, Downey, et al., it is now intent on building up pueudonyms for personalities, which by very cassociation of idea, will exploit the advertising brand.

For example, Olive Palmer and Paul Oliver, the singers on the Falmolive hour, very decidedly bring to mind the scap brand at all times. Whatever Miss Paimer's and Mr. Oliver's actual names, they are not as well enough known now a under their noms-de-radio. In truth, both had these ether trade names legalized in court. Obviously, the advantage is that wherever Oliver on Miss atlance of the trade of the scap brand.

Billy Jones and Ernest Hare are others who were submerzed under the radio trade names of the Hab.

Billy Jones and Ernest Hare are others who were submerged under the radio trade names of the Happiness Boys and later the Interwoven Pair, so that this billing on theatre marquees and on phonograph records, along with the radio, were constant reminders to the public mind of Happiness candy or a pair of Interwoven sox. 'Sisters of the Skillet' can do nothing but bring to mind Protete & Gamble's Chipso soap, while actually Raiph East and Eddie Dumike are nonenities save to the radio Insiders.

siders. Similarly Stoopnagle and Bud Similarly Stoopnagle and Bud will bring up a commercial asso-ciation with Ivory soap, whereas Chase Taylor and Fud Hullck, their actual names, are unknown. The 'Street Singer' has a more

The 'Street Singer' has a more definite association with Pillsbury flour than Arthur Tracy. The coined billing of Silver-Masked Tenor instead of Joe White, ex-Witmark sonsplugare who got a radio break at the time, meant more to build up the Goodrich Silvertown cord tires than had the actual name been used.

used. Now when Alice Joy goes out on personal appearances she will establish a decided public-minded association with Prince Albert to-bacco whose slogan is joy smoke, hence Alice Joy, nee Frances Holbrooke.

### Coffee Co. Temporarily **Doubling on CBS-NBC**

Maxwell House Coffee, which started a series of thrice weekly broadcasts on the CBS network last night (Monday), will double between NBC and CBS until April 7, when it goes off NBC. Don Voorhees, or-chestra leader for the NBC periods, chestra leader for the NBC periods, ovcalist.

broadcasts, with Lanny Ross as vocalist.

Maxwell is handled by the Erwin-Wasey agency, which on April 7 will turn the 'Real Folks' program over to another commercial. 'Real Folks' is currently on CBS, with Log Cabin Syrup as sponsor. On April 7 Post Toastles will take over this series, which switches to the NBC network on Thursdays, utilizing the same time and stations formerly occupied by the Maxwell House broadcasts.

#### Trio's New Try

Record Boys, Frank Kamplain, Al Bernard and J. Russel Robinson, have reunited and are on over WOR. Trio split up when Robinson went songwriting and vaude piano ac-companist, with Kamplain and Ber-nard doing their stuff as a team.

### CHI AIR BOOTLEGGER NARRED IN 36 HOURS

Chicago, March 7.

Setting something of a record in bootieg-station
In bootieg-station
Hayes, local United States radio supervisor, last week nabbed a subryban air-bootlegger within 36 hours after the fake transmitter station out in Rogers Park and was rebroadcasting the programs of all the high-powered Chicago stations from WIBO to KYW and using nouncements. Calling himself the Rogers Park Community Station, the unicensed operator, John Lozier, was also offering his own services as radio technician and repair man. This is the first instance of bootlegging tuansmitters in this vicinity in a long while. Although the maximum penalty for the offense is supervisor's office here that no drastic penalty will be meted out because of the financial condition of the siriegger, and because of the circumstances of the case.

### STATION TO DEPOT

Travel Promotion on Its Own KNX Idea

Los Angeles, March 7.

Success of New Orienns radio stations in promoting train excursions to the U. S. C. Tulane game and netting a tidy profit has inspired KiX locally to try a variation of the same stunt.

The tide of the same stunt of the same stunt of the same stunt. Station buy pieced over the air. Station buy pieced over the same stations, resells to take the same stations, resells to the same stations of the same station

### Gambling Ships Not So Proper, Commish Hints

Los Angeles, March 7.
Gambling ship plugs on the air have been frowned upon by the Radio Commission.

KMTR is said to have followed a Federal hint to close its ship accounts. KTM, wanting a license renewal, is having its programs checked.

#### ANOTHER TEXAS INDIE

Dallas, March 7. Another broadcaster, KCMC, added Another broadcaster, KCMC, added to Texas growing indle list. Station located at Texarkana, strategic point for four-way outlet—Arkansus, east Texas, Louisiana, Mississippi. Operated by Charlegg M. Conway, owner of Grim hotel, where studios are located.

Lady Esther Adds Show
Chicago, March 7.
In addition to its Sunday afternoon haif hour over NBC, Lady
Esther cosmetic is taking over a
15-minute period midweek on the
same network, with the Wayne
King band filling both assignments.

### Radio Engagements

### NBC Into Huddle As Freelancers Gain Radio Writing John

Chicago, March 7. George Redmond, director of

NBC's continuity department here, was called in to the network's New York office last week for a ways and means conference. Huddle resulted means conference. Huddle resulted from the chalin's concern over its increasing loss of program writing vasignments to freelance radio au-thors, engaged direct by network accounts. This pertains particular-ly to serial script shows.

ly to serial script shows.

In recent weeks Redmond has spent most of his time on the road, contacting network advertisers or their agency reps to keep himself apprised of their continuity wants and to retain this phase of the business for the logenfactor. ness for his organization

### Union Won't Let Kate's Welcome Bands B'dcast

Because the Chicago local of the American Federation of Musicians will not permit either the American Legion or Fireman's band to broad-cast at the Chicago reception to Kate Smith when the latter arrives.

in that city Saturday (12) to open at the RKO Palace, the entire reception may be barred from the air. CBS is attempting to arrange matters. Besides the band, Miss Smith will be met at the station by Pen Bernie and others

### J.B.'n Mae'

Sponsored by

### PROCTER & GAMBLE (American Family Soap)

Station WBBM

Each Mon., Wed., Fri., at 8:45 P. M



Nick LUCAS

The Voice You Love

### **VAUGHN** DE LEATH

Radio's Friendly Singer of Friendly Songs Columbia Broadcasting System

Now Appearing in Person in RKO Theatres

#### H. LEOPOLD SPITALNY

SHEAFFER LIFETIME REVUE
Over NBC Coast to Coast Network
FOODTOWN POPS REVUE
Electrical Transcription Twice Weekly
Over 18 Stations and Increasing Weekly

### 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.



TUNE IN ON THE Yeastfoamers Program

SUNDAY 1:30 to 2 P. M. C.S.T. N.B.C. BLUE NETWORK

Management
MUSIC CORPORATION OF
AMERICA
Appearing Nightly at
Blackhavek Reslaurant, Chicago

## FAVORING 1/2 HOUR B'CASTS

### Columbo as Example

From Nothing to \$5,000 and Back to Almost N. G. [] TSIDE N. Y. Nothing in Six Months

From nothing to over \$5,000 a week and back to almost nothing in six months is the rise and drop of Russ Columbo, whom the NBC and other radio authorities hold up as an example of what manage-ment can do to make and break down a radio personality.

down a radio personanty.
When tripling between the Paramount theatre in Brooklyn, the Waldorf-Astoria hotel and the Listerine radio hour. Columbo's gross was over the \$5,000 figure, his high financial mark.

Balking at the Waldorf's anony-mity, and beset by managerial complications, Con Conrad had him under contract, Columbo vamped plications, Con Conrad had him under contract, Columbo vamped from the hestelry, lost out at the Publix house and now goes off the air this week with Listerine look-ing about for B. A. Rolfe's orches-tra for a new ether idea. NBC is retaining Columbo as a

sustaining attraction temporarily









TUES. THUR. SAT. 11 P.M. E. S. T.



with a view towards selling him commercially again, but his figure will be nothing compared to the fancy dough he had been batting out among the three engagements. Meantime NBC is battling with the singer who objects to an afternoon program spotting.

program spotting.

Sample of Columbo's management was the Skouras straight percentage deal, sans gurantee, which resulted in no share for Columbo.

Skouras voluntarily contributed \$2,000 to him for the two weeks he was a columboration of the two weeks the Academy and Auplayed at the Academy and Au-dubon, New York. His next stage date is March 12 at the Palace,

### FRISCO AIR REVIEWER GETS THEATRE SOUAWK

San Francisco, March 7.
After a lot of talk by KJBS, which
was considering a drame critic of
the air station, KTAB broke out
last week with the Billiboard of the
Air. With this announcement
came the introduction of Frank
Wright as drama ed. His first
broadcast is already reported as

his last.

Wright opened his reviews by soundly panning one picture. The local show gang got together and squawked, threatening to bring in the Chamber of Commerce, etc.

KTAB management said Wright's program is a sustaining quarter hour worked up with an eye to advertising and was. Wright's own proposition.

### Sylvia Froos, CBS

Sylvia Froos, whose contract with NBC as a sustaining artist expires March 16, goes on CBS starting to-night (Tucsday) with Richman Clothes. Miss Froos landed the latter account direct and is not under contract to CBS' Artists

Bureau.

Richman Clothes will get the
CBS network twice weekly for 13
weeks, on Tucsday and Thursday.
Besides Miss Froos, the advertiser
has engaged Victor Moore and
Louis Silvers' orchestra.

### Coast Discs East

Coast Discs East

Los Angeles, March 7.

Earnshaw X Owen 4.

Earnshaw Some 4.

Everything west of the Mississippi on 'Chandu' plugs White King Soap, local product. East Indian story originates over KHJ here for the Columbia-Don Lee Circuit and is also recorded on wax by the Columbia-Don Lee Circuit and is also recorded on wax by the Columbia-Don Lee Circuit and is also recorded on wax by the Columbia-Don Lee Circuit and Some 5.

Earns Scholis, west Gayne Whitman, former stock faw horeabouts, plays the title role.

Jeden Scholis, plays the title role.

Jeden Scholis agency is the producer.

### Miss Ruth's Month

Vivien Ruth, CBS sustaining singer, goes off the network about April 1.

Miss Ruth was recently placed under CBS sustaining contract after giving an audition and has been on the network for about a month.

### BIDE AUDITIONING

Bide Dudley, New York Journal' radio columnist, George Hall's or-chestra and Jack Arthur, singer, are auditioning a new program for

### Durkin In, Smith Out Jimmy Durkin took charge of Shapiro-Bernstein's orchestra de

partment last week. He supplanted Sammy Smith:

Recent Surveys Agencies Back to Longer Programs for Adv. Purposes-Pro Rata Makes Hours and Half Hours Cheaper-Waiting for 15-Minute Contracts to Ex-

### CHANGE DUE IN 6 MOS.

Within the next six months, 60 and 30-minute periods will replace the present deluge of 15 minute programs on the air. This move will be brought about through advertising agencies, who during the past few months have made surbroadcasts on the air and have been given proof that outside New York City quarter-hour periods are the most unpopular.

Lennen & Mitchell, ad agency Lennen & micrell, ad agency handling the Old Gold account, re-cently completed a survey which showed 15-minute periods in an un-favorable light. Agency is preparing to bring Old Gold back on the air again for half-hour periods, about thrice weekly.

again for hair nour periods, about thrice weekly.

Reynolds Company, manufacturers of Camel cigries, is also dissatisfied with the results of its broadcasts. This firm is now preparing to change its entire program make-up when the present CBS contract expires, according to report. One of the changes will be an increase from 15 minutes to a half hour.

Another 15-minute commercial currently on the air which is due to change to 30 minutes is Chesterfield, on NBC.

The preponderance of a quarter-hour broadcasts currently on the

The preponderance of a quarter-hour broadcasts currently on the air waves was promoted and brought about when the nctworks first started out and were hard put to sell full hour or half-hour periods due to the cost. They conceived the idea of breaking the hour up into four periods and sciling them separately.

#### 1/4-Hour Vogue Passing

1/4-Hour Vogue Passing medium became of recognized value, it went out and sold quarter-hour periods for weekly repeat broadcasts, making more money through this, due to the time cost pro rata for four weekly 15-minute periods. The vogue for quarter-hour periods spread until now, when it appear to have reached its climax.

During the past few months ad agencies have admitted that there is much more value to be derived from half-hour or hour periods than from daily repeat quarter-

from half-hour or hour periods than from daily repeat quarter-hour air splurges. But since they have soid most of their clients on the quarter-hour air and average basis, they arrest to the position to the control of the control of

### Ruth Etting in Film If Air Time Settled

If a west coast hook-up can be arranged for Ruth Etting's Chester-field broadcasts, she'll go Hollywood next month for Goldwyn's next Eddie Cantor talker. Miss Etting is contracted to start March 16 on the air for the 'tobacco' firm.

Report is that time differences between Miss Etting and the advertiser have yet to be straightened out. Chesterfield picked up a two-year option on the singer, but Miss Etting is demanding an outside jimit of 26 weeks. Etting is deman

### 1/4 HOUR PERIODS Chi NBC Shifts Staff in Move Against Indie Program Producers

Chicago, March 7.

Stiff and increasing competition from freclance program producing outfits prompted the local NBC management last week to transfer Don Bernard from the program department to tho sales staff. Move, described by the network az experimental, assigns to Bernard the perimental, assigns to Bernard the or prospects and producing them direct. New arrangement limits the rest of the sales staff to selling time, with Bernard depended upon to get a program producing and talent order tacked on to the fato get a program producing and talent order tacked on to the facliities contract.

talent order tacked on to the fa-cilities contract.

Past few months the majority of network accounts have been bring-ing outside produced shows into the NBC studios. Last of this genre was the Sheaffer Pen program, with everybody connected with the show engaged direct by the adver-tising agency. Heavy inroads of the freelance element has left the network with a flock of salaried producers with ols of time on their hands, cut the amount obtained from music from commercial pro-grams down to around 40% of the studio's total payroll for musicians, and, from the talent "selling end, made it tougher than ever for the house of the studio's total payroll to a recal from a artists" service here. Idea of just how active the latter has been is indicated by the fact that the head of the bureau, L. J. Fitzgerald, has been on the road

### \$7,000 TALENT BILL ON ZIEGGY-CHRYSLER SHOW

Chicago, March 7. Florenz Ziegfeld makes his deb Chicago, March 7.
Florenz Ziegfeld makes his debut as a radio producer April 8, with the Chrysler motor car group, which includes the DeStot and Plymouth, putting up the bankroll. Contract signed last week with the Columbia network set a new record in proposed cash outlay for a weekly show. Bill for time alone over a hookup of \$2\$ stations figures over \$20,000, while the cost of entertainment will approximate \$7,000 a program.

Chrysler affair fs clocked for a 30-minute run Sunday evenings over a period of 13 weeks, originating in the network's New York studios. Option on Ziegfeld's services held by Waiter Chrysler, chairman of the auto group, allows the producer \$5,000 per broadast, out or Addition comes a cartisted or chestra will be taken care of by the commercial, as well as other incidental rharges.

### Chilling Radio

General Motors Radio Corpora-tion's divorce from RCA is seen in-side the latter organization in that General is tired of the air and is going to confine fitself to fee boxes and autos.

Two organizations were not mate-rially hooked up other than that when RCA granted General license privileges it automatically got in return an interest in General.

### Crosby Sued for \$20,000

Bing Crosby is defendent in a suit to recover agency commissions. Eddle Small claiming \$20,00.

The agent placed Crosby under contract when the latter first appeared on the coast. The sum sought is based on an estimate of Crosby's supposed total earnings since c ming East. An examination before trial will be sought to determine Crosby's earnings.

### HOFFMAN QUITS

Sidney Hoffman, CBS treasurer for three years, has resigned. Nefford Runyon of the same de-partment may succeed Hoffman.

with Ignatz Paderewski the pasthree months.

Network's local execs are settinup a howl that the outside producers have siashed prices to the point of hurting the broadcasting business, and threaten underselling retailsations. Indie producers, they claim to get the business and the producers, they claim to get the business and the production of the prod

argument in approaching other accounts are quoting figures for musical shows, particularly, that leave
no margin above basic union scale.
Freelance coterie retort that they
are able to underbid the network
and still get an ample cut-in for
themselves because their quotations
don't include a lot of extraneous
program, production and
conthemselves production and
condulum, they aver, is swinging back
to where it was in the early days
of network broadcasting. Advertisers are finding; it cheaper and
more satisfactory in the long run
they argue, to have their program tisers are finding it cheaper and more satisfactory in the long run they argue, to have their program produced outside of the chain



### BARON LEE

BLUE RHYTHM BAND

Featuring Edgar Hayes, pianist WEAF Mon. and Thurs. 11:45 P. M. From Cotton Club, New York

Management Mills Dance Orchestras, Inc. 799 7th Ave., New York



CREAM OF WHEAT PROGRAM Every Morning Over WJZ at 7:45 National Broadcasting Company



OUDSMOBILE'S MELODY SPEEDWAY WOR and 80 Associate Stations



### SOVIET SPEECHES Shortwave RFM, Khabarovsk, Russia

VARIETY

Shortwave
FFM, Khabarovsk, Russia
Just call it Russia. Station RFM
is one of the nocturnal dishes for the some of the nocturnal dishes for doesn't matter when the DX set brings it in. Odds are 9-1 it'll be right in the middle of a speech. And what speeches! Sentences two blocks long without a comma would. And what speeches! Sentences two blocks long without a comma would. Russia appears to be a nation given over to prodigious verbosity.
U.S.SR. regards radio quite naturally, along with the stage, screen, sent-culturall, activities, as an instrument of propaganda. Films, at least, are a universal language, but propaganda on the radio in unabled, overwhelming immatation, and the state of the sentence of the sen

ginerung success it's aismai, water finderung success it's aismai, water finder the continuation of the co

reply is encyclopedic and needs an index.

HINDS ROMANCE EXCHANGE
With Beatrice Fairfax and
Raymond Hetherton and Orchestra
CWENTS, Chicago
Setting the originator of 'advice
to the lovelorn' on the biggest coastto-coast hookup yet assembled for
an ether personality on daytime
period. Hinds cold cream concern
appears to have scored a 16 strike.
Deen placed in the ranks of the
highest paid single on the air today
through landing this NBC account.
Whatever the entertainment value
of this program, the sponsors are
practically assured of listeners, just
the sum and substance of this hookthe sum and substance of this hookup. It's the fan mail, which is expected to come flowing in by reams,
that intervents Hinds mostly. A suworth its weight in cold cream. And
Miss Fairfax can do it.
For years her name has been a
by-word with both young and old
femmes of the country, the kind that
are always seeking advice of, the
of them. Miss Fairfax to following
the same course of attracting listeners as sile has with readers. The
letter writing angle is particularly
stressed to the broken hearted or
slightly bent sufferers d'amour. Miss
Terses allowed on each of the
Tours allowed on each of the
same wers.

silghtly bent sufferers d'amour. Miss Fairfax knows her cupid and all the answers.

With just about five of the total 15 minutes allowed on each of the three weekly broadcasts to Miss Fairfax she has to talk tast and get in as much as possible. By way of making the program interesting, about the control of the control o

JACKSON and AMISON Songs, Plane Suestaining 15 Mine. WJZ, New York Mabel Jackson and Williard Amison (site calls him Willie) are a son (site calls him Willie) are a their song and plane stuff with light good-natured rallery which suggests that they can not only become an effective commercial team, but will click later for commercials the mild razuing, evidencing a good address for comedy delivery which, with proper continuity for commercial purposes, should do alright all fround.

cial purposes, should que an en-round.

He attempts to inject a little novelty and nuance by recounting that a song such as 'My Sunshine Is You' came all the way from Ber-files and the sunshine about the sunshine abound with Miss Jackson to the A most pleasant 15 minutes.

Abel,

VINE and FOGARTY
Songs, Piano
10 Min New York
Margaret Vino and John Togarty
is another mixed team WJZ is
building up, this time on a morning frolic from 8:46-9 a.m.
They do their sustaining quarter
hour with acceptability, mixing up
the yoral and plano stuff in nice
atyle.

### INDO-CHINA PENAL COLONY Native Music, Discs Shortwave FLCD, Saigon, Indo-China

FLCD, Saigon, Indo-China
Recent advances in shortwave
(distance) broadcasting, notably the
marketing of inexpensive convertors
applicable to ordinary radio sets,
opens up a new avenue of other entertainment.
Iconoclasts and other joy-killiers
might point out, meanly, that having fortified the nerves with much
offee and to seed aside the thread
that the set of the control of the control
that the set of the control
that the set of the control
that the control of the control of the control
that the control of the control of the control
that the control of the control of the control of the control
that the control of th

hour on end, gets in yeturn is want he can find on any little local 100-to an heart of the control of the contr

said a vivia memory.

China.

Much later in the all night vigil and after the natives are ultimately exhausted and, presumably locked back into their ceils the second part follows. This is in French. That back into their ceils the second particulous. This is in French. That is to say an announcer appears. He gives about 90 seconds of French gab and then follows with single second particular to the second particular than the second particu

sion.

Increasingly clear as the dawn comes up Indo-China ends by booming into the honest burgher's Spanish parior with all the explosive strength of a Forguson thouting into the cosmos the praise of parched panatelias.

### TODAY AND YESTERDAY

TODAY AND YESTERDAY.

Skotch, Muse Yester Commercial

WABC, New York

Replacing 'March of. Time' over
the same hock-up, this new series
the same hock-up, this new series
up as something new in program
make-up. Its main attraction is a
sketch, through which it attempts
to show that there is nothing new
users the substantial of the broadcast
time. The rest is allotted to Don
Voornees' orchestra, Gladys. Brittain, sobrano, and a male quartet.
Is devoted to the musical end. The
sketch itself is in manner to those
of 'March of Time,' which staged
three or more per period and sucCoburn Goodwin is the marrator.

cessfully.

Coburn Goodwin is the narrator, introducing the numbers and explaining what ensues during breaks in action. The depression was the transport of the depression was the The musical half of the broadcast satisfies. Orchestral selections pleasing. Miss Brittan is a likable soprano with a good range. At times the music of the present is music of the present is placed by the pass in line with the theme.

RILEY and COMFORT
With Dave Abrams' Orch.
WMCA, New York
Tommy. Riley and Biliy Comfort
will make themselves heard more
than vocality on the air with their
neat style of song delivery. Right
now they're ethertring from the Yill
for the work of the composition of the composition of the composition of the composition of the Village Grove Nut
Club, an allled cafe management,
from where they ethertze likewise
on occasion.
They have an effective flair for

on occasion.

They have an effective flair for light song delivery and know how to sail a novelty speciality along with a ballad.

Dave Abrams' band is expert musical background when not waxing musically buccile as part of the ethereal ballyhoo for the rustic Village calart. Abcl.

POLICE CALLS
Governmental Shortwave
KGPL, Los Angeles
Some 63 American citics maintain radio systems under 'RCA
royalty. Squad cars commissioned
to keep, in unbersel, radio prechetare instantly communicated with
from headquarters and told to drive
prount to a certain street where:

'A man has shot dimesel'.

Tannah has shot dimesel'.

Tannah and is screaming.

'A woman is screaming.

ncc.' 'A woman is screaming.' 'A suspicious character is lurk

A woman is screaming.

A drug store is being held up.

This has already proven a great aid to the police. It obviates in cities. like Los Angeles and Chience in the control of the contro

not result in airests but simply in warnings.

In some instances politice fave managed to arrive before a criminal managed to arrive before a criminal hold-up. Radio has been a weapon and a first line defense for society in varied and dramatic ways. Many Americans delight to follow the posterior ward of the second success of a city. Perhaps a foreigner would be aghast at the rowdyism, drinking, peace-breaking and robbery but those innured to wirillity.

'FAST FREIGHT'
Organ, Songs
COMMERCIAL
WABC, New York
This period is staged by Gold
Medal flour and gets the CBS net
Same account around the middle of
last year was on WJZ (NBC) with
a different program set-up. At that
time the Delivery Boys, plano duo,
and an orchestra, besides different
guest artists, were used. In this
new series the talent layout consists
of a mise quartet, featured organist
and featured planies.
Present broadcast shapes up well

new series the talent layout consists of a male quartet, featured organist of a most quartet, featured organist present broadcast shapes up well as somewhat of a novelty in talent construction, with the organist standing out. None of the artists are billed in the newspaper program listings, and difficult to eatch, the control of the c

### ST. JOHN'S BANJOLEERS Sustaining WGY, Schenectady

WGY, Schenectady
Stephen St. John's banjo quintet has for sometime been a once-weekly afternoon feature. Formerly heard in half-hour program, but recently have held a 15-minute spot cently have held a 15-minute spot alsascal to Jazz. Work well together. Banjo music, however, becomes rather monotonous via radio, comes rather monotonous via radio, when the second of the second of

### LONE STAR RANGERS Songs, Talk Sustaining WOR, New York

WUR, New York

A quartet and soloist, latter sticking to cowboy airs. Boys were supposed to be on a dude ranch, with the group including a Greek friend. Latter led most of the chatter, which paced the songs. For a program of this nature the patter is fair.

arong any plants of the source. For a content of the source the patter is fair.

Singling by the quartet and soloist are the features. Former make a likable vocal group with a nice diversity of voices. Solos lead into the harmony work, one starting out the harmony work, one starting out the harmony work, one starting of the soloid property. Compared the soloid property of the soloid prop

### LITTLE JACK LITTLE log ining Sustaining 15 Mins. WABC, New York

WABC, New York
Little Jack Little is on the breakfast shift daily except Sundays at
9 to 9:16 a. m. over WABC, with
CBS now setting him for a cominercial with Quaker Oats. Little is
a bright, cheery, early-morning interlude and a natural for a breakfast food or kindred domestic
product. fast for

moduct.

Illa planologing has dash and snap, fortified by skilliful keyboard dexterity, on top of which ris pop yocalizing is bright and clear. He doesn't croon, yet has the same subdued, whispering idea of vocal delivery.

Cn Saturdays he does a brief resulme of the week's song outgrams, mixing up the vocals with an intricate plano solo such as 'Dizay Fingers.'

Little is no radio novice. In truth

Diszy Fingers:

Little is no radio novice. In truth
he's one of the early pioneers, and
for long a midwest wow at the
Powel Crosley, Jr., station WLW.
Charles and the seem of the county letter
commercial hookup he should do the
ad brand plenty of good. It will give
him the necessary newness and
novelty to warrant another personal
he has made in the past. Abel.

### DRAMATIZATION of the STATES Playlets COMMERCIAL WGN, Chicago

COMMERCIAL
WGN, Chicage
Coupling up its station and its circulation idea department, the Chicage Tribuner is again steaming up the readers and the listeners on purzle ideas. The listeners on purzle ideas. The instance of the U.S. states. The label of the U.S. states. The label of the U.S. states. The label of the death of the U.S. states. The label of the state is given a tip-off the eventing before by means of a 15-minute saily history of the particular state. Top prize of the contest is a four-numeral figure merning five grand. Idea of the eventing broadcasts can be used to the contest of the cont

### HARDING SISTERS 'Twenty Fingers of Harmony' Organ, Piano Sustaining WEAF, New York

Combination of organ and plano is novel. Both these girls are accomplished musicians, the ivory tinkling standing out above the console work due to the manner in which it is arranged. Though the music itself pleases, it is of a nature which is is thargic and fits primarily for a slumber and its primarily for a slumber ting this around the same time as when heard, 11 pm, and wouldn't be amiss to announce it as a slumber period.

ber period.
Girls did four numbers on this 15-minute period, all rendered in slow tempo.

### PEGGY FEARS BLUMENTHAL Interview COMMERCIAL WABC, New York

WABC, New York.

As guest of the Linit Bath Cluis,
Pegsy Fears Blumenthal took advantage of the radio opportunity to
plug her Child of Manhattant
on Which Helen Santre Premise
ex-Follies' girl to etherize. And
with a stage and social background,
it was no more than to be expected
that Wall be the control of the control
ocol, conclee delivery.
Not that both interviewer are

cool, concise delivery.
Not that both interviewer and
interviewee's stuff wasn't planned
and plotted, but somehow Miss
Santrey, despite the written continuity presumably in front of her,
seemed rattled, wittle Mrs. Blumsy
more than sustained her end.

thully presumably in front of her, seemed rattled, withe Mrs. Blumey more than sustained her end.

The continuity evidenced a show of a more sophisticated standard than is usually aired. Guest speakeg left it to Miss Santrey to talk about the Follies girl who made good and married millions, included as a le-room Parit avenue apartment; while the former Peggy Fears was the one who spoke of her trainer who keeps her fit, and also recorded to be seen to be a le-room parit avenue apartment; while the former Peggy Fears was the one who spoke of her trainer who keeps her fit, and also recorded to be seen to be a le-room parit avenue apartment; while the former Peggy Fears was the one who spoke of her trainer who keeps her fit, and also recorded to the seen her fit, and also recorded to the seen her fit and the seen should have the seen was fond of tangoing, in addition to which she expressed the thought that if she worries about her figure for his waistline to please her.

Then followed the Linit spiel about 'the bathway to beauty, hus a circulation checker-upper in the form of a givenway bath mat free of adv, it is mentioned. These are the audience-snatching stunts the commercials are going in for lately for a direct audience measurement. If gilbly done, as here, if a great should be sales spiel, Kenneth Roberts announced.

Abel.

BILL THE BARBER
Dad Pickard, Bub Pickard, Ruth
Pickard, Arthur Jackson, Don
Merryfield, Beatrice Churchill and
David Owen
Serial Skit
COMMERCIAL
WMAQ, Chicago

Serial Serial

WMAQ, Chiesape

There was once an advertising agency that was so soid on a radioskit that in turn it tried to sell it to a commercial it represented. Commercial, one of the Affiliated Research of the Affiliated Research

brackets.

Dad Pickard happens to be a virtuoso at the harmonic and he drags it into the proceedings with or witnort the least provocation. It's that sort of a program.

Odec.

### COMEDY CAPERS Phil Stewart and Al Carsello Sustaining KYW, CHICAGO

Two years ago Phil Stewart was better known in vaudeville, but the shifted over to KYW studios as staff announcer. Al Carsello is at present the accordionist with the KYW studio band, conducted by Rex

Girls did four numbers on this 15-minute period, all rendered is slow tempo.

BRONX MARRIAGE BUREAU Sketch COMMERCIAL WOR, New York These skits closely resemble the These skits closely resemble the

### Radio Reports

(Continued from page 60)

(Continued from page 69) broadcast. They are getting paid in their own estimation by establishing themselves with a wide air following, by free exploitation through the KYW newspaper associate, the Hearst Chiago Herald Examiner, and in the likelihood of drawing either the commercial mazum or what is also reported, a couple of stage dates from Publix-Ealaban &

what is also reported, a coups stage dates from Publix-Balaban & Kaitz. Balaban & Sangas a standard Chicago radio and the same standard Chicago radio and the same standard Chicago Radio and the same standard chicago and the same standard balaban & Sangas & Sang

CLARE MAJOR'S CHILDREN'S THEATRE Dramatic

Dramatic Sustaining WGY, Schenectady

As plug for performance of 'Hans Brinker and the Silver Skates,' at a Schenectady school, Mrs. Majors troupe did a scene from her dra-matization of fairy tale. Preceding matization of fairy tale. Preceding:
it, Viola Roach, announced as featured on Broadway and in London,
tured on Broadway and in London,
for's children; theatre property of the company of the company of the company (the first one), and appeared to the company (the first one), and appeared to the company of the first one), and appeared to the company of the first one), and appeared to the company of the first one), and appeared to the company of the comp

### **GEORGE OLSEN**

Club Montmartre, New York Broadcasting Via WARC

FEATURING

**'SOMEBODY** LOVES YNII'

JOE MORRIS MUSIC CO. 1587 Broadway, New York

### ABE LYMAN

CALIFORNIA ORCHESTRA

Columbia Broadcasting System PHILLIPS'

DENTAL MAGNESIA WARC COAST TO COAST

TUES., THURS., SAT., 8:15 (EAST)

### **LEW WHITE'S** INNOVATION IN RADIO

THE MELLO CLARIONS

LOUIS KATZMAN

BROWN SHOE CO COAST TO COAST 8:15 PM. WEDNESDAYS

ROBERT RUSSELL BENNETT Orch. with Sylvia Froes, Ross

ROBERT RUSSELL BENNETT Orch. with Sylvia Froos, Ross McLean COMMERCIAL WEAF, New York

This is the Rudy Vallee substitute From the Being used by Fleischman Commercial Being Being used by Fleischman Commercial Being Shrewdly woven into the orchestral part. Material Is made up mostly and Commercial Being Be

played.

Sylvia Froos was the only solo artist except Ray Perkins, who m.c.'s. Miss Froos sang two pops in a pleasing volce, giving the second chorus of each a heated ver-

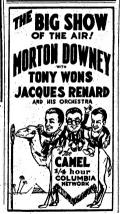
ond chorus of each a heated version.

Perkins gagged all over the place, and his blackouts, something new on this period, made a nice comedy novelty. However, Perkins is shouldering a little too much time for himself.

dering a little too much time for his constant of the talent, Ross McLean, Amy Goldsmith, Alma Kitchell and Men About Town, used for the vocal chorus. McLean had a few duet by name. See the was not announced by name. With Vallee back on the Fleischmann period next week Thursday (10), wouldn't be bad idea for some other commercial to sponsor Ben-

### INTIMATE GLIMPSES OF ANI MALS Don Lang COMMERCIAL WGN, Chicago

Dombies Classical Combies Classical Combies Classical Combies Classical Combies Classical Classi



### Radio Has It. Too

NBC is emulating the pres-ent Coast studio idea, and also the general idea of all corpora-tions which employ public re-lations' counsellors, of having everything in the way of news clear through the press dept.

clear through the press dept.

NBC's idea is supposedly as
much that of giving an even
break to the many radio columns and columnists as to
preserve authenticity of information. Claim is that other
NBC departments have been
inclined to spill too much 'bull'
stuff.

### Crov's New Novel Sold For Broadcasting in L. A.

Los Angeles, March 7.
Radio dramatization of a novel immediately after publication is now on the Coast, at least, where Homer Croy has sold irroadcast rights of his 'Headed for Hollywood' to KTM, the Pickwick Stages

station.

Edward Levn of the KTM staff is chopping the novel into 12 weekly installments of 30 minutes each for a sustaining program. Harper & Bros. just published.

#### TRACY-MGR. SPLIT

THRUI — MUH. STLIT
Arthur Tracy, CBS artist billed
as the Street Singer, has split with
his manager, Ed Wolf. worl, according to report, will take the matter to court with Tracy already
handing his case over to the Nathan
Eurkan office for legal representa-

Purkan omce for reper contract to Wolf in June, 1931, with the manager to get one third of Tracy's salary.

there any ulterior wordage, and that is handled in a manner that ingratiates and does not offen. Lang does the spiel (7 hls own. The sales talk is simple and quiet. As projected by Lang It is made sort of by-the-way and after-thought. The article is merely mentioned and recommended by Lang; there is no wild-eyed discourse on the merits of the product. Gold.

tioned and recommenueu by among there is no wild-eyed discourse on the merits of the product. Gold.

J. B. and MAE Comedy Skit Serial COMMERCIAL WBBM, Chicago and Comment of the Comment

pair have 13 weeks to ca... air future. They're on Mon-Wednesday and Friday nights Epan.

ONE MAN MINSTREL SHOW

ONE MAN MINSTREL SHOW Irving Kaufman COMMERCIAL WABC, New York Irving Kaufman, announced as the man with 1,000 voices, carries the mentile beautiful of the broadcast the on tire burden of this broadcast the on tire burden of this broadcast Period is patterned along minstrel, show lines, with Kaufman vocelly playing the interlocutor, Sambo, Bones and other characters. Considering that as the has to engaze in crossfire with himself and change his voice for each line, he does a swell job. Brief simultaneous tap dancing and sax playing bit also included tenor, supposed to be a member of the troupe came toward the finish of the program. Patter is well spread out between the specialty bits and strictly minstrely in loca. Orchestra is the only support.

### Inside Stuff—Radio

Taking exception to 'Variety's' story concerning the spotting of radio announcers as sports scribes, in which credit for the innovation was attributed to station WBBM, Chicago, William S. Hedges, manager of the Chicago Tally News' transmitter, WMAQ, makes the following

written statement:

Credit is really due WMAQ. As a matter of fact this is the fourth season that Hal Totten has visited one or both Chicago club training camps, so credit for originating the idea belongs to Hal Totten and WMAQ.

Totten is not sending a daily signed story to the 'Daily News' nor is the 'Daily News' splitting on expenses. Hal is sending a weekly report which is supplemented by a report from the Sox camp and this is put on the air. for the Premier Mail Sales Co., which has for several years sponsored sports summaries over WMAQ.'

Not such a risk nowadays to pick up commercial personalities by remote control during weeks when the feature is playing theatres and personal appearances. Pleslimann, with Vallee, and now Camel, with Morton Downey-Tony Wons-Jacques Renard, did it successfully. In the past the bugaboo, aside from the stagering economic investment entailed for land wire toils, was the matter of technique in the pick-up, with transmission too faulty to warrant the commercial sponsor extend-with transmission too faulty to warrant the commercial sponsor extend-

with transmission too faulty to warrant the commercial sponsor extendiny any unreasonable courtesies at the expense of the transmission
quality of the regular commercial program.

Now it has been developed to a degree where the personals are not
only a gesture from the advertiser to his failent but also a double plug,
first in the theatres and secondly as a means to cut in on the fancy dough for the personal apps.

Wire charges which Lucky Strike is paying for its band pickups over here and over there are costing the advertiser much more than its taient. Many times the period puts a band on the air which costs \$750 or \$1,000, but has to pay \$2,000 for the wire charges alone. With the hour picking up two and more bands on each broadcast from various cities, the wire charges are costing the advertiser pienty. Sometimes, when a band is at a dancehall or hotel and can't broadcast from the studio, the management of the spot holding the orchestra tasked to share haif the wire charge (about \$350) to the local station. Theory is the publicity received through the broadcast.

Some of the larger advertising agencies have their own radio studios with remote control in which they hold auditions. They are in every way the equal of NBC or CBS studios,

The radio room auditions are handled in the same manner as at the

networks.

Before NBC constructed its Times Sq. Roof for broadcaating, some advertisers approached NBC excess with the idea of hiring a theatre and broadcasting before an audience. NBC feared a move of this sort would take all periods of this nature out of its hand and built its own radio theatre for the use of clients.

Battic between transcription and network interests for time on WHK, Columbia affiliate in Cleveland, had the station in a tough spot last week. Flue Valfey Butter, 'disc program, and the Columbia web session, the Lavoris Easy Accs,' were the tusslers for the early evening quarter hour. Although the chain has a rather stiff contract with the station, the Cleveland manager decided in favor of the idle hour because of the obvious reason of weightier coin for the disk. Result was that Blue Valley managed to squeeze on for four days of the desired five, only Valley managed to squee Thursday being held out.

Number of radio fan mags which have sprung up during the past few

months are driving the publicity boys of the networks daffy,
The news purveyors now find it tough to get enough time to pound
out their daily allotment of publicity,

### \$3,000 FOR STANDBYS

Camel 1/4 Hour Pays Chi Union for 20 Men at \$150

Chicago, March 7. Jimmy Petrillo ran first in the controversy over the extra pay for

controversy over the extra pay for standby men on the Camel ¼ hour broadcast from this town. Clg account paid \$3.000 at the rate of \$150 a man for 20 men before the wavelength was turned on. RKO is getting in its plug through commercial tleups and mention over the air, aithough the latter source has been an intermittent one, with the Camel boys having skipped RKO mention in a few broadcasts prior to the Palace opening. ine.

EDDIE DUCHIN

CELTRAL PARK CASINO

ORCHESTRA

SYSTEM

CLIFFORD

SOUBIER

COLUMBIA BROADCASTING

WEDNESDAY SATURDAY SUNDAY 12:P.M. 5:30RM 12:P.M.

MON., TUES., WED., THURS. and FRI. at 4:30 P. M., Over NBC BLUE NETWORK

### ACCLAIMED RADIO'S GREATEST HENRY THIES

**ORCHESTRA** 

FEATURING

CHARLES DAMERON

VOCAT. SOLDIST

Commercial Broadcasting

Blue Network Sunday, 12M





### CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING-CENTRAL 0644-4401

#### Kedzie

Spread of nine acts, one more than average, made last Friday night's showing bee a bit tedious and a problem for the house. Ran two hours the first show and almost as much on second spree, bringing the exit too close to midnight. This has happened before here; but for a while the schedule seemed straight-

exit too close to midnight. This nashappened before here; but for a while the schedule seemed straight—a schedule seemed straight—a schedule seemed straight—a schedule seemed schedule seemed schedule seemed schedule seemed schedule seemed schedule seemed schedule schedu

STANLEY

(Continued from page 38)

new. Slade Brothers first and only real smash of the afternoon with their nut dancing, and the one turn that could have stood an encore and didn't take it. Betty and Jerry Brown, typical dialog two-act, and cuteness of girl overcome by her wheezes. Spotting a slow song num-ber in the middle of their turn didn't

ber in the middle of their turn didn't help.
Production chorus number sandwiched in here, badly mangled because of technical difficulties, and then the veteran Al K. Hall, with Al K. Hall, Jr. All, with Al K. Hall, Jr. All, with Al K. Hall, Jr. All, with Al K. Hall, Jr. All C. Hall, Jr. All C.

STATE, L. A. Los Angeles, March 3.

Having undertaken with official permission to glorify Chicago's World's Fair, the idea factory of Fanch N

Franch.n. & out of notions. Result was—at the State—a stage divertisement singularly flat, machine-made and minus distinction.

State larly flat, machine-man distinction.

Not unobserved by the F&M production council, the unit will be, as

bunch of kids with a lot of pep. It's in revue style, carrying a trio of hoofers, double team, adapto particular and trio of hoofers, double team, adapto particular and promising the style style of the style of th

Leslie E. Kell ministrol tent show closed last week at San Antonlo, Texas. Had been out about four weeks.

Max Swartz and Jack Armgardt, salesmen with the local Metro ex-change, out last week, lcaving four men on the sales staff here.

Tivoli, Mishawauka, Ind., will re-open with vaude on March 27 after taking an act vacation during the Lenten season. Booked through the Zemater-Danger desk.

Barnes-Carruthers office again have the bookings for the free acts at White City, local amisement park, which is slated to ring up on May 15.

Eddie Talbert handling the Nattrass Sci Chicago.

C. D. Peruchi dramatic stock any opens at Knoxville, pany ope March 14.

Ai Zimmey slides down to the Avalon; St. Louis, next weck to take a stay as the niterie m. c.

it needs to be much altered before leaving for the road. This is not a question so much of talent, for the acts were okay. Fault is with production.

Beyond argument it was a strile international fact that are deaded to tell ne stoye of the following the stripped of the stoye of the stripped of the stoye of the stripped of the strip

BAWONNE
HOTON Spurr Co
Edwards & Sanford
Boards & Sanford
Danco Blist
OMESTER
List half (12-16)
Fatton Clark
(Four to fill)
2d half (18-18)
List dohns
List dohns
Coe Fawcett
Levan & Bolles
Dancy Alexeria

Levan & Bolles
Dan A. Stornts
Dan A. Stornts
ERitz
1st half (12-15)
Parker Weinberg
(Four to fill)
2d half (16-18)
Bert & Less
(12-15)
2d half (16-11)
Johnny Pastine
Reymoids & White
Eddle Leonard Co
Dave Vine

Eddle Jeonard Co
Dave Vine
ELMIRA
Keeney (12)
Erma Ward Co
Roy & Romero
Warner (12)
Willio Wost & McC
(Four to 15)
International 4
Suillyan & Higgins
Frank Dobson Co
Archer & Jackson
Hrringh & Ryess 4

rank Dobson Co
Archer & Jackson
H'rrim'n & Rves (
HOBOKEN
Fablan
1st half (12-15)
Bert & Lee
(Three

Bert & Lee (Three to fill) 2d half (16-18) 2d half (16-18)
Barry & Lancaste
(Three to fill)
2d half (9-11)
June Boyd
Joe Phillips Co
Jimny Lyons
Bechec & Rubyet

Jimmy Lyons

Beeting AMAICAA

Aldens (5)

Daldens (5)

Daldens (6)

Daldens (6)

Daldens (7)

Daldens (8)

Daldens (8)

Daldens (8)

Daldens (8)

Landens (8)

Canali (12-16)

Rath Bros

Cahali (12-16)

Rath Bros

Cahali (16-18)

Ferdies Cadets

Bob Carney

Mardun Sir (9-11)

Tominn Evanet (9-11)

Tominn Eva

### Bills Next Week

(Continued from page 39) from 6 Gordonians Adriana SPOKANE FOX (Continued in Alex'der Culiam Jimmy Hadreas Verna, Sylvia & R' Sunkist Ens PHILADELPHIA Fox (11)

ISTORANE

ist he's
Chaine I
Chaine
Chaine I
Chaine
Ch

PHILADELPHIA
COZYON (II)
Ruth Roland
A. & S. LaMonte
Rector & Dorsen
3 Jax's
Frank Rogers
FHOENIX
Circus Days' I
Reo Starr
Nelson's Elephants
Lillian St. Leon
Sagton & Gactlett
Sagton Contraction
FORTIAND

Hooper & Gatchett Sayton T. And Marches Dillitaires Charles Irwin Large & Morgnor Rodney & Gould Sunkan Dilego Fox (19) Chicago Fair-est' I Bayes & Speck Russian Canines A' Beth Lewis Carlyio Bennett er Co TOLEDO

Libonati of Court TOLERIO Francount (1)
Faramount (1)
Fara

WASHINGTON 'Modern Minstrois' I
Tyler Masen
Bruce Jordan
Harry Van Possen
3 Page Boys

Strand
1st half (11-14)
'Hacienda' I
Sue Russell
Hinky & Dinky
Doyle & Donnelly
5 Gems

### WARNER

(Three to fill)
(5)
Donia & White.
Pilcer & Douglas
Barry & Lancaster
5 Bracelles

Facelles

PHILADELPHIA
Circle
Ist half (12-15)
Rok Uke Henshaw
Harry Hines
(One to fill)
2d half (16-18)
Ebony Scandals
(Two fall) 0-11)
Kee Takl & Yoki
Cole Bros
Bob Carney
Earle (12)

cook stead & Yoki
bob Carney

Earley (12)

Karliey (13)

Karliey (13)

Karliey (14)

Karliey (14)

Karliey (14)

Karliey (14)

Karliey (15)

Karliey (16)

20 hair (9-11)
Bobb The Head of the Head o

READING
Ith Arter-15
Fordiss Cadeta
Lockett
Lo

Earle (12) 3 Cossacks Lillian Shade Jones & Lee Chrls Charlton (5)

Chris Charnon
3 Rhythm Dancers
Downey & Claridge
Jim McWilliams
Edwards Radio Rev
WATERBY RY
Margine Conc.
Reynols & White
(Five to fill)

### HOLLYWOOD

### and Los Angeles

"Variety's" Office, 6282 Hollywood Bivd., at Vine St. (Taft Bidg.)
Phone Hollywood 6141

Lewis J. Selznick was held respon-sible for a \$3,331 note which he endorsed for the Mutual Investment Co, four, years ago. Assignee of Joe Toplitzy took judgment.

Universal Pictures took a default judgment of \$8,401 on Welford Beaton, Hollywood publisher, on his leasing bill for an indie picture star-ring Ken Duncan.

Moneta theatre, 500-seater in the Exposition Park di trict, bought by Grace Dulin from W. W. Brown and Frank E. Ransberger.

Asslanments Following assignments were made at Coast studios last week:
Lionei Atwill, Dr. X., Warners.
Jack Raymond, 'Death Valloy Tom,' U.
Dudley Digges, 'Roar of Dragon,'

Dudiey Disser, Radio. Louise Closser Haie, May Robson, 'Letty Lynton,' Metro.

Cabaret Bills

NEW YORK CITY

Dixon & Pal Moru Werner & M Plicer & Douglas Brooks & Wynn Russian Reveis Boye & Della Lenzen & Sellg Co

WHEELING Capitol (10)

Blue Slickers
J & N Kelly
WILMINGTON
Queens
1st half (12-15)
King & Burnett
Rome & Gaut
Dance Arlstocrats
2d half (16-18)

Beaux Arts

Beanz Arts
Ruth Goodwin
Ivon Bouvier
Lee Gibson
Grace Mitchell
Louis Barsoni
Countess Barsoni
Central Pik Casin
Veloz & Yolanda
Eddle Duchin Or
Copnie's Inn

Baby Cox
Glennie Cheesman
Paul Meeros
Snakehips Tucker
Lois Deppe
Willie Jacksondles
Bon Bon Bod Bddles
Jarthur Wilson
Jerry Bersen
Lew Dolgoff
Traoy & Vinette
Enoch Light Orch
Oakland's Terrace
Calif Ramblers

Calif Ramblers
Burns & Swanson
Sylvia & Lse
Frances Mildren
Keller-Sis
Ada Winston
Gertrude Niesen

Old Vienna
Florie Hutchison
6 Prater Singers
Helen Polka Co
Al Belasco
Bela Loblov Orch
Paramount Grili

Paramount Grill
Dan Healy
Peppino & Rhoda
Alda Ward
Cora La Redd
Henri Wessel
Swan & Lee
Anise Boyer
Roy Atkins
Wells Mirel
Balley & Wilson
Bolley & Wilson
Billor Turner
Jimmy Baskette
Bobby Sawyer
Norman Astwood

Ambassadeur Fred Vallena Helen Ward Laura Lee Kathleen Phillip Frances Marlon

Clarice Al Handler Orch

Cafe De Alex Maria Alavcrez De La Vega Sis Henrico Clarisi Don Lius Senor Garcia Orch

Club Alal

Club Alabam
Ruby Abbott
Patsy McNair
Mary Thorair
Mary Thorair
Mary Thorair
Adels Bates
Frank Furlett Orch
Club Dizle
Lou Dawn
3 Scovel Sis
Jimmy Noone Orch
Club Nocturne
Al Reynolds
Giovannine LaPiter
Growth Club Alexino
McYers & Wagner
Gene Gill

Watson & Cohen Foster & Van 4 Sullys

4 Sullys
(3)
Ferdles Cadets
Blue Slickers
J & N Kelly

3 Little Words 3 Sepla Songbirds 3 Rhythm Kings

Cotton Club
Blue Rhythm Boys
Leitha Hill
Hartmanns
Dorothy Crowley
Al White

Al White
H'llyw'd Restaur's
Dorls Eaton
Harriet Hilliard
Folies Bergere G'is
Frank Hazard
Dolores Ray
3 Speeds
Chasar

Caesar & Mimi

Nut Club La Belle Rose Eton Boys Nutsy Fagan Rainbow Inn

Chris Pender Millard & Anita Diana Deering Bobby De Fay Mildred Jay

Russian Arts Joe Morantz Orch Voa Trogzento Barra Birs Natalya Davis Misha Usanoff Helen Kazanova Gregory Grestrow Irene Kuloff

Irene Kuloff
Show Place
Sammy Walsh
Sylvia Miller
Eddie Joyce
Val Vesto
Kitty O'Dare
Sydney Hawkins
Mildres & Maurice
Jenn St John
Betty & Andre
Rita White

Village Bara
Reily & Comfort
Josh Modders
Danny Drayson
Lew Beck
Chic Kennedy
Bashful Hank

4 Stepping Stars Eddle Makins Orci

College Inn
LaFayette & LaV
3 Lightning Fl'she
Ellita Sis
Ben\* Bernie Orch
Colosimos

Colosinio Marjorie Tait Natalle & Howard Alvira Morton Francine Lee

Alvira Morton
Francine Lee
Jerry Ellman
Jimmy Meo, Orch
Congress Hotel
Henry Muck
Naurine & Norva
Patty Price
Yvonne Morrow
Bernie Kane Orch
Frolles

Jack Waldron Romo & Dunn Nellie Nelson Vercelle Sis Gypsy Rhoumje Ted Cook Orch

Kenfucky Club Roy Sedley Lulu Bates Ince Gamble

CHICAGO

Roland Young, Street of Women!

Roland Young, Street of Women, Warner, Churchill, Nell Hamilton, Woman in Room 12, Fox Edward Luddy, writing original story, for Sidney Foxe, U. Herbert Bunston, Arnoid Lucy, Westward Fhesaace, Radio, direct Charles, Ch

3 Burke Sis Rose & Ray Lyte Paramount Club John Steel Billy Carr Mudolon MacKenzle Lillian Law Sid Lang Orch

Rubalyat
Madge Keefer
Walter Hastings
Dottle Dale
Bernice St John
Phill Vallani
Eddle South Orel

Pat O'Brien, Frances Dec, Russell Gleason, Dudley Digges, Clara Deanes, Patrobea, Charles Blekford, Paul Lukas, Eugene Pallette, Leslie Fenton, James Finlayson, Thumder Below, Par. Bryan Foy gets into feature pro-duction next week. Starter is 'And God Smilled,' an original by Isadore Bernstein. Lew Seller will direct.

Patsy & Mickey Don Pedro Orch Vanity Fair Joe Lewis Hazel & Klatoff Cutler Sis

Cutler Sis Ireno Faery Mary Stone Lso Wolf O

### Charley Crafts Pauline Gaskins Kirby & DeGage Dorothy Thomas Buddy Clarke Gus Arnhelm Orch O'Day Film Party Gag

(Continued from page 1) the finish and yelled 'Oh Nuts.' Writer, playing a bit in a picture he wrote, forgot his own line and went up higher than a kite. Other actors in the picture blew cheers for him. for him.

Femme star unable to remember Femme star unable to remember a passionate speech she was crooning into her lover's ear started to sing 'Americal.' A foreign star used some choice American cuss words but with the wrong emphasis.

Losing his lines, a male star faced the camera and tout of him when the megger slipped him a fazz.

Blow-up reel was a gag idea hit upon by a cutter between pictures who patched it together for his own into a projection room and was screened for a director, who got the cutter to turn it over to him for an avening.

cutter to turn it over to him.

evening.

Inside of a few days every studio was saving the blow-ups to be used as gag entertainment by the exces.

So far, no one has figured out a way of screening exces when they blow up, though they admit it would be equally funny.

#### **LETTERS**

When Sending for Mell to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED LETTERS ADVERTISED IN

Barr Mr Beard Billy

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GREETING CARDS



The Leading and ACCORDION FACTORY In the United States The only Factory that makes any set of Reeds made by hand. Guerrini & Co.

at trunk load of stills, sketches, and naterial that would surely have given better ideas.

Since Chicago's weit's Pairent;
Sanchia Chicago's weit's Pairent;
Sanchia Chicago's Weit's Pairent;
Sanchia Chicago's Pairent;
Sanchia Pairent;
Sanchia Pairent;
Sanchia Pairent;
Sanchia Pairent;
Sanchia Paire THEATRICAL CUTS RKO STATE LAKE THE LOST SQUADRON'

with
Richard Dix—Robt. ArmstrongMary Astor—Dorothy Jordon
and Eric Von Stroheim State. That ascribable to Marion Davies and Clark Gable in Polly of the Circus' (Metro). Land.

INSTITUTION OF INTERNATIONALS

SHOWFOLK'S SHOESHOP - 1552 BROADWAY Shoes for the Stage and Street

### OBITUARY

JOHN PHILIP SOUSA

JOHN PHILIP SOUSA
John Philip Sousa, 77, America's
joss famous bandmaster, died in
Redding, Pa., March 6, from a heart
atthek. He had just attended a
dinner styen in his honor.
Sousa was born in Washington,
D. C., ultimately played in a U. S.
tarine band, but left at the expiradon of his enlistment. He later
returned to the Marine Corps as its
and master. and master. Sousa came into prominence as

Sousa came into prominence as a composer of marches. His best knbyn marches were, and still are, sgl capitaine, 'Stars and Stripes grever and 'Semper Fideles,' the latter the motto of the Marine todgs. He eventually changed to concert management under, Howard Peri; a combination which endured contents was such as the content of the content of the content of the content was such to the content of the content of the content was such to the content of the formany years and was highly profitable for both. During the war Sons was placed in charge of all bands at the Great Lakes naval training station and won the grade

bands at the Great Lakes naval gaining station and won the grade of Lt. Commander.

He toured the country for years, despite his advanced age, and was regarded as an excellent showman as well as a bandmaster and com-poser.

LORNA BALFOUR

Lorna Balfour, 19, English stage and screen ingenue, dled in the Hollywood hospital March 2 of complications following an appendicitis operation. Miss Balfour's last stage appearance was in Last of

in Bogota, New Jersey, Mar. 2, 1932

### Grace Orma Damonte

early beloved wife of H. F. Damont and late of Dwyer and Orma

Mrs. Cheney' at the El Capitan, Rollywood. Among the pictures in which she appeared was 'Merely Mary Ann,' in which she had the

econd feminine lead.

Miss Balfour was the daughter Miss Balfour was the daughter of Wilfred Noy, actor, writer, and di-rector, and the niece of Leslie How-ard. She is survived by her mother and a sister, Peggy, also an ac-tress. Funeral services March tress. Funeral in Los Angeles.

WILLIAM J. GUARD

WILLIAM J. GUARD
William J. Guard, 69, pulleity director of the Metropolitan Opera,
died March 3 in New York of bronchial pneumonia complicated by a
beart attack.
Tilly Guard, as he was known
to thousands, was one of the bestproving furner along Broadway, and
lighters. Prior to striller the Metropolitan in 1919 he had been conigneted with the N. Y. Heraid' and
was Sunday editor of the 'Morning
Telegraph' for several years. He
chultuned to write after taking up
his press dutics.

He is survived by his brother.

bis press dutics.

He is survived by his brother, Sames, and two sisters, Mrs. Charlotte McAllister and Miss Jessie Guard, Another brother, Percy Guard, died of pneumonia 26 hours after his brother.

CLAYTON JOHNS

Clayton Johns, 74, composer and for many years instructor at the N. E. Conservatory, died in Boston March 4. Result of injuries sus-March 4. Result of in tained in a fall a few viously.

VALERIA BIJOU

VALERIA BIJOU
Valeria Bijou, former dramatic
stock actress, died in New York
Feb. 19. She was once with Corse
Payton's stock at the Lee Ave. theatre, Brooklyn.

Three daughters survive

PAULINE SAUNDERS PAULINE SAUNDERS
Mrs. Pauline Saunders, organist
at the State theatre, Wheeling, W.
Va, and for years associated with
her husband. Alex Saunders, in
vaudeville, died in Wheeling after
several months' illness,
Survived by the husband with
interment in Wheeling.

WILLIAM HOLDEN

WILLIAM HOLDEN
William-Holden, 57, stage and
screen actor, died in Hollywood,
March 2, following a heart attack.
Holden had been in bad health for the best year due to an automobile

Previous to coming to Hollywood. Holden had been in several Belasco productions. His last stage appear-ance was in "The Noose." During his

four years in Hollywood, he had been under contract to Pathe and Fox. For the last year he was freelancing

Beside his widow, Mrs. Louise Holden, he is survived by a daughter, Mrs. Thelma Maclaehlan,

WILLIAM LAWRENCE William Lawrence, 35, playwright and author of 'Quicksand,' 'Conflict' and 'Scars,' dled in New York March

and scars, died in New York March 4, of pneumonia, Having been a World War avia-tor, body was buried in Arlington National cemetery with military

JOHN AND PHILIP A. SCHECK JOHN AND PHILIP A: SCHECK
John Scheck, ploner picture exhibitor, reputed, with his brother.
Philip, to have shown the first films
ever seen in Baltimore, died in that
city Feb. 28. His brother Philip A.
Scheck died March 4, death being
searthed to shock of his brother's ascribed to shock of his brother's passing

assing.
Brothers were builders of the lippodrome and other picture the-tres in Baltimore. Hippodre

BENJAMIN MOHAMMED

BENJAMIN MOHAMMED Benjamin Mohammed, for many years in vaude with Arab troupes, died of heart disease Feb. 26 at the Oak Forrest (Ill.) Infirmary. He is survived by his widow, Gene St. Clair Mohammed, who also worked in the act.

LILY DENNIS LILY DENNIS
Lily Dennis, 50, died in Paris, and
was burled in the cemetery of Saint
Ouen. She began her dancing eareer at the age of 14 with the John
Tiller dancing girls.
After playing the Sarah Bernhardt and Chatelet in Paris, and
aiso in England, she gave her last
performance in 1919 at the Folics

JOHN WARD

John Ward, 43, playwright and actor, died at his home in Port Chester, N. Y. March 2. He had bee ter, N. Y., March 2. He had been suffering from the effects of a ner-yous breakdown for three years. Ward had been on the stage for 30 years. He was last seen in N. Y.

30 years. He was last seen in I in the stage production of Seve

LULU GARDNER

Lulu Gardner, 19, died at the N. V. A. Lodge, Saranac, March 1, of tuberculosis. She had been there about two months.

about two months. In vaudeville and musicals she was one of the Gardner Sisters. Interment in Boston.

ELEANOR CARPENTER

Eleanor Carpenter, 25, was killed in an auto accident at Freehold, N. J., March 1. Her car overturned while she sought to avoid crashing

while she sought to avoid crashing another auto. Miss Carpenter began her career as a dancer. Interment at Devon, Pa. She is survived by her parents.

EUGENE D'ALBERT

EUgene D'Albert, 68, planist and composer, died in Riga, Latvia, March 3. His home was at Lugano, Switzerland, but he had gone to Riga to abtain a divorce from his

JOHN HEINZMAN

John Heinzman, 50, veteran music man, died Feb. 28 at the Metropoli-tan Hospital, Welfare Island, New

YOR.

Helizman had been a member of the music publishing industry for the past 30 years. He is a brother of Otto Helizman, former plane manufacturer.

DAVID'S, MELAMET

DAVID'S. MELAMET
David S. Melamet, 71, founder of
the Ealtimore Opera Society. dled
in that city March 3. For a number of years he made three operatie
productions annually with local
singers and the Philadelphia Orchestra. He is survived by a
daughter, Mrs. Carl Schmidt.

LOUIS JOHN BARTELS

Louis John Bartels, 36, stage and screen comic, died suddenly in Hol-lywood March 4 following several attacks of a stomach disorder. Bar attacks of a stomach disorder. Bur-tels, a stock actor, same to Import-ant, attention when he was picked for lead in George-Kelly's 'Show Off,' playing the title role to years, in New York and on the road. Bartels first came, to Hollywood to

play the same plece for Henry play the same piece for frem; Duffy two years ago, remaining here for pictures. He was under contract to Pathe for shorts. Con tract terminated two months ago He is survived by father and widow Martha Bartels

JAMES DALY
James Daly, 58, for many years
in vaudeville as the Irish Bagpiper
died at his home in Lowell, Mass,
Feb. 28. He retired a few, years

Father, 73, of Wesley Ruggles, film director, and Charles Ruggles, actor, died in Los Angeles March 5, of heart failure.

Before his retirement he was Los Angeles representative of the Victor Talking Machine Co.

ink Teschmacher, 25, musician Frank Teschmacher, zs., mususan, was killed in an auto accident in Chicago March 2. He was riding with a fellow musician, William Davidson. Car coillided with a taxi. Davidson was slightly injured.

Teschmacher was understood to beau hear single.

Wife of Johnny Stanfils, publicity man with Publix in the Sc man with Publix in the Southwest, instantly Eilled when the transcon-tinental bus in which she was riding telescoped into an oil truck between Yuma and Phoenix. Interment in Dallas, Tex.

W. G. Hendricks, 83, for 55 years w. G. Hendricks, 83, 107 55 years, a circus drummer, died at his home in Wooster, O., Feb. 28, from in-firmities. At the close of the Civil War he joined a circus band and thereafter trouped with the leading circuses of the country. Interment

Mother, 86, of Emory Ettelson, former WVMA agent and vaude manager in Chicago, dled of heart disease at her home in Chicago, Feb. 29. Interment at Waldhelm.

Mother of Lee Pillet, of Publix, died from a heart attack March 2 in New York. Survived by the husband, Sam Pollot, and three sons, Emanuel, Leo and Jerry, and a

Mother of Marie Radellife a Geo. F. Dorman died at her hot in Alliance, O., Feb. 23, of pne monia. Miss Radellife's nephe Jas. E. Dorman, also of Allian died there Feb. 15.

Cornelius Sullivan, member of the original 'Prince of Plisen' company, died in Salem, Mass., two weeks ago. Had been a policeman since retiring from the stage.

George Monk, 88, In the orchestra of the Tremont theatre, Boston, for 25 years, dled at his home, Quincy, Mass., Feb. 25.

Mother of Vivian LaHon, of musical comedy, died Feb. 24 in Rochester, Minn.

Mother, 55, of Jack Lewis, vaude agent, died Jan. 24 in Chicago.

### Going Places

(Continued from page 47) short skirts to suit Miss Francis

incllow charm. Miss Compton wears elothes better than anyone on the Paramount lot. She has chic, that gal, in-dividuality that doesn't make misdividuality that doesn't make mis-takes. It isn't that she's pretty, nor striking looking either, but she'un-derstands make-up that will' cause things to be said about her. There's a velvet dinner dress with long light sleeves, utterly simple save for the sill where the sleeves are for the sill where the sleeves are for the sill where the sleeves are Compton's gift to clothes. Her talent for acting has not been so well developed. well developed.

Eve Was Ever Thus

Eve Was Ever Thus

'Sky Devils' is healthy faree—
until a woman takes the picture's
mind off its robust clowning. Before Ann Dvorak enters the proceedings, the cast cavorts like small boys let out of school. Soon as she appears, everyone begins to leer. Miss Dyorak can't be blamed for Miss Dyorak can't be blamed for the change. She behaves very well. A nicer girl couldn't be found, but now the gags become concerned with sneaking near to waten' her undress, and the dalog gets all taken up with nobly-spoken determinations not to make any passve at her. The new mood is awkward-ly unpleasant. It falls to achieve

### L. A. Shrine Circus on Again: \$15,000 for Acts CARNIVALS GAIN FAVOR

Los Angeles, March 7.
After sidetracking its annual indoor circus this year, Al Malaikah temple of the Shrine here recented and is now preparing to stage the affair in June. Charles Hatch, RKO outdoor booker, has been given the contract. Temple will spend \$15,000

for talent.
Show is usually held in the Shrine
Auditorium in Mareh. Temple felt
that this year's show would be a
headache, and announced it off, two
weeks ago. Shriners feel that setting back the date will help matters
and man yet extra means from the may get extra money from the and may get extra mo Olympic games crowd.

#### RECEIVERSHIP ACTIONS

Oklahoma City, March 7. cintinent of a federal receiver Appointment of a federa for 101 Ranch was denied Vaught in federal court here.
Receivership for the Lachmann
Carson Carnival Co., El Reno, Okla.,

was sought in district court by H. A. Wheeler. He claims \$310 due as

Its purpose of adding the spice of sex because none of the men is the romantic sort. Their attitude to-ward Miss Dvorak is merely cluminstead of dashing.

my, Instead of dashing.

Miss Dvorals, a newcomer to pictures, wears the chemises demanded with great success. She's
a tall, legsy brunette, attractively
set up, with a deal of poise and
manner. If she gets frightfully
bored listenling to the muggs oftrepeated protestations that she can
'trust' them, she has the grace not
trust' them, she has the grace not
use her eye-black pendl with nove
economy, so that her eyes won't
appear so close-set, she'll be a first
rate picture prospect. rate picture prospect.

Newsreel Mob Hard Boiled

The Fox Movletone clips of the Shanghai set-to, edited with a Hurrah for the U. S. Marlnes fin-ish, leave the Newsreel theatre audience cold. Let the de luxe house patrons cheer 1g, they like, the Newsreel folk don't give a hang if the flar does go marching by 1.75. the flag does go marching by. It's

the mag does go marching by. It's not their war and they're not, by any undue interest, going to help make it theirs.

It lant that they're apathetic in general. An unexpected dog fight at the Berlin Kennel show is the kind of fight they believe in. Or the facel control they described the series of the series cial contortions of robust Austrian yodelers practicing their artyodelers practicing their art—that's what gets them. The hard-boiled pan of King Levinsky's sister, his fight manager, while she questions the fighter as if he were a ventriloquist's dummy—they prefer to all the loveliness of the hat models of the Retail Milliners' Association. Watching the plous face of John D. Rockefeller feebly on his Florida golf singing

on his Florida golf course, and not-ing the eager servility of his asso-ciates, get not a ripplo.

Because Sir Malcolm Campbell has just made a ne automobile speed record at Daytona Beach, he is forgiven his beautifully clipped English accent. Nothing phoney is forgiven his beautifully clipped English accent. Nothing phoney gets by this erowd. If they could be transported intact to Hollywood, there to serve in a body as a pre-view audience, pre-release hit pictures would not prove so surprising

Triumph Over Mus

Triumph Over Mush
The camera and Edna Best get
along very well fogether. The
camera makes of her more assured
and Miss Best offers it a face that
presents no photographic problems.
As Mary in 'Michael and Mary',
Miss Best is properly soft-upoken,
activity through the sentimentalty of the story. A less confident
ty of the story. A less confident ity of the story. A less confident actress might easily have been

It begins in London at the time It begins in London at the time of the Boer War, giving Miss Best the opportunity to look wholly charming in the feathers and furbelows of the period. Then 20 years elapse, and Miss Best, a tickler for truth, actually sees to it that she appears 20 years older. Her fluffy golden hair has changed to grey, she coiffs it with matronly dignity, her clothes are the suitably reserved garments of the mother of a strapgarments of the mother of a strappung nad, and once again her com-posure stands her in good stead, for she weathers her son's nick-name for her, 'Dubbles,' Everyone and everyaling about the licture is very Britishly splendid, but for-tunately there's Miss Best as an antidote. ping lad, and once again her com-

### ENGLISH FAIRS FADING.

London, Feb. 26. The historic fairs of England are dead. The "chartered" fairs and the annual cattle shows, which were always linked with adjacent fun fairs, have been killed off by the automobile and change of public

In their place are the new carnival fairs, which are becoming more and more important.

Hampstead Heath fair, which is held on Whitsun and August Bank Holldays, attracts the usual crowd of care-free Londoners, but deteri-oration is beginning to set in. The fair grounds which follow the

race courses, too, are now nothing but poorly organized concerns run

but poorly organized by struy gypsies. On the other hand, the modern Carnivels are flourishins. They are calling for a new type of show-man, who knows the psychology of holiday crowds. The seaside

holiday crowds.

The seaside resorts too are now getting the carnival spirit. Plans are in hand for the carnival programs at the leading coastal spots, with reality big money available for novelties and new games on the sideshows.

Surenows.

Burned out twice, the light spots of Blackpool and Margate will be bigger and better than ever this year, with well organized publicity departments.

departments.

Skegness, a little northern resort which had nothing 20 years back, now boasts one of the best organized Carnivals in the country, and

ized Carnivals in the country, and business is brisk.

Southend, probably the most progressive of all English resorts, is planning a gigantic fun fair, with municipal help.

### Lion at Large

Napoleon, O., March 7. One of the four lions in Allan King's mixed wild animal group presentation, enroute from Cleveland to Toledo escaped, when its cage crushed as the truck carrying it was wrecked and threw this little town into terror.

The blg cat was free half an hour. The ldg cat was free half an hour. It took refuge in a barn and was captured. Officers armed with tear bombs held the animal at bay until attaches of the show returned it to its care. The animal was one of the Hagenbeck-Wallace group, worked last season by Clyde Beatty, and was featured in the Grotto circus which closed Saturday.

### CIRCUS OPENING DATES

Outdoor circus and rodeo will be

ield as usual on Sunday, April 10. Last season 10,000 attended, Sells-Floto circus opens in the Collseum, Chicago, Saturday, April 16. The Hagenbeck-Wallace show will take

Hagenbeck-Wallace show will take to the road May 5.

Clyde Beatty, bitten by Leo and threatened with blood poisoning, is recovering, and expects to resume when the Wallace show opens.

### TEX. RODEO FIXTURE

Dallas, March 7.
Southwest's champ rodeo in for its annual session at Ft. Worth, March 5-13.

March b-13. Event one of few surviving relies of the old west, with plenty of real blood and thunder for the customers. Same time one of few outdoor exhibits in this section getting by minus carnies and roadshows for the gate pull.

#### Sid Franklyn Booked Galveston, March 7.

Sidney Franklyn, of Brooklyn Sidney Franklyn, of Brooklyn, just back from a season of bull-fighting in South America, has signed for two bull contests at Piedras Negras, on Mexican border between El Paso and Laredo, April

8 and 9. Franklyn plans to go to Spain for 30 performances after the Piedras Negras event.

Seignist Switches Tops

Canton, O., March 7. The Charles Seignist troupe of aerialists, for twenty years with the Ringling-Barnum circus, will be switched this senson to a spot in the Hagenbeck-Wallace circus.

Seigrist will use three people, in-cluding himself and his son, Joe, and "Red" Malloy.

# HASSARD SHORT PRODUCTIONS

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"THE FIRST MUSIC BOX REVUE 1921"
"THE SECOND MUSIC BOX REVUE 1922"
"THE MUSIC BOX REVUE" (at the Palace Theatre London 1922)
"THE THIRD MUSIC BOX REVUE 1923"
"HASSARD SHORT'S RITZ REVUE 1924"
"WALTZES FROM VIENNA" at the Alhambra Theatre London 1931

### HASSARD SHORT

Thanks The Following Firms For Their Splendid Co-operation In Carrying Out His Ideas

ALFRED BA	RRIS to make	e the	5	•	7		WIGS
MISS BELL	to supply the	ě	•	•	•	STOC	KINGS
BLYTHE, SCH	NEIDER Inc.,	to design a	nd exec	ute the	iresses	and . CO	STUMES
PETER CLARK							
DAZIAN'S I		•		-			
DU WI CO Star	•			Table 1			
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## HASSARD SHORT'S PRODUCTION "WALTZES FROM VIENNA"

Will be presented by Max Gordon in New York in September

# PRICE

Published Weskly at 154 West 48th St., New York, N. Y., by Variety, Inc. Annual subscription, \$8. Single copies, 15 centa Entered as second-class matter December 22. 1955, at the Post Office at New York, N. Y., under the act of March 3. 1878. OFFICIAL PROPERTY OF A STATE OF THE STATE OF THE

VOL. 106 No. 1

NEW YORK, TUESDAY, MARCH 15, 1932

### **Dramatic Critics' Box Score**

#### AS OF MARCH 5

Key to abbreviations: SR (shows reviewed), R (right), W (wrong), O (no opinion expressed), Pct. (percentage). (wrong), O (no opinion expressed), Pct. (pe SR. GABRIEL ('American') 50 COLEMAN ('Mirror') 38 ANDERSON ('Journal') 90 BROWN ('Poet') 51 ATKINSON ('Timee') 51 AULLIVAN ('Graphic') 54 4 OCKRIDGE ('Sun') 44 COCKRIDGE ('Sun') 55 HAMMOND ('Herald Tribune') 57 MANTLE ('Newe') 61 \*Succeeded by Walter Winohell Oct. 31.

'VARIETY' ...... 86

(This score based on failures only)

### **SHOESTRING PHONIES**

Chicago, March 14.

With the hidden motive of obtaining itleas and information, without paying for them, a class of radio commercials has sprung up which is giving radio performers a severe headache.

Methods by which these shoestring commercial sponsors get into the performers, thurt to hold auditions at their own expense and loss of time, is many and varied. Usual procedure is to contact the talent through an agency, put in a big order, the bigger the better, build the proposition up to the sky, make it look very important, and then the commercial exces sit calmy by, enjoying the spectacle and gathering ideas and data, without thinking of buying such an expensive program. These auditions often go on and on, sometimes for as long ground and sometimes for as long ground of dollars worth of the retainment is viewed by a prospective sponsor, who often winds up hiring a \$1.

and for the same client. Thousands of dollars' worth of entertainment is viewed by a prospective sponsor, who often winds up hiring a \$17 pp. The property of these same commercials are not abasised at requesting a big splash, calling for a 35-piece orchestra, for instance, while at no time considering anything bigger than five. Victim is the band contractor, who thinks his big chance has arrived and who goes to incury expense in bringing his men to the tailor, who thinks his big chance has arrived and who goes to incury expense in bringing his men to the tailor, but the contract of t

### RADIO CHECKS Anti-Dry Priest Leads N.W. on Air Popularity

Minneapolis, March 14. The most popular radio feature in the northwest is not any of the

The most popular radio feature in the northwest is not any of the regulation entertainment offerings, but a preacher and his sermons, according to the results of a poil conducted by KSTP, Twin City link in the NBC chain. The preacher is Father Coughlin of Detroit.

When prohibition leaders and prominent Republicans protested to KSTP against the Father Coughlin attacks upon the dry law and the administration at Washington, the station anounced that it would take a vote among northwest radio fans as to whether the feature should be discontinued or not.

More than 400,000 requests were received that Father Coughlin's sermons be kept on the air. Only 500 asked that he be taken off the program.

### Bands Play Stores as Anti-Can Propaganda

Dallas, March 14.
Local propaganda against canned
music was staged last week by musicians' union via merchants.
Bands were spotted in some 20
stores along the main stem playing 90-minute concerts, all gratis,

### Pitchmen Pitch In

First Broadway attempt at com-mercializing the Lindbergh kidnap-ping is the peddling by pitchmen of what they call the 'Lindbergh Ladder.'

Ladder.'

Along with it, the pitchmen offer a toy baby effigy. To make it inviting it's a trick doll that somersaults down the rungs of the ladder. Asking price is 25c.

#### AS AUTO PLATES

AD AULV FIGLES
Los Angeles, March 14.
Automobiles out here this week
are starting to earry an extra plate
above their rear license numbers
reading:
"Repeal the 18th Amendment."

## 24% FAVORABLE

Boxscore Shows 86 Legit Failures of 120 New Entries So Far This Season. Only 4 Shows Have Received Unanimous Panning in N. Y.

### GABRIEL TOPS SCORE

The legit critics on the metro-politan dailies have recently been accused of beng unnecessarily hard-boiled. Variety's box score on oritical opinions expressed by the New York drama reviewer reveals the show catchers as being 24% too soft in relation to the judgment of the public. Current score is the 24-29 legit

the public.
Current score is the '31-'32 legit
season's semi-final tabulation and
is based on unsuccessful shows only
at this time. There have been 95
legit flops up to March 5, out of a
total of '20 plays which have
opened on Broadway since last
August. Revivals do not count in

Only flops were considered in this check-up because of the wide pub-(Continued on page 48)

### Mayor Okays Bare Biz To Corner Beach Trade

Los Angeles, March 14.

Mayor of Hermosa Beach, one of several second of several second on business from here, has announced that the ultra backless bathing suits for femmes will be oke on his beach this summer. He also states that men can besport on the sand with no other covering than trunks, that good old Malibu habit. Old the second of the suits straps down to get a complete dose of California sun. Los Angeles, March 14.

#### Costly News

An eastern daily has been offering \$15 prizes for news tips for some time. Last week it had a call from a fellow who had been out of ork ton the control of the regular news tip. Paper sent a photographer and a reporter down to the wharf. They got a picture just before he dove, but the the jobless by never came up to claim his \$15.

### REVIEWS ON FLOPS Razzing Peasantry Embarrasses Film Execs; Chills Ritz Previews

### Full Effects

Oscar Levant, in explaining his late arrival at a party offered:

'Sorry, Just took Jed Har-ris to a hospital, and I had to go to see that he was prop-erly lighted.'

### 2 MOS. LOSING STREAK COSTS CASINO \$225,000

New Orleans, March 14.
A loss in its casino of \$225,000 has been take by the second the been take by the second to the second to

have not Impaired the capital of the Forrest, being paid out of the club's reserve.

The Forrest operates under the plan of reserving, when a good week comes along, a certain percentage of the winnings as a fundange of the winnings as a fundange that as profit and divided amongst the club's owners are those amounts that would have normally resulted from the play in the different games through the actual percentage against the player. Thus, if there should be an abnormal winning any week froit any sense at the profit credit.

Whether this precise system is deposited to the profit credit.

Whether this precise system is or will be placed in use by other gambling house of the country isn't reported. Down here it is said that the Forrest is the exclusive user of the system at present. It may be patterned after the operation of the large easins on the Riviers, abyed.

### 40 Years Later

40 I cars Later

New Bedford, Mass., March 14.
Pro company has been formed to present 'Ten Nights in A Barroom' in Now England vaude and film houses. Played here at the Strand, along with double film features, and bo, response was gratifying.

A property of the stranger of the stranger

### CHALLAPIN AT 8c

Paris, March 14. Seats for a Challapin gala are all Seats for a Challapin gaia are all going for two framos (8c.) each. Gaia, due Wednesday (18), is for a charity, and eight cents is the price of a specially authorized raffle, which gives everybody a chance to hear the singer, and at the same time insures suitable receipts, despite hard times.

Hollywood, March 14, Wave of hoodlum disrespect for the makers of motion pictures is

taking away all the joy formerly attached to previews. Studio mob-lately found themselves roundly jeered by the public for features that failed to please when pra-

jeered by the public for features that failed to please when praviewed and the provider of the

### \$1,750 Stage Comic Sees Bigger Future In Radio-Concert

Figuring his chances for advancement are better in another field, Al Trahan, who has drawn \$1,750 as a stage comedian, is turning his back on the stage to study voice, with a radio and concert future in mind.

Trahan says he's not sure that he has gone as far as he might as a stage comic, but he thinks he can great the control of the

### Baby Talk Ghost for Deluxe Film Houses

Deluxe Film Houses
The owner of the baby-talk
voice of Betty Boop, of the Max
Floischer cartoon shorts, is being
booked in person by ParamountPublix for two stage weeks. She's
Margie Hines.
It's probably the first instance of
stage bookings resulting directly
from vocal ghosting on the screen.
Miss Hines comes from vaudeville. She broke into show business a couple of years ago after
winning one of those Helen Kane
contests.

#### TOURING PROPAGANDA

The Hague, March 14.
A car equipped with projector, ctc., tours Holland with films advocating home-made articles.
Propaganda for Dutch industrial products in the open air has for its object the reduction of imports.

### Screen Star System Is Surefire Death Knell for Longevity—Muni

Paul Muni is that most unex-pected of all theatrical phenomena —an actor who doesn't want to be

a-star.

The Muni disinterest in stardom, inculcated during apprenticeship with the Jewish Art Theatre, refers particularly to moving pictures. A graduate of East Side dramatic and musical stages, of vaudeville, tab shows and Broawatue bit and Joined the pilgrimage to Hollywood. How many the said that the pictures, one still unreleased because of censorship problems. Now he's back on Broadway, reflecting on the ways and means to a picture career. Hollywood's attitude is the direct antithesis of Mr. Munif's acting crede. Starting at the somewhat Sonny Boy age of 11, Paul Muniferment that an actor's job was to sink his own identity in his part to mother than the creation of a playwright's brain. Projecting his own personality only when it helped to clarify dramatic The Muni disinterest in stardom

Projecting his own personality only when it helped to clarify dramatic intention, the great actor was the one whose limitless resources enciched many, varied characteriza-

one whose infiness testodies enriched many, varied characterization of the control of the contro not accept him in any other role. Stars fade quickly, eclipsed by the system that catapulted them into unstable fame.

system that catapulted them into unstable fame.

As unhealthy for the film industry as for its actors, the star system, says Muni, fosters competitive bidding that inflates salaries beyond all proportion. Surrounding a name player with a platinum and, plush setting encourages abnormal production expenditure. Star pictures may be worth their weight in gold to the exhibitor for whom they smash box office records, but few gross the initial cost of production. Matin Harl; made at a cost of \$425,000, is the most timely example of the over-indulgence of the star system.

star system.

Hollywood, eager to enlarge its personnel with actors from the legitimate stage, snatched up Mr. Muni before it had fully decided what could be done with a handsum beaver in and tuly decided what could be done with a hand-water or the sum of the su

star system.
Chooses to Choose
Nicely established as 'Counsellorat-Law,' which shows every indication of prolonging its Broadway run, Muni se contemplating various film bids. If he returns to Hollywood, it will be on a picture to picture basis, with the right of choosing parts in which he believes he will be able to Impress the picture public.

I have enough confidence in my

HE WHO NEVER MADE A MISTAKE NEVER MADE A DISCOVERY.

MR. AND MIS JACK NORWOBTH 130 West 44th Street New York

### With a Sigh

Hollywood, March 14.

In heated argument over an enforced salary cut, a writer made his final pica.

Let's talk this over man to man, he said. Pretend that you aren't an executive and I'm not a writer.

'We don't have to pretend,' sighed the executive.

Hollywood, March 14.

Latest personnel list issued by Yox gives ridence of the barker influence of players, directors and writers under contract to the studio. Saving on payroll effected by the cutting amounts to around \$20,000 weekly.

Players were the biggest sufferers, with 22 of them getting the blue ticket. Six writers were dropped and four directors.

and rour directors.

Players Who are no longer with
Fox are Victor McLaglen, John
Arledge, Hardie Albright, Frank
Albertson, Faul Cevanaugh, Edward
Crandall, Jesse De Vorska, James
Kirkwood, Thomas Melghan, Howard Phillips, Roxame Todd, Charles
Kirkwood, Thomas Melghan, Howard Phillips, Roxame Todd, Charles
Melghan, Howard Phillips, Roxame Todd, Charles
Melghan, Howard Phillips, Roxame Melghan, Howard Romeric, Sally O'Nell, Manya
Roberti, Rosalie Roy, Peggy Ross,
Elda Volkel and Lynda Watkins.
Janet Chandler, Helen Mack and
Cecila Parker, at one time set for
the ax at Fox, have had their contracts extended.
John Considine, Irving Cummings,
Allan Dwan, Seymour Felix, Sam
Taylor, Raoul Walsh and Eric Von
Strohelm are the directors dropped.
Missing from the writer's payroid
are Tom
Barry, William
Anthony McGuire.

John Peter Leist Anthony McGuire.

### THE LURE OF HOLLYWOOD

Salem, Mass, March 14.
Mrs. Lena E. Somers is seeking a divorce from Cecil W. Somers, film actor.
Mrs. Somers' claimed the 'lure of Hollywood' and another woman caused her husband to leave their lump in Lowell.

#### MONTAGNE AT RADIO

Hollywood, March 14.
Eddie Montagne, former Paramount story editor, goes Radio as associate producer. He will later become story executive.

#### WR TAKES MIINT

Hollywood, March 14.
Paul Muni will begin 'I Am a
Fugitive,' Georgia prison story, for

Arthur Vacationing
George K. Arthur sails March 17
for a 10 days' vacation in Bermuda.

stage training, he explains, to feel that my contribution will help to make a picture worth while. I am not interested in billing, because I know that it can have no influence on my performance. If my performance is effective, audiences will want to see move of me. I have no inclination to gamble with the uncertain status of stardon. When moving pictures were in their pautonimic infancy, the projection of personalities was the surest means of attracting audiences. Actors chosen for camera questions are the state of the surest means of attracting audiences. Actors chosen for camera questions are the sure put have put had a form. But now that allog has brought the film industry out of its elementary development, Mr. Muni focis that the star system is an outworn device, a worthicss inheritance and a short-striked is an outwo an outworn device, a worthless heritance and a short-sighted



### WILL MAHONEY

WILL WIATIONS
in "Earl Carroll's Vanities" d.
The New York "Telegraph" said,
Willi Mahoney in Earl Carroll's
Vanities acted with poise and performed with bewildering skill his
exciting trick of dancing on a
Sylophone."

Direction

RALPH G. FARNUM 1560 Broadway

### B. L. P. AFTER GRIFFITH FOR BLOSSOMS' REMAKE

British International is talking to D. W. Griffith for a dialog version of Broken Blossom., Griffith made the silent independently in with Lillian Gish and Richard Bar-

B.I. would want Griffith to go to B.I. would want Grimin to go to London immediately, if they can agree on terms. If closed Griffith will probably sall with Arthur Dent, B.I.P. head, who returns next week from a New York visit.

### No Kidnap Films

Hollywood, March 14. Hollywood, March 14.

Major studies are going thumbs
down on kidnaping stories. Free
lance writers have been pounding
out abduction yarns, inspired by
the Lindbergh case, of course,
Hays office has pointed to producers that kidnaping will possibly
get 100% rejection from censor
boards which believe it would implant ideas in wrong heads.

### Par Wants MacDonald As Chevalier's Steady

Hollywood, March 14.

Paramount wants to keep Jeanette MacDonald and Maurice Chevaller as a team. Miss MacDonald goes Love Me Tonight' with Ch into Love Me Tonight' with Chevaller, and studio is dickering with Bob Ritchle, actress' manager, to contract her for two more Chevaller films after that,
Miss MacDonald's contract is up after Love Me Tonight.

### SUSAN GLASPELL FOR RADIO

Susar State For RADIO

Paris, March 14.

Susar Glaspell, is waiting here for final sailing the form of the state of the st Susan Glaspell, is waiting here for male salling date from Radio when he will go to Hollywood to write or six weeks on the adaptation of Ambrose Holt,' her last novel reserved acquired. through. Curtiss frown.

First trip west for Pulitzer prize there is the control of the product of the pr

### ORDERED TO REST

Hollywood, March 14. Joan Blondell has been advised by vsicians to take a complete rest. e lost 10 pounds in a fortnight. She lost 10 Miss Blo dell has gone Norconian club to recuperate.

Gloria Shea's First
Hollywood, March 14,
Gloria Shea, N. Y. stage playor
given a term contract by Warners,
is expected here next week.
Weekend Marriage' will be her
first film venture. first film venture.

Wallace Smith has left the Radio Hollywood, March 14.
Wallace Smith has left the Radio writing staff after collaborating on two stories.

He is now vacationing in the north,

Lebedeff in Vaude

Dropped by Radio, Ivan Lebeden Edw. Murchearsing a three-person vaude act. (France).

### Sam Taylor Yearns for the Good Old Slapstick Days; Razzes Cinema 'Art'

#### Dismissed

Hollywood, March 14.
Edgar Allen Woolf has dismissed his bodyguard, claiming the warm weather is now sufficient protection.

### Star Grandeur In Photos Gets Ban from Hays

Hollywood, March 14.

Hollywood, March 14.

Studio heads, at the insistence of the Haye office, have landed another swat to the parading of pictorial swank by celebs. Latest edict to the publicity offices is no more pictures of players posing in splash cars, or in other settings to create impressions of grandeur. Newest verboten is tied to the taxation \_proponents' spread of propaganda that Hollywood is bathed in luxury. This reached its peak when Ex-Senator Gillette, of Massachusetts, recently wrote such impressions back to his hometown paper.

such impressions back to his home town paper.
Edict against automobile posses is atmed mostly at tie-ups with class auto manufacturers who generally were sure of getting plcture names to sit in their cars even though the celeb didn't own such a buggy.
Thumbs are also down on celebs posing amid swank domestic atmosphere, such as polo ponies or other effects that might lend an atmosphere of numerous dollars.

### **Producers Will Rehear** Grievances of Writers

Hollywood, March 14.
Producers have answered the shut up or put up wall of the writers' committee working toward an ethics agreement with their bosses. They have agreed to another general meeting to finally thresh out the differences between the two factions. Some of the preducers attended some of the preducers attended committee and after reviewing the questions in debate promised another get-together attended by all producers. Conference will be held within two weeks. Hollywood, March 14.

### Breakfast Club M.C. Joins U Sales Force

Hollywood, March 14. Because he put over personality plus at meetings of the Breakfast club, Edwin Lester will become a member of Universal's sales force in

### RADIO MAY HOLD W-W

Hollywood, March 14.
Wheeler and Woolsey start on
adio's 'Hold 'Em Jall' March 21. Team may also do two more for the same studio.

Comedy pair had Coast legit and indie production ideas.

### SAILINGS

April 1 (London to Capetown)
Miller and Wilson (Kenilworth Cas-

the)

March 18 (London to New York),
George Black, Harry Foster (Bremen),
March 17 (Berlin to New York),
Jules Bernheim (Bremen),
March 12 (New York to Panama),
Clarcr: Derwent (Rellance),
March 11 (London to New York),
Hyde
And Burrill (American
March 11 (West India cruise), Mr.
and Mirs G. L. Sears, Mr. and Mrs.
Edw. Murphy, Miss B. K. True
(France),

Two things make Sam Taylor fighting mad. One, is to mention the film industry to him when sacationing a sacationing to him to have the sacationing the same and the sacation of plotters. Either one turns a good looking, affable director into a fairly accurate imitation of Frankenstein.

Movies aren't an art, he growls upon provocation. They were learning to be. They were developing a comprehensive technique when talking pictures turned them into a stuft. Now they're a shadow of the stage. They've cheap hybrid.

The foregoing happens to be the

hrid.

The foregoing happens to be the opinion of some of the artiest chaps, in Hollywood, but that, doesn't sway Mr. Taylor from his firmly taken stand. He has sat in on so many ponderous discussions of Art that he wants to tear his hair when the word crops up in casual conversation.

Hollywood's a factory when the conversation.

the way are to the measure on the conversation.

Hollywood's a factory. The bost directors turn out hits as chaply and swiftly as possible. If they're good mechanics, they choose the proper material and know how to deal with it. But let them not delide themselves that they're turning out masterplees for posterity, alog for its own purpose—that of telling a story pictorially; when it develops a medium that is typical of the cinema, and the cinema alone, then let it call liself Art.

Mr. Taylor says talkers killed feature comedies and Mr. Taylor ought to know. He was the first possibilities in short subjects, to sustain robust nonsense for seven reels and, incidentally, help amass a fortune for Harold Lloyd. Then came the talkers, and famous comedians, distractedly tried to vocalize established personalities. The erro of slapsteid, painstide was rear could be comedianed.

medians distractedly tred to Vocalize established personalities. Few succeeded.

The art of slapstick, painstake, from the control of the con

numy noise. The Mck is the thing that makes the noise funny. 'Action, action and more action—that's what comcdies need before the world will laugh as it once did at the Koatons, the Langdons and the Lloyds. People have cried long enough; they're starying for laughter. It's high time for the industry to start developing the comedians who are to cash in on the public's receptive mood—to forget venerable art discussions and get down to the business of making pictures that move as well as talk.'

### WB'S FEMMES

Four actresses, three formerly in legit, have received Warner con-tracts and depart for the Coast shortly.

shortly.

Women are Gloria Shea, Betty
Glilette, whose only theatrical experience has been in amateur plays,
Aline MacMahon, and the fourth is
having her name changed.

#### MRS. TURNBULL DIES

MRS. Hollywood, March 14.

Mrs. Hector Turnbull, 44, wife of paramount's former associate prof, ducer and sister of Jesse Lasky, died Saturday (12) of double pneumonia at the Ambassador hotei

Interment will take place here

### Lydell Peck at Fox

, Hollywood, March 14.

Lydell Peck has joined Fox production department under Al Rockett. No duties assigned yet.

## NO FUTURE FOR EXTRAS

### Repetition of Queer Bits in Films Is Hollywood's Bow to Superstition MOST MOB WORK

Hollywood, March 14.

Peculiarities and eccentricities of stars and directors during production may be a snicker to most, but it's serious to those who practice the trick habits.

the trick habits.

To leave the beaten path and break out with some queer habit, or do something unusual, is often passed off as an omen of good luck. Others feel that because something unusual appeared, or was used in a previous picture which was a hit, it should be included in all their pictures as an offering to Lady Lack

#### Sternberg's Cat

Such is Josef Von Sternberg's black cat. During the production of 'Underworld' a black cat walked into the picture. Liver since then, in almost every picture he has directed there is a black cat in some sequence.

Tom Mix has never appeared in Tom MIx has never-appeared in & picture without his black ribbed gloves. About the only sequences in which he doffs the gloves are those in which he has to eat.

— Suster Keaton, no matter how good the scene is, ng.'s the first sequence photographed in all his pictures. Figures it brings him buck.

### Barrymore's Pipe

John Barrymore spokes a pipe once in every film. Harold Lloyd has his father appear in all his pictures. Sometimes Lloyd, Sr., is in just half a dozen frames, This may be the bunk to the onlooker, but it's on the square with the principals.

John Cromwell, Edward Sutherfand, William Wellman and Lewis and, William Wellman and Lewis Milestone never direct a picture in which they do not play at least a bit. Milestone started the gag, blaiming it was lucky. The others picked him up like a stock actor grabbing a cue.

### Hill's Open Shoes

Hill's Open Shoes
George Bill never thes his shoes
acces while directing. John Ford
acces while directing. John Ford
Widor carries in reverse the time of the control of th

#### Fairbanks the Tickler

In each picture Douglas Fair-banks produces there is at least one ticklish guy. He's there for good luck and amusement. Mickey suck and amusement. Mickey Neilan and Robert Leonard are also worshippers of the tickle.

On one lot there is a colored bootblack who claims he is the champ ticklish guy of the world. He'll jump a mile when touched by a di-rector or a star. Let some ordinary guy touch him and he doesn't budge:

### BUZZELL QUITS COLUMBIA

Hollywood, March 14.
Huving salted Big Timer under his belt as feature director, Eddle Buzzell demanded more money than Harry Cohn was willing to give for a renewal of his Columbia contract. Buzzell is now off the lot, but has interested Fanchon & Marcq, in the pessible Coast production of "Lady with himself as producer and star. If the show clicks it will be reduced to tab form and sent out as an F-M unit.

Mrs. Jack Warner East Hollywood, March 14. Mrs. Jack Warner will go east to neet her husband upon his return

meet her husband upon his return from Europe. Studio head is expected back around March 28.

### Out-Ribbed

Hollywood, March 14.
Jack: Oakle was out-ribbed
by John McCormick at Palm
Springs over the weekend.
Oakle became so sore at
McCormick's counter - moves
that he pulled out for home at
6 a.m. Sunday morning.

### FEATURE LISTS GROW. **BUT MOB WORK DOWN**

Mob stayed depressed last week Average dally working last week was 465, or the low of the year so far. On the other hand the num-ber of features in action has been ber of features in action has been increasing one a day from the first of the month; 31 pictures carried over the weekend and there are 11 possible starters this week. Biggest day for extras in two

Biggest day for extras in two weeks was Saturday (b) when 865 paychecks were handed out. Set of the day was a street scene at Metro for 'Night Court' using 154 people. Street at Paramount using 141 last Tuesday for 'The World and the Flesh' was last week's best set

sct.
Depot scene at Warners for 'The
Tenderfoot' collected 137 and Clarence Brown used 135 at Metro on
the New York docks for 'Letty
Lynton.'

### Ousted Montenegro Fox Choice for New Glory

Hollywood, March 14.

Fox 1s figuring on re-engaging Conchita Montenegro for the 'Charmaine' part in its contemplated talker remake of 'What Price Glory'. Miss Montenegro, a touted 'debutante star' of the Sheehan regime, was let go by the present administration.

Flagg' and 'Quirt'. will be played respectively by Ralph Bellamy and Spencer Tracey. Studio execs intend to completely remake and not use any of the background war stuff of the silent film.

### Bit Player's Break

Hollywood, March 14.
With only a small bit in 'Sky
Devils' (UA) to his screen credit,
Randolph Scott has been signed by
Paramount for a series of, westerns.
First film, to be made on the
James ranch near Billings, Mont,
will be 'Lone Cowboy' by Will
James, author-cowboy, who owns
the ranch. Paramount purchased
the first story and has options on
seven more James' books.

### URSULA PARROT'S TRIP

URSULA PARROTS TRIP
Ursula Parrot may have to go to
the Coast for Paramount's filmization, of her newest novel, "The Tumult and the Shouting, bought from
the synopsis. Harrison Smith is
bringing it out in April.
Condition of Par's purchase was
that the authoress might be required
for two weeks on the story treatment. No assignment yet on the
yarn' although it may be a ColbertMarch subject.

#### COWARD STARTS

Nel Coward reported to Fox to-day (Monday), and started adapta-tion of his Cayalcade.

He will next work on Bitter Sweet.

### Almost Recovered

Hollywood, March 14.
Estelle Taylor has almost completely recovered from injuries surfered in an automobile accident, but has made no picture engagements as

## AMATEURS GRAB

Little Opportunity for Regu lars in Profession to Earn Living Wage-Talkers Demand Types Who Double from Own Jobs for \$5 and Less-Favored Lists and Smaller Mobi Freeze Out Oldtimers

### VERSATILITY USELESS

Unless the government chould get the idea of establishing a reserva-tion for motion picture extras, the tribe looke doomed to extinction.

Use of mobs in picture scenes is not only at its lowest in the industry's history but the tendency of directors is to demand non-professionals when extras are

receded.

Sam Wood had real collegiates recruited for the crowd stuff in Huddle at Metro, claiming an extra's idea of a college boy is good only for College Humor. Fact that the studes are delighted with a consideration of the college of the coll

### Authentic Talk

Authentic Talk
Another reason here, as also for
the collegians, is that the talk must
be authentic, Same thing was true
for 'Mendel, Inc.' at Warners, when
Mervyn Leroy had the east side
raided for Jewish types and talkers.
Talking requirement is what hits
the oldtime mob hardest. Even a
background murmur has to sound
sattle in tooking like various classes
and nationalities but they're not as
good as the original for the sound
track.

track.
All-Moxican mobs are in use by Richard Wallace for Thunder Below at Paramount. Cyril Gardner insisted on genuine Germans and Austrians for Mountains in Flame at U.

#### Chinatown's Boom

Chinatown's Boom

Mob figures looked good for
Shanchal Express' at Paramount
and Hatchet Man' at Warners in
All Mobility of the state o

Cancers.

Extras in Reverse

On the theory that professional dancers are more satisfactory for dancing than professional extras, couples for these scenes are picked up from the downtown dime dance led to recent efforts by many extra girls to enroll in the bluelight academies. Figured they might as well be working on a dance percentage and at the same time better their chances of studio checks if a tazi dance cycle dowleps. Bright of the control of the

### **Heckling Dismays Films' Good Will Envoys Appearing at Women's Clubs**

### Rejuvenation

Hollywood, March 14. A producer reading a script came across the word 'slut' used in describing a character. 'I don't care for that word,' he said, addressing the writer. 'Change it to wait.'

### Films Demand **Pound of Flesh For Stage Dates**

Hollywood, March 14.
Personal appearances for picture names may be a great tonic as a popularity builder but they're tough on the avoirdupois. Studio experience is that a player back from one

on the avoirdupois. Studio experience is that a player back from one of the, stage jaunts is rarely fit physically to return to pleture preduction for at least three weeks.

It's the free meals, the dining and wining and ease of travelling that apparently gets the stars' waits line and jowls. The stage weeks waits line and jowls. The stage waits line and jowls. The stage waits line and jowls are consisted to be staged with the stage waits line and jowls. The stage waits line and jowls. The stage waits line and jowls. The stage waits line and the stage waits line an

### Barred from U. S., Serge Will Cut Film Abroad

Hollywood, March 14 Milh immigration and state de-partments standing pat on their re-fusal to let him re-enter the United States, Serge Elsenation, will seleven made picture there instead of here. He has been given a temporary per-mit to drive from Laredo, Tex., where he has been waiting permis-sion to cross the border, to New York, where he will embark for Eu-rope. Alexandrov, his co-director, and Tisse, cameraman, are with him. Negative of the picture, reported to be of a very liberal nature, is at Consolidated Lab, here and will be shipped abroad when Elsenstein's exact location for outling it is set-

exact location for cutting it is set-

Despite promises of aid from lib-eral Scnators and organizations, the Soviet director's backers in the film venture were unable to obtain his re-entry into the U. S. Negative is free of debt, wealthy Pasadena backers having paid all'

Eliscontain has one month to transact business in New York and leave the country. He will go direct to Moscow where his picture will be cut.

### KRASNA FOR COLUMBIA

Hollywood, March 14.
Norman Krasna will leave New York today (Monday) to write the original and assist in the adaptation of Hollywood Columnist for Colum-

bia.

Deal set by Walter Wanger.

mitted studios to take care of dropped employes or other lot preferences.

Signs indicate that while talkers have no spring principal part in Scurlard the synthetic mob is doomed. The only groups for which directors have not yet demanded the

Pictures' diplomatic corps. commissioned to maintain an apprecia-

organizations, is non-

plussed by the amount of heckling

plussed by the amount of heckling encountered lately. Ladles delight in coming out flat with demands as to why gang life is exploited before impressionable youth, why pictures whitewash the primrose path, and pointed ques-tions about the intelligence of pro-ducers and morals. lucers and morals.

tive attitude towards films among

ducers and morals.

Paul Bern Target
Paul Bern was the target for a
flock of such barbed queries when
addressing the Women's City Club
recently. Bern was saved by (1)
questions coming so fast they
couldn't all be answered, and (2)
the meeting being called to order by
Moral Charles F. Turner, club presi-

Mrs. Charles F. Turner, club president.
What makes it tough for good will ambassadors in this locality is proximity of the studios, with almost every home cut in on the cloud of rumors that surrounds them, Every woman out here thinks she knows enough studio inside to drive the envoys of the Academy and the MP Producers' Association nuts.

### LUBITSCH UNDECIDED

Possibility of Going U. A., Columbia or Again to Paramount

Ernst Lubitsch is undecided as to his future plans other than that he's content to stick around New York almost indefinitely, with the Columbia, United Artists and Paramount offers very much open and undecided. U. A. bid is greatly exagerated, having emanated from a luncheon Lubitsch had with Lewis Milestone.

son Lubitsch had with Lewis Mile-stone.

Similarly the Col talk emanated from Lubitsch's personal friendship with Walter Wanger. Likelihood seems a return to the Par fold, although Lubitsch expresses him-self a bit Irked with the recent Hollywood producers' understand-ing for a six months' protec-tion period for the last employing studio. In Lubitsch's case Par has the privilege to match any new offer, although the director feels friendly toward the studio for sentimental and other reasons.

toward the studio for semiments and other reasons.
George Cukor's Injunction motion against Par comes up for argument today (Tuesday) in the N. Y. Supreme Court. It concerns the directorial billing on 'One Hour With You' (Chevaller),

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### Havs at Bat for Continuance Of Film Boards on Strength of Work Done in Fighting Tax Bills

Film Boards of Trade are now emphasized as the national machine in probing and fighting adverse film legislation. This is described as eclipsing in importance the Board's former chief, function of acting as enforcing agents of distributors for the now obsolete arbitration and

uniform contract.

Principally on the strength of the activity of the Film Boards during this, the heaviest tax year the industry has faced, state or national, producer and distributor support for continuance of the Boards will be sought at a Hays meeting to occur early in Anril.

early in April.

At that time an effort will also At that time an effort will also be made to secure an appropriation of at least another \$12,000 to carry on the work of these units. Some opposition to the continuance of the system is expected. This, it is anticipated, will come from at least two member commanies which altwo member companies which al-ready have signified their lack of interest in Boards since the Federal court declared compulsory arbitra-

court declared compulsory around court declared compulsory around to file in the boards. Individual records will be presented at the session to prove that the disentangling of contract squabbles is now minor in comparison to the additional duties which have been undertaken. It will also be brought out that many of the secretaries during the pest six months have worked for as low as \$25 a month, reductions having teen previously made when Hays was requested to cut expenses. Another subject broached is that in the event of general adoption of

in the event of general adoption of a uniform contract some system, similar to the present Boards, would have to be established in exchange

## **ROGERS' PAR**

Hollywood, March 14.
Charles R. Rogers, former Pathe head, has completed a deal with Paramount whereby he will release eight pictures through that organization on the 1932-33 program. Terms are similar to the arrangement whereby Harold Lloyd releases through the sam channels cleases through the sam channels clease through the sam channels clease through the sam channels Cohen and B. P. Schulberg, for Pa, does not call for any financing but merely the physical distribution, Rogers finding his own capital and turning over the pictures without advance payment. He will work either at Universal City or the now idle Pathe lot. First production will be 'Madison Square Garden' for which, he already has made the necessary New York footage.

Acquisition of Rogers by destre of Sam Katz to reduce Paramount's own program from 80 to 45 this

of Sam Katz to reduce Paramount's own program from 60 to 45 this

Rogers' plans call for his features to be budgeted at \$200,000. Financ-ing is by a group headed by A. P. Giannini.

### 'Scarface' Delay

Hollywood, March 14.

Hollywood, March 14.

Howard Hughes—United Artists—Hays office Inbrogilo over 'Scarface' is no nearer a solution despite reported negotiations with the Chinese theatre to world premiere it there. Reviews in local papers panned the Hays office for not giving it a clean bill of fixed heavy to the control of the control of

### N. Y. Tax Cold

N. Y. State Legislature adjourned sine die, Friday (11). The threat-ende 10% theatre tax was not passed and it was assumed the pro-posal was dead. Lieutenant-governor's office in communication with the Theatre League, Thureday (10), advised the legit group there was no likelihood of any amusement tax being legis-lated.

With the Albany threat dispo With the Albany threat disposed of, attention was again thrown on Washington, where a 10% tax for admissions above 25c is included in the new tax bill.

### **BELIEVE METRO** MAY CALL IN **FREAKS**

Metro is believed considering the withdrawal of Freaks' from the exhibition market. No verification available whether or not this will be done or when.

Freaks' is looked upon as an atrocity in film form. Released in many of the major stands, so far it ture, as its title implies, is played mostly by deformed persons with some of the 'freaks' utilized in revolting ways to carry out the story. General outburst of adverse criticism is said to have been leveled

cism is said to have been leveled at the Metro feature Wherever it at the Metro feature wherever it has so far appeared with this criti-cism, meagre grosses and reports of audience reaction said to be the reasons bringing Metro executives to the point of withdrawing the obnoxious film.

DEAL FOR 8

to the point of withdrawing the obnoxious film.

Metro remade a portion of Freaks' after Universal's Franksenstein' had attested itself as a strong drawing card. In the remaining much of the present horror material now in 'Freaks' was inserted, it is said.

Clearing Expenses
Hollywood, March 14.
Kipling Was Right: travel short made in Ceylon, India, has been sold to Walter Futter by C. F.
Gordon, connoisseuring cameraman who made the footage, Sale price understood to be \$25,500.
Gordon Kahn wrote the comic descriptive dialog and Gordon is returning to India to film again along similar lines.

Hollywood, March 14.
Photographer in Minneapolis has approached Coast studies by letter offering them a side income of \$75, to \$100 a day. He turnishes photographs of screen possibilities for studie files.

files.

All he wants the studios to do is send a letter of acknowledgement to the originals of the portraits, for each of which letters he would pay \$1.

Studios are 'gnoring the chance to get in on a new lens wrinkle.

### SISK NAMED HEAD OF **RKO-RADIO PUBLICITY**

Bob Sisk has been named head of all RKO-Radio's publicity, advertising and exploitation departments He signed a two years' contract las

week,
Sisk leaves the Theatre Gulld,
which released him from his contract, to make his debut in the picturor field. He has headed the
Gulld's press department for nearly
six years and has been asked by
that organization to name his successor there.

Sisk reached the Guild via Variety, coming to New York for
this paper from the Baltimore 'Sun'.
He was a member of the 'Sun's staff
for three years, stayed another three
with 'Variety' and then joined the
Guild. During the past nine years

with 'Variety' and then joined the Guild. During the past nine years he has continued his connection with the Baltimore daily by acting as its New York dramatic and pleture commentator.

Appointment of Sisk by Radio will have wrate a co-ordination of all

lnaugurate a co-ordination of all departments bearing on publicity under his charge. He is officially expected to take office next Monday (21). It is a new post for this com-pany.

### 10 Features on U List Under \$500.000 Total

Hollywood, March 14. Universal has decided on making 10 pictures in its low cost series this year. Productions will range in budget from \$30,000 to \$50,000. The 10 hurry-ups will be in addition to U's program of 26 other

### Franklin, Selznick and Marcus in Radio Huddle

Hollywood, March 14.
With Dave Selznick and Lee
Marcus, who arrived today (Monday), Harold B. Franklin is assisting in mapping out new film pro-

gram.

Franklin says Skouras will probably take over the local Paramount and United Artists theatres which

#### CARL, JR., LINGERS Earn Big Money Fruitless N. Y. Search for Stories Prolongs Stay

fell through.

Carl Lacmmie, Jr., with Harry Zehner, his studio aide, and Mor-ries Fleckles, his uncle, returned to the Coast the end of this week. Junior is prolonging his N. Y. so-journ to pick up story material. The single play financing proposi-tion Lacmmile, Jr., was entertaining feal through.

Zehner, like Junior, was laid up by grippe, but got out of it all

right. Story material for U's '22-'33 rogam or 28 is pretty well set. Road Back, by Erich Maria Remarque, will be one of the company's specials. Among other things there's a possibility of Kent Douglas (Douglas Monigomery), who was in U's Waterloo Bridge, making a hospital control of the company of the co

### CAMERA INDIES HAIL HAYS AS PAL

Hollywood, March 14.
Entente cordiale between the Association of MP Producers (Hays) and the new Independent Producers'

and the new Independent Producers' Association was cemented between Will Hays and Phil Goldston lunchoon Wednesday (9).

Working arrangement is co-operative, the indies maintaining their identity. Chief advantage to indies will be their ability to borrow, players on a one-price basis with the majors. Complaint had been that the majors had one price for each other and a tilt for outsiders. However, the minor producers won't place, much faith in this angle until they've seen a couple of examples.

place much faith in this angie until they've seen a couple of examples:

City and country location permits, and various other matters arranged for the bis studios through the aspect of the property of the p

### **Big-Figure Inventor** Files Pauper's Oath

Les Angeles, March 14.
Orlando E. Kellum, Redlands inventor who settled a suit for \$180,-000,000 on disc-flim synchronization patents out of court, has asked to be decreed a bankrup with liabilities of \$4,005,225 and assets of \$100,000 on the second of t

myustined. He lists as intangible assets a lalf interest in cight patents relat-ng to motion picture manufacture, ing to motion picture manufacture, subject to a contract held by Miss Kato Hegel.

### Connolly, Col A. P.

Connolly, Col A. P.

Mites Connolly, at Columbia to write a story around the Washington Morry On Round the Mashington Morry On Round the Mashington Morry On Round the Mashington appointed associated the Mashington or or partial associated associated the Mashington or or partial associated associa

### SEASON'S WORK **ON 5-5-5 JUST EXPERIENCE**

Indications are that the past sea-son's work on the 5-5-5 plan will be checked off to 'experience' before the ond of the week. The two fore the ond of the week. The two national indie exhib organizations feel that too much dust has been allowed to collect on the formula, originally agreed upon by producer, distributor and indie representatives, while the major film firms are also 'fed up' according to spokesmen.

Producer-distributors are willing Producer distributors are whiling to forget uniformity and deal on the basis of 'miscellaneous formu-lae' which has prevailed since the compulsory form was thrown out by the Government.

by the Government.

The MFTOA, at its convention in Washington, D. C., this week, is prepared to seek modifications in several of the 5-5-5 clauses, particularly those pertaining to picture bookings. MFTOA representatives feet the exhibitor should have some latitude in making a sever-puactised form is claimed not to provide. form is claimed not to provide.

Allied, at its Detroit convention

last week, went on record as reject-

### **RCA** Ties with Goldstone for **Recording Deal**

Holiywood, March 14.

RCA has effected an arrangement with Phil Goldstone whereby he bccomes exclusive licensee under RCA for all independent productions with

for all independent productions with Photophone sound. Deal culls for at least \$250,000 a year-for three years from Goldstone. Recording fee on all independent productions costing \$35,000 or less will be a flat \$2,400, which will include both the royalty and the music tax. Productions costing in excess of the sum will be assemble to the cost in the sand point will be \$% of the cost and rises as the sum increases.

increases.

Deal is similar to that made by ERPI with Balsley & Phillips as exclusive licenses for W. E. sound for independents. With both companies slicing their charges, it is expected to eliminate bootleg sound altogether.

Goldstone is the guiding spirit of

### Pointers for Newcomers As Academy Technology

As Academy Technology

Hollywood, March 14.

Technician members of the
Academy meet Thursday (17) for
a round-up discussion of film cditlag. Papers to be read will tuckle
editing from the mechanical, dramatic and artistic angles.
Discussion is intended particularby for the benefit of men who came
to be benefit of men who came
to be a subject of the control of the conlague of the control of the control
are to be a subject of ing the year.

### WB's 1.340 Extras

Hollywood, March 14.

Around 1,340 extras are working at Warners today (Monday). It's a record for that studio.

Of this mob 640 are in 'Crowd Roars' and 700 are on 'The Dark Horse.'

### U AFTER 'HARLEM'

Universal is buying 'Harism.' tage play produced several seasons go. As a show it had an all-col-

Play was produced by Edward Blatt, authors being William Jour-dan Rapp and Wallace Thurman.

### Radio Barnstormers Make It Tougher For Films: Local Acts' Special Shows

Los Angeles, March 14.

Real competition from radio for picture houses is seen in the increasing number of auditorium shows consisting of radio talent. The other, name shows, temporarily using a stage, usually pick the choice nights and bring in arm chair sitters, on the only evening when titey could be routed out. At the Long Beach auditorium the Happy-Go-Lucky air act Satuaday (5) gave a mat and night show and pulled \$\$000 away from the regular theatres in that town. The same night talent from KIIJ known and the country of the country of

learne of 4,000 people.

Next air competish will be the lad ladio Frolle at the Pasadena Civic at Auditorium afternoon and evening this Sauruday (19).

These air shows are plugged in the broadcasts for weeks in advance.

No coat for advertising, scenery or acts beyond their regular salaries. With admissions from 50 cents to be \$1, these shows are real opposition.

For the cinemas.

### 'College Humor' Editor Advising RKO on Mags

Hollywood, March 14. Hollywood, March 14.
Radio's story search for its new program will be the most thorough ever effected by that studio. Importation of H. N. Swanson, editor of 'College Humor,' for several weeks in a story advisory capacity is part of the idea.

Swanson, thoroughly familiar time study towing field, is steering the study towing field, is steering for the study towing field, is steering for the study towing field, is steering for the study towing field in a the field field. He'll also give opinions and suggestions on stories already lined up by Radio.

Search for possible material from

ready lined up by Radio.
Search for possible material from
the stage is covered by Kenneth
McGowan, of McGowan & Reed.
producers, who is conversant with
that source of material.

With the regular serven story forces also in action, Radio believes it will have investigated every possible plot fount.

## RADIO'S INDIE UNIT PLAN

### Par Favors Program Cut to 45: Katz, in Taking on Added Duties. Looks Like Genl. Mgr. of Company Budgets from \$100,000 to

Hollywood, March 14.
With cuts in production favored
by all Paramount heads, understood
that nextuseason's program will be
down to 45 features against an announced program of 80 for the current season.

nounced program of 60. for the current season.

Production conferences ended Thursday (10) with Charles McCarthy, now of the editorial board; George Schaefer, general sales manager, and John Clark, western sales, manager, leaving for New York the same evening. R. J. O'Donnell, director of southwestern Publik houses, and W. K. Jenkins, division manager, will look over the Arizona und Texas houses before returning sast.

sast.

Sam Katz, Publix head, remains at the studio another 10 days to discuss production, exhibition and distribution problems with the studio heads. Emanuel Cohn will stay here until April 1.

here until April 1.
Sales convention of Paramount
will not be held until April, with
Hollywood out as a convention city.
Too much entertaining around the
studios and too little business during convention days has caused
Paramount, like the other major rePanatra create and the cares of leasing organizations, to cross off

Minema center as a meeting place for sales forces.

Katz's Activities

Present stay of Katz will, it is anticipated, firmly establish him as general overseer of production for Paramount. This will be accomplished, it is said, in a quiet but determined manner without official decrea

Planed, it is sau, ...
determined, manner without official determined, manner without official determined.

Along these same lines Katz appears to have taken up all duties of the general managership of Paramount-Publik. He relleved himself of the Publix theatre chain direction by passing it on to others and has delegated Emanuel Cohen to take over this job of watching practically sets Cohen as the practically sets.

and has delegated Emanuel Cohento take over this job of watching
to take over this job of watching
practically sets cohen as the
practically sets cohen as the
practically sets cohen as the
studios' head man.
Upon arriving last week Kntz
went at once into conference with
Ben Schulberg, Al Kaufman and
Cohen. Should Cohen assert himself as chief of production at the
local Paramount studio he would,
at the same time, supercede in autional production and Schulberg
who has been acting head on lot
under Lasky.
After settling the production end
to his liking, Katz probably will
start delving into distribution of
pictures. With Paramount theatres
under his control, Katz would then
be at helm of exhibition, production
pictures. With Paramount theatres
under his control, Katz would then
be at helm of exhibition, production,
piotintion, sums up all the leading
divisions of a large picture company. Arthur Mayer, recently
given charge of exploitation, including advertising and publicity
for Paramount-Publix, is looked
upon as a Katz appointee,
"Some weeks ago Sam Katz placed
Jojin Balaban and Sam Deego
Total Balaban and Sam Deego
Total Balaban and Sam Deego
Wills Delfish of the production of production of the product
the Publix chain and also attend to
film buying.

MISS PICKFORD APT TO

### MISS PICKFORD APT TO MAKE HER NEXT IN N. Y.

Mary Pickford, staying on in New ork indefinitely, will likely pro-Mary Pickford, staying on in New York indefinitely, will likely produce her next picture in the east. While she has not as yet arranged for leasing of studio space and facilities, the UA star is intent on trying New York instead of the Coast for a change.

Frances Marion, Metro scenarist now on leave, departs from Hollywood April 1 to Join Miss Pickford in New York. She will write the story, 'Happy Ending,' in the east after consulting Miss Pickford.

Title is tentative.

### For Caesar Only

Hollywood, March 14. Hollywood, March 14.
Having a polo yen, William
Bākewell aaked for an estimate.
on a stable. Listed were eight
ponies at \$500 each, two
saddles at \$550 each, other
equipment \$250, care of horses
\$500 a month, polo club membership \$500.

Bakeweii wili adhere to his Indian clubs for exercise.

### SECRET ALLIED CAUCUS ASKS FED'L AID

Federal aid in the reduction of film rentals during 1932-33, and hereafter, is being sought by Ailled, according to reports in New York following the Detroit convention. In the petition supposedly being drafted for Washington, and framed during a private caucus of members in Detroit last week, Allied is also said to be asking for the legal elimination of 'so-called salacious pictures' and the breaking up of affiliated theatres in the industry. Formal announcement of Ailled that it is backing the Brookhart measure brought a storm of protest both from the MPTOA and the Hays organization.

organization

### Radio Signs Talent Pact After Holdout: Col. Still Refuses

Hollywood, March 14.
Radio studio is now in accord with the recent producers' agreement on the matter of arbitration and the pact under which a studio has been accorded by the studio has been accorded by the studio has been accorded by David O. Selznick, recently put on the Producers' Association board of directors. This leaves Columbia the only holdout. Arbitration features make it mandatory for signers to put all matters relative to player differences between the studios to the newly appointed Hays' office arbiter, Edwin Loeb.

Harry Cohn states that Columbia

Edwin Loeb.

Harry Cohn states that Columbia
is undecided whether or not to continue its holdout. He argues that
Columbia would have some protection even without signing if negotiations go through with Radio for
joint signing of some talent by both
studios. studios.

The idea of the latter scheme is

The idea of the latter scheme is to give both studios greater talent availability at half the customary cost of independent operation.

### Fox Will Shed Weight **Before Business Survey**

Los Angeles, March 14.
William Fox Is stopping off in a Santa Barbara hospital to diet down in weight before coming here to look over his real estate holdings.
Fox has never eeen his Fox building on Hill street nor the Los Angeles theatre on Broadway. He also owns the Fox Hills golf course and property west of the Fox studio in Westwood. In to start the project are unlawing meet to look over his real estate holdings. For has never seen his Fox bullding on Hill street nor the Los Angeles theater on Broadway. He also owns the Fox Hills golf course and property west of the Fox studio in Westwood.

RADIO CUTS LAW FEES

Hollywood, March 14.
Fred H. Smith, who had been in charge of contracts and insurance for Radio, has left he hold.
Daniel T. O'Shea, resident legal counsel, assumes Smiths duties.

Whether this independent phase way.

## AND COSTS 50-50

\$200,000—2 Picture Contracts with Options-Separate from Regular Radio Program-Final O. K. Awaits Franklin's Return

#### 10 PRODUCERS

Radio Pictures is contemplating adoption of a unit production plan whereby this company will seek to acquire 10 independent producers with whom it will split production costs and profits.

As outlined it amounts to the As outlined it amounts to the first production source of 10 units from which, it is figured, around 30 features will be added to the regular Radio program.

figured, around 30 features will be added to the regular Radie program.

Idea is believed one reason why II. B. Franklin is now on the Coast. The also understood, however, that is also understood, however, that is also understood, however, that withhold final approval of this independent production attempt until Franklin returns to New York. He is due back March 23.

Scheme is based on productions to be budgeded at from \$100,000 to \$200,000, each independent producer to \$200,000, each independent producer to be given a contract for two pictures with options for one or two more. In the case of a lim in work running over the budget it will be sume the extra cost. On the other hand, should a picture indicate unusual possibilities in the making Radio, if agreeing that further expense is warranted, will assume its share of the additional costs.

Upon completion of these independently made features, Radio will distribute and exploit with first rental income defraying this order with the hale and come by the picture on a 50-50 basis. Negative cost will be guaranteed and it is hoped to hold distribution costs to 20%.

To Use Pathe Lot On the basis of the present

basis. Negative cost will be guaranteed and it is hoped to hold distribution costs and the cost of the present theory Radio would turn over the idle Pathe studio, on the basis of the present theory Radio would turn over the idle Pathe studio, on the Cosat, to its independent producers where charges will be at cost with no attempt by Radio to show a profit on the rental of space or in the construction of sets, lighting expenses, etc. An offshoot of the plan is that make his picture for less money away from the Pathe lot he will be allowed to go elsewhere.

Froducers becoming affiliated with Radio in this plan will select their own technicians, stories and easts, first having to self Radio that they have something to warrant partners the deal with a select their own technicians, stories and easts, first having to self Radio that they have something to warrant partners the deal of the work of the control of the

tone that it man and omeal same-tion is forthcoming, the undertak-ing will be set in motion with but four or five producers under agree-ment. Producers lined up by Frank-lin to start the project are un-known at this time.

### TO SPLIT PROFITS Claim MPTOA Ideas Not Inspired By Hays as Convention Opens; Want Recognition by Producers

### Industry's Trouble Is Trouble in Industry

Hollywood, March 14.
It's the most-often expressed phrase of Hollywood: 'The trouble with this industry series,' on the boulevard; in the studios; at parties; in the line waiting for relief from the Motion Picture Fund; among exeses; among extras; among hangers-on—and It's said with a lisp in some dimly It parlors. The trouble with this industry is:

Producers are not efficient.
Too much banker efficiency.
Too much waste in produc-

tion.
They are getting too economical.
They use too many original

Not enough original stories re used. are used.
Directors are too old fash-

Directors are trying to get

Directors are trying to get too arty.

They are using too many stage actors.

Not enough stage actors.

The Hays office.

They don't listen to the Hays

office.
Too many expensive picture

palaces.
Too many shooting galleries.
You eat here to the tune of
the trouble with the industry
is——.' Your hear it. In your
sleep. Yet no one as yet piped:
'The trouble with the industry is—all those guys who continuously, pipe: "the trouble
with the industry is—"."

KENT AT FOX

## AS V-P APR. 1

S. R. Kent has reached and closed an agreement whereby he will join Fox Films as executive vice-pres-ident April 1. Negotiations were completed last week.

sompleted last week.

Information is that Kent will act in a general advisory capacity under E. R. Thinker until about Jan. I at which time it is understood he will assume the presidency and Tinker will presumably retire from the company. Meantime, it is said that Kent has been assured by the Chase-banking group of full financial coperation.

Information is that Kent did all

Information is that Kent did all Information is that Kent did all of his negotiating with the Chase people which, with the receivership of General Theatres Equipment, makes it look as though the banking faction had taken over complete control of Fox.

Last week's appointment of L. H. Woolman, also a vice-president of

Last week's appointment or La ...
Woolman, also a vice-president of
Fox, will, according to report, lead
to the latter representing the Fox
interests in the operation of FoxWest Coast Theatres by the Skouras Brothers.

#### Zohbel West

Herman Zohbel, RKO treasurer and vice-president, leaves for the Coast today (Tuesday) to join Har-old B. Franklin. With Franklin, Zohbel will spend about two weeks inspecting the RKO western theatres.

will interfere with the present Ra-dio production soledule, or if Ra-dio's distribution department can handle the added pictures, are far-tors to be determined before the indic plan is officially started on its

Washington, March 14,

With delegates from 24 states present, 300 conventionites regis-tered in three hotels, and indications of another 200 attendees arriving by this evening (Monday). the Motion Picture Theatre Owners of America opened the biggest convention this afternoon of any tional organization since the inception of the industry.

The MPTOA, through a new political set-up, first went on record today as being 95% independ-ently controlled. Instead of a straight directorate of an equal number of indies and circuit repreentatives, which could deadlock and shelve moves, the organization board from now on will be composed of a representative of each unit appointed by his own zone. The directorate will meet twice a year with immediate business referred to an executive committee.
This, accordingly, will turn the major vote to the indie, six of seven members being independent and the seventh the choice of the circuit or

jor vote to the indie, six of sevenmembers being independent and the
seventh the choice of the circuit or
affiliated theatre groups. It marks
the first time the MPTOA can actually be desertibed as independent
of what has been described during
the past five years as 'the taint of.
Hays money.'

The MPTOA looks to have twice
the exhibitor strength represented
here than are to contain such unextened and of the strength represented
here than are to contain such unexpected proportions that the organization has taken rooms adjoining
the main hall and is equipping
these with loud speakers. Around
1,500 is the latest estimate for the
sentage. Of this number 389 will
be congressional representatives,
grave the excuse that a didn't figure it would be wise politically to
sup with the amusement world.

New Units

New Units

New units here and counted upon
by the MPTOA as becoming nationally affiliated with the organization
since all have gone on record for
joining in previous caucus, are
Texas, Cleveland, Columbus, Atlanta, Philadelphia, Boston, Buffalo,
long in previous caucus, are
Texas, Cleveland, Columbus, Atlanta, Philadelphia, Boston, Buffalo,
Long the main and the wife of
her year the MPTOA will seek to enlist
the Pacific end.

Most of the delegates booked in
Saturday and Sunday. Last night
(Sunday), in lieu of something better, an informal session of old and
new directors was held at the Mayflower hotel. Over 30 were in a
closed room, including several silent
Losile E. Thompson of RKO and Ed
Schiller, of Loew's, were the only
carry big circuit arrivals.

Late Monday afternoon the

Schiller, of Loew's, were the only carry big circuit arrivals.

Late Monday afternoon the MPTOA unanimously voted the new governing policy giving independents control of its organization. Slikht but unimportant heckling cropped up, chiefty due to lack of understanding, preceeding the ratification. fleation.

understinding, preceeding the ratification.
Congressman Sol Bloom advised the exhibitors against letter writing, saying that the only way to meet adverse legislation is by concerted organization. Fight the present tax. If you don't the next more will be to increase the tax 20%, said bloom. In opening the convention Fresident Lightman warned against distributive criticism and refused to listen to discussion which he considered out of order.

Week's Subjects
The indies took the stand this (Continued on page 56)

### **Photophone Tosses Gauntlet** To W. E. in Announced Price Slashing on House Equipment

A fight long brewing between the two major American electric companies hopped into the open last week when RCA Photophone announced wholesale price reductions in every department. Seriousness of its challenge to Western Electric's position in the film business almost immediatoly went on the record immediatoly went on the record cuits, agreed to install the new and cheaper Photophone device in place of the W. E. equipment now in most of these houses. of these houses. 25%-40% Slice

of these houses.

55%, 40% Slice

With the first big reproduction equipments directly hookable to alternating the control of t

Photophone has also rearranged

Photophone has also rearranged its finance and collection system for exhibitors making deferred payments. Even in the instance of its 500-seat equipment the price is being reduced from \$1,800 to \$1,450. No secret is made of the fact in the east that Photophone is out for the position of sound equipment supremacy held by Western through its initial lead in the picture industry. There is also some bad blood between the two companies over sales ethics. between the two companies over sales ethics. Photophone will let its prices talk, according to salesmen.

### LINCOLN FIRM PLANS 2 MORE NEGRO FILMS

Irving Yates-Jimmy O'Neal's Lincoln's Pictures, with Harlem Is Heenen, starring Bill Robinson, and the starring Bill Robinson, and the starring Bill Robinson, and the starring and the starring

Yates and O'Neal have as their associate in the Lincoln company a Negro theatre operator, Jack Goldberg.

### BOEGER RESIGNS

Henry F. Bosger, vice-president and general manager of Mitchel Camera Co., has resigned. He is succeeded by Stanley Anderson. Firm is a subsidiary of General Theatre Equipment, which is in re-ceivership.

### SONGS FOR NEW TRY

Motor has due out the boarding school story which was stoped last fall, after production had commenced, as being too risque under the Haya code.

Songs and incidental music will be added.

### U Buys 'Glamour'

O buys triamour
Hollywood, March 14.
Glamour, Edna Ferber's short
magazine story, has been bought by
Universal.
Story deals with the life of an
outstanding Broadway legit femme
star. No director or cast assignment yet.

### BARRIS ADDS SIX

Third of his Christie shorts being completed, Rarry Barris has been given a contract for six more starting in June.

Barris is an ex-Rhythm Roy.

### RIALTO WON'T DARKEN

Y. House Has Summer Hopes Publix Film Bookings to June

Publix has its Paramount. New York, film booked to May 6 and its two runs (Rivoll-Rialto), in asso-ciation with United Artists, if busi-

clation with United Artists, it business meets expectations to June 18.
May be that the Righto will not close this summer as last year.
'One Hour With You' (Par) goes into Rivoll-Right day and date March 24; 'Miracle Man' (Par) is due at the Rivoll April 21 and 'World of Flesh' comes in May 19.
Chevaller will Congress Dancier (Ufa-UA) next. Cetterton, Publix's 25 house on Broadway, has nothing in prospect.

### Mass. Citizens Petition For Theatre Price Cuts

Gardner, Mass., March 14. City Council has been asked to try and have theatre admission prices cut. A petition signed by approxi-mately 2,500 residents was premately sented.

No action vet.

### Resumes Former Post

Los Angeles, March 14.
Jules Rubens leaves here tomorrow (Tuesday), for Chicago to reassume charge of the Publix Great
States circuit.
Rubens has been west for about
three months

### 1st Runs on Broadway (Subject to Change)

. Week March 18 Paramount—'Dancers in the ark' (Par).

Roxy - 'Hotel Continental' Capitol—Polly of the Circus' (Metro).

(Metro).

Rivoli 'Sky Devils' (UA)
3rd week. Mayfair-Lost Squadron'

Winter Garden—'Alias the octor' (FN) 3rd week.

Rialto -- 'Shanghai Express' (Par) 5th week. Strand-'Play Girl' (WB)

Week March 25 Paramount - Broken Wing'

(Par).
Capitol — Tarzan the Ape
Man' (Metro).
Fivoli—'One Hour With You'
(Par) (23rd).
Rialto—'One Hour With You'

Rialto—'One Hour With You'
(Par) (23rd).
Winter Garden—'Crowd
Roars' (WB) (22nd).
Strand—'Beauty and the
Boss' (FN).

\$2 Pictu 'Hell Divers' (Metro) (As-tor) 13th week,

Foreign Films 'Das Lied let Aus' (Super-m) (German) (Europa) 8th

film) (German)
week.
'Ein Walzer vom Strauss'
(Splendid) (German) (Little
Carnegie) 6th week.

### King's New Six

Hollywood, March 14:
Burton King set another six
productions for Big Four.
First, now in work, is 'The Scartlet Brand,' starring Bob Custer. J.
P. McGowan continues as King's

### Hollywood

Briefly ewritten extracts from "Varlety's" Hollywood Bulletin, printse each Friday in Hollywood, and placed as a wrapper upon the regular The Bulletin does not circulate other than on the Pacific Slope. News from the Dellies in Los Angeles will be found in that customary department.

Swapping DeMilles
William for Cecil is the probable
Faramount deal on the DeMille
boys. "Sign of the Cross' is in prospect for Cecil while This Way Out'
applies to Brother Bill. Latter contracted until June 30 and a Paramount veteran.

Tom Keene's New Series
Tom Keene, finishing a half dozen,
will do another six westerns for
Radio. Rochelle Hudson supplies
the romance in his latest, 'Sunrisc
Trail.'

Quinn Martin, for two months unofficial advisor to D. E. McIntire on production matters, is back in the writing department at Fox.

Block's Leave Taking was not a dismissal but It was not a dismissal but a vol-untary withdrawal by prior under-standing in Ralph Block's case. He went to Columbia for one picture, made two, couldn't get together with Harry Coln on mazuma, and so bowed out.

2 Leave Metro
Metro withdrew its sanctuary
from two writers, Russell Moderaft
and Byron Morgan. Both were
wcck-to-weeking prior to let out.

More Glorifying
Eddie Nugent, Wheeler Oakman,
Rita LeRoy, Russell Simpson, Dorothy Gilliver, John Ince participate
in a newspaper yarn directed by
Breezy Eason at Hollywood studio,
Fanchon Royer authored.

Added Scenes on Level
Too short by many feet was Trinl
of Virginip Ware which William K.
Howard sigged through at Fox in
I cncreetic days: So this time
added scenes wasn't a politic veil
for retakes.

Warren William had his stay ex-tended at Warners. It's a second prolonging.

Long Coma
Hypnotized, Mack Sennett's answer to the double feature problem starts shortly and will be 12 to 14 reels. Moran, of Moran and Mack, is out of the picture, Mack and W.C. Fields being only ones cast.

Cruelty to Actors
Joyce and Seiznick found insurance a non-dividend paying sideline and sold the underwriting deparamount has imported William
Hurlburt, playwright, to write the
Hurlburt, playwright, to write the
remake treatment for 'Ten Commandments.' Fleture will be same
spans old.

Swapping DaMilles

Bill Hurlburt's Chore
Paramount has imported William
Hurlburt, playwright, to write the
mandments. Fleture will be same
spans old.

Swapping DaMilles

Anita Louise to Metro for 'As You Desire Me,' Garbo's next. Radio did the loaning.

Gerhold Davis is planning a revue for the Mayan theatre, Charles Daniels is on the music with George Watters writing the book.

Coast Radio Perks
Total time sold by local radio stations during February was 33 hours more than January, and an increase of 45% over the same month last year.

Hays Hikes
Will Hays called it a visit and
scrammed for New York Saturday
(12), accompanied by Maurice MacKenzie. They were in the film capitol three weeks.

Mardrobe Thieves
Ancient petty larceny stunt being revived in which thieves call at an actor's home, represent themselves as from the studio, and ask for part or all of his wardrobe. Phoney credentials from dry cleaners is another wariation, thieves making away with the garments.

Billie Burke to Act
Depression play, Love in a Dish,
is beling written by Richard Sharelor
or Billie Burke and possible production by Belasco & Curran.

Red-Headed Bluebird
Title role in Red-Headed Woman must now be able to sing, making it tougher than ever to find the right gal.

Yes, Periberg Grauman's stage, show for 'Wet Parade, 'opening, Thursday, (17) includes Michon Brothers, Conrad pigeons, Zelda Santley and Arnaut Brothers,

Jules Klein Visiting
Julius Klein, asst. secretary of
commerce, arrives. March 24 for a
studio check up on foreign films for
exporting next year.

Charle Chase Returning
After being dropped, Charles
Chase will be re-contracted by
(Continued on page 37)

### February Production Survey

Production activity for a number of units was at a three months peak during February. An average of \$3.5 units worked daily, \$0.4 of them being features. Work on short comedies hit a low of over a year, only just about three being in production at a time.

Universal ided for activity last month. Situdio had six units working

### FEBRUARY PRODUCTION AVERAGES

(In 18 Coast Studios) (Darmour and Standard Dark)

100	-Feb. 1	32, Units A	otive	-Year A	verages
19 (9)	Feature		Total	1931	1928-30
Feature Studios			1	100	
Universal	5.9	-	5.9	3.1	4.6
Paramount		1.0	5.2	4.5	5.8
Metro			4.7	4.5	5.3
Warner-FN .x.			4.6	4.2	9.3*
Radio		100	2.9	5.20	4.3*
Fox	2.4		2.4	4.3	6.2
Tiffany		•••	.5	.5	1.9
Columbia	8	•••	.3	2.3	2.0
United Artists			.1	1.4	2.1
Leasing Studios			m i		1
Tec-Art			1.1	.9	1.8
Monogram		4. 20.0	1.0	.7	.6
Educational	3	.4	.7	.6	.9
International	6	• • •	.6	.8	
Metropolitan		.5	.5	.8	2.5
Hollywood		.1	.3		
Comedy Studios		150			509
Sennett		.7	1.3	.5	.9
Roach	-	1.1	1.1	1.0	1.1
Foy		.5	.3		
	122				
Working Daily	30.4	8.1	33.5	35.3	48.8
400					11 1 15

\*Combined studios.
(Total units monthly: January 30.7, February 33.5.)

most of the time. Several indies working on the lot helped, but U would ost of the time. Several index working on the but neighbour of the mill have nosed ahead of Paramount, the next busiest, without them. Paramount's five companies were an increase of two over January letro, with a 4.7 average last month, more than doubled its January citivity. Warner schedule was paced by Metro, dropping one to two

### 40 FEATURES COMPLETED IN FEB., 1932

(Including two serials and two foreigns) Working

Universal	Days	Day
'Great Airmail Mystery'	., -	Radio
(serial)	36	'Symphony of Six Million' 26
'Ambition'	. 29	Young Wife' 24
'Cohens and Kellys in Holly		Tom Keene Western 18
wood'	. 25	Monogram
'Night Club'	24	'Midnight Patrol' (C. C. Burr) 8
'Mountains in Flame'	. 24	'Man from New Mexico' (Trem
'Destry Rides Again'	. 18	Carr) 8
'Stowaway'	. 11	'County Fair' (I. E. Chadwick) 7
Warner	200	County Pair (I. E. Chadwick)
'Rich Arc Always With Us'	. 00	Geo. Weeks
'Tinsel Girl'		Tyory' 8
'Mouthpiece'		Behind Stone Walls' (R.Like) 6
'So Big'		'Passport to Paradise' (R.Like) 6
'Working Wives'		Paramount
'Local Boy,' etc. (French).		'This Is the Night' 34
Local Boy, etc. (French)		'Broken Wing' 22
Fox		Miscellaneous
'Devil's Lottery'	26	'Shadow of Eagle' (Mascot S.) 23
'Scotch Valley'	25	'Spirit of West' (Allied) 19
'Widow's Might'	18	'Lena Rivers' (Tiffany) 12
'Trial of Vivian Ware'	17	Border Devils' (Supreme) 10
Metro		'Law of West' (Carr-Edu.) 9
'Grand Hotel'		
'Wet Parade'		
'Truth Game'	25	Deccit' (Invincible) 6
	100	Escapade' (Chesterfield) 5

units from the WB January lead of six. Radio was slightly up and

units from the WB January lead of six. Radlo was slightly up and Fox slightly down.

About four Indie productions kept going at the leasing lots, same activity as the previous month.

Peak day was Feb. 15, when 36 features were in work. The clean-up rush to dodge the tax assessor brought the month's low of 25 features bn Peb. 39.

### New Indie Distrib

new independent producing and ributing organization, Phono-A new independent producing and distributing organization, Phono-vision, has been formed with offices in New York. H. C. Braioff is president.

Vivian Moses has joined the firm in charge of publicity and adver-

### GILDA GRAY'S FILM

Glida Gray goes to the Coast April 25 to do a picture for Ben Zicdman, Harry Harnic, who wrote Devil Dancer, will write Miss Grav's film.

Fan's film.

Three Crosby Brothers, working

n Miss Gray's act, playing for

F&M, will be cast in the picture.

### N. Y. to L. A.

Edmund Loew:
Carl Lacmmle, Jr,
Harry Zchner,
Morris Fleckles,
Francesca Braggioti.
Norman Krasna.

### L. A. to N. Y.

Will Hays. Maurice MacKe Gregory Ratoff.

#### Union Trouble Looms Again in San Antone Chains in New York, notably

Publix and RKO, are inaugurating action looking to a settlement of trouble with stagehands, which has cropped up in San Antonio, Tex., after it was believed peace had been restored in that city between unions and theatres after a long controversy.

and through the IA.T.S.E. is in-voking the aid of the operators, who also signed a contract at a material cut in wages. Under a two weeks' notice, already in, the operators are threatening to walk in sympathy with the stagehands.

#### 2 Ether Satires

Hollywood, March 14. Paramount's 'The Crooners,' radio satire being adapted from the legit play, 'Wild Waves,' with Bing Crosby and other radio names in cast, will get opposition from Warners' Crooners' by Rian James. Latter also satirizes the megaphone singers.

## NO' MEN LEAD FILM CRITICS

### Film Critics' Box Score

AS OF MARCH 5

Key to abbreviations: PC (pictures caught), R (right), W (wrong), (no opinion expressed), PCT (percentage).

### **NEW YORK**

	WM. BOEHNEL (World-Tele)	. 189	138	50	1	728	
	THORNTON DELEHANTY (Post)	171	115	49	7	672	
	RICHARD WATTS, JR. (Her-Trib)	154	101	47	6	656	
	JULIA SHAWELL (Graphic)	200	131	49	20	655	
	BLAND JOHANESON (Mirror)	206	135	71	. 0	655	
	JOHN S. COHEN (Sun)	183	120	59	4	655	
	REGINA CREWE (American)	206	135	63	. 8	655 -	
	IRENE THIRER (News)	-174	.109	65		627	•
	ROSE PELSWICK (Journal)	- 150	89	36	25	593	
•	MARGARET TAZELAAR (H-T)	39	23	14	. 2	590	
	MORDAUNT HALL (Times)	146	74	36	36	507	
	the contract of the second	2.5					

### (This score based on 233 pictures) CHICAGO

-	DORIS ARDEN* (Times)	195	132	63	0	-677	
:	GENEVIEVE HARRIS (Post)	172	111	52	9	645	
٠	CLARK RODENBACH (News)	155	95	45	15	613	
	MAE TINEEt (Tribune)	191	114	65	12	597	
١.	ROB REELt (American)	175	102	58	15	- 583	
	CAPOL EDINK (Han Eveninas)	102	109	4.5	90	651	

- \* Eilen Keene
- ‡ Hazel Flynn

(This score based on 211 pictures)

### **Indie Shorts Producers and Players Pull Fadeout as Market Collapses**

Hollywood, March 14. Shorts are completely out as a means of earning a livelihood among independent producers. Currently there is not one series of shorts being made in Hollywood for the state righters. What single and two reelers the indie distributors are picking up are mostly travel novelties and productions made at least a year ago.

Cost of recording and license fee, coupled with mounting production expenses and lack of names for the indie one reel subjects have made anything but a feature length production poison to these producers. At one time every indie producer made shorts on the side.

#### Ex-Names

made shorts on the side.

Ex-Names

Former comedy names include
Alberta Vaughn, Monte Carter,
Lloyd Hamilton, Ben Turpin, Raymond McKee, Sid Saylor, Snub Pollard, James Aubrey, Al Cooke and
Rit Guard, Al Alt, Billy Bevan, Big
Boy George Davis, Vernon Dent,
Vera Stedman, Al St. John and Bud
Duncan. They're now working in
features, most of them doing bits
found that while a market still
exists for independently produced
features, the demand for independent short subjects had expired.

Licked By Finance

Inability of the indle producer to
buy names for his two reelers who
could in any way stack up against
the major names when sound arrived was the first hard blow. Unable to develop talent due to his
limited return, the indie producer
began to produce novelities minus
pover by the majors who could pay
nore for novelty subjects. End
came when the indie found it impossible to record on bootleg equipment and get into the large cir-

### RKO's New Division

A new RKO theatre operating division in the middle west will embrace Detroit, Ft. Wayne, Grand Rapids and Toledo. Towns were part of the Billy Elson Chicago division.

Arthur Freudenfeld, district manager under Elson, becomes of manager of the new sctup.

#### Minus Names

Hollywood, March 14.
Company manager for a
Fanchon & Marco unit, writing his weekly report, said:
"We broke all house records
in this town and without any
star names in the picture,
only George Arliss."

### Walter Meyers and Joyce-Selznick Deal For Stage Personals

Los Angeles, March 14.

Walter Meyers is reported having arranged with Joyce and Selznick to represent the 'names' talent on the J. and S. books for personal and the Joyce and Selznick agency business which the firm, itself, has given no particular attention heretofore. The J. and S. names so far placed for personals have been through the Weber Simon Agency.

Meyers will probably make his office in the local J. and S. suite and remain in person out here. His brother, Eddle Meyers will sell the names in the east. Meyers may enter into deal with the deal of the J. and S. personal placements with RKO.

The Joyce Selznick Arency is the Los Angeles, March 14.

with RKO.

The Joyoe Selznick Agency is the most extensive in the west and handles most of the star names in all talent divisions of pictures. Arrangement is understood to have been reached between Frank Joyoe, for the firm, with Meyers. Meyers is about to leave for the east to set a New York office, returning here shortly. He was recently general booking manager for Warners in the last but resigned.

### Crespinell's Color Lab

Hollywood, March 14.
William Crespinell, former manager of Howard Hughes' Multicolor laboratory, has set up a color lab of his own.
He will operate at the old Multicolor plant on Occidental Boulevard which went down that his work of the best way when his work of the best work was a support of the best work of t

which went dark when Hughes took the company over.

Delehanty ('Post') and Watts ('Herald Trib') with Many 'Bad' Notices Go Ahead of Women's Group Who Have Been Kind to Recent Releases -Boehnel ('World - Tel') Holds Head of N. Y. List

#### MINOR CHI CHANGES

Two new angles come to the fore in the compilation of 'Variety's film critice' boxeore for the period Dec. 26 to March 1.

For the first time all the New York women writers are in the percentage bracket below the men, the list being headed by three male reviewers, while a fourth is in a tie with three femme writers for fourth place.

place.
The other significant slant on the The other significant slant on the summary is that all the optimistic reviewers are out of luck, having been passed during the last two months by the hard-to-please screen reporters. That is to say those reviewers who reported 'bad' on the largest number of releases have advanced their relative standings, while those who called the fewest pictures 'bad' have fallen back in the list.

Thus Thornton Delehanty ('Post'), who figured at 22 bads,' moved up

back in the list.

Thus Thornton Delehanty (Post'), who figured at 22 bads,' moved up from No. 7 to No. 2 in the ratings, displacing Julia Shawell ('Graphic') who drops back into the four-way tile-for fourth place. Richard Watter of the result of the res potentialities. A Year's Run

A Year's Run
In the New York field, William
Boehnel ('World-Telegram') continues to top the list, position he
has held for more than a year. His
estimates for the last lap of the
compilation adds evidence to the
point previously made, by showing
29 "bads," highest number in the
whole record, including 'Variety's'
total of 27 "bads,"
The Chicago ratings bring out

total of 27 'bads.'

The Chicago ratings bring out only two changes, Genevieve Harris ('Fost'), at No. 2, exchanging places with Clark Rodenbach ('News'), and Mae Tinee ('Tribune'), moving up one place to No. 4, displacing Rob Reel ('American'). The consideration of under- or over estimating does not appear to apply to the Chicago ratings, but rather to the number of 'no opinions'. Reviewers with a prepondierance of Indefinite comments in both cases lost ground, while the two who advanced were more specific in what they had to say. 'Variety' has always taken the position that a 'no opinion' is a 'wrong' as far as the critic is concerned. And Chors' of the contribuses may be a continued to the contribuse of the contribuse in that city, apparently having an advantage, al-though the foces not seem to anniver. The Chicago ratings bring

that paper alone uses in that city, apparently having an advantage, although that does not seem to apply to Miss Thirer who also uses star ratings in New York where she, too, is the only follower of that system.

Spring for 'Deane'
Paramount's 'Clara Deane,' for release on the tallend of this season, will go out as 'Strange Case of Clara Deane.' Won't be released until May or

### 3 MALE SCHIBES Stocks Retreat All Along Line; OUTRANK FEMMES Loew Breaks Critical Level of 30; Eastman Suicide Rumor Hits Kodak

### Yesterday's Prices

Sales.			. Low	.Last		
11,600 1,200 1,400 3,500 50 9,200 300 81,200 1,000	Con. F East. K Fox Gen. The Loew Orph. pf ParP. Pathe RCA RKO W. B	81 30% 30% 10 914 8	7814 314 2015 015 856 734 414	2012 2012 013 744	-65 - 34 -15 -15 - 36	0.00
360 200	Col. Plct Col. v.t.c Fox Thea TransL	714	7¼ 7¼ 1¾	74 74 1%	‡ % - %	
16,000	Gen. Thea. Loew ParP W. B.,,	156 8014 5116	88% 61%	8814	-1%	

### Try Saturday **Opening** for **Possible Aid**

A reversal of the pet idea in recent years that pictures should not on Saturday or Sunday is the decision of Fox-West Coast to open Loew's State on Saturdays, Instead of Wednesdays as now. New policy for the State went into effect this week, depending on how quickly subsequent runs can make changes to conform with it.

Reason given for the switch is hat something may be gained by the week-end opener. FWC isn't sure that it will improve business, but will try it. Houses all over the country have now fried opening on about every day in the week ex-cept Monday. Pantages theatre, Hollywood, which follows Loew's Hollywood, which follows Loew's with pictures and Fanchon and Marco units, doesn't want the change. Pan, and probably all second runs and suburban first runs, will have to change dates to conform with the switch in FWC's ace house. RKO, which does not conflict with Loew's, went to Saturday openings a month ago.

#### Units Older

promiere.

### **Judgments**

30.000.
Stanley Recording Co. of Am., Alexander Chen, Jacob Mines and Irving Norman Reckenshire, D. & K. Realty Corp.; 1408.
Norman Reckenshire, D. & K. Realty Lou Stillman; Trebuns Realty Co.; 310.
Ben Niegel; Colonini Radio Sales Co.; 1408.

3149 82.
George Jessel; Siricer & Robbins Studio, Inc.: \$1,351,13,
Aldene Theutrical Studios, Inc.; Haloid Co.; \$123.10.
Gaillard T. Boag; Chase Nat. Bank of City of N. Y.; \$2,271,4
Morris Green; Bank of U. S.; \$3,415.15

#### By AL GREASON

Paris suicide of Ivar Kreuger Saturday night brought a flood of selling in Kreuger & Toll from the opening, stock converging on New York from all over the world. Pressure was so severe that the whole market gave way in sym-

When support seemed to be developing in mid-afternoon, ticker suddenly announced the death of George Eastman and that stock points before the retreat was halted. It was not until after the close, however, that the newspapers got on the streets with the report that the Rochester philanthropist had killed

Steel was weak, going to 44% and closing near that figure, while American Tel. & Tel. cracked its critical level of 125.

American Tel. & Tel. cracked its critical level of 125.

Picture stocks gave way with the rest. Losw, focal point of the group, slipped under its important level of 30, making a new bottom on the movement, and Paramount found it impossible to defend its line at 3 throughout the session, although it managed to recover in the last few minutes to that figure. RKO continued to reflect selling based on its own unsatisfactory balance sheet and moome statement last week, followed by a bad report from Radio Corp. on Saturday. Last week break in the new RKO destable to the cake as a signal by longs in the stock, which slipped off to 4½. Warners moved with the trend, going to 2½, which is the merest fraction away from its all time low.

As though the market dld not have enough bad news to absorb, a test of the drys and wets in the House resulted in a defeat of the liberals, putting that much further off any desired change in prohibi-

Best that could be said of the film stock's performance was that volume was moderate, although illm stock's performance was that volume was moderate, although they closed on or near their lows for the day, holding out the prospect that the decline would likely run along for another session today, at least.

#### Market Loses Ground

Market Loses Ground
The stock market lost ground last
week and began the new one under
mixed influences. Decline was represented by about 4 points in the
Industrial average, carrying that index to 84.52, with the amusements
following the general trend and
collowing the general trend and
principally because the worder single issue in the group was Loew,
witch is being watched as a guide
to the rest of the entertainment
shares.

Loew was off 2½ at Saturday's

shares.

Loew was off 2½ at Saturday's closs, to 31 after going below that poles, to 31 after going below that poles. The state of the

ences at work apparently being the broad market situation.

Mixed situation on the opening of the new week came from the fact that the market had to discount that the market had to discount in Paris of Ivar Kreuger, head of Kreuger & Toll, Swedish match monpoly, whose financial ramifications are worldwide and the bulk of whose securities are believed to be held in America, after liquidation of Continental accounts over the past year, the part of the part of

(Continued on page 25)

### Lady with a Past,' Duke Ellington Top L. A. with Nifty \$18,000; Town Going for Tabs; New Opening Days

Los Angeles, March 14, Ideas and plans for improving usiness in the various amusement arcades are not lacking. They range all the way from a contemplated change of opening day for Loew's State to a second flyer at condensed musical comedy for the Pantages.

Emphasis is very markedly upon the stage in this home town of the celluloid spools. Few pictures in themselves seem to mean much at the paybox. Managerial doubts cluster around almost all the pictures, while managerial hopes for

#### Estimates for This Week

tures, while manageria in ones to compon aspecial attractions for the restrictions for the restriction of th

Commands' not so hot at same fig-ure.
State (Loew-Fox) (2,024; 35-\$1),
'Arsene Lupin' (M-G) and stage show. John and Lionel Barrymore opening postponed, tab version (16) after two bad weeks as \$1.50 legit at Carthay Circle. House en-loyed \$22,200 week with 'Polly of the Circus.'
United Artists (Franklin (2,100; and 1), The Greeks Had a Word for pression of the Command of the Circus of the

### Weather Bothers L'ville, But 'Lullaby,' \$6,200, Oke

Dut Lumany, \$5,200, UKe
Louisville, March 14.
Play, receiving support of the
Kentucky Sunday School Association, digs into the week's averages
tending is largely different from the
usual theatre crowds.
Coldest weather so far affected
all night business. Temperature
was the color of the color of the color
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#### Estimates for This Week

Estimates for This Week

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### PROV'S GOOD FIGURES

'Lupene' Around \$11,000,; White

Providence, March 14.
Paul Whiteman and his band a
the RKO Albee is the town's bes
bet with Behind the Mask' (Col) on the screen at \$11,000 pace. Trade has soured again, although picture are above average.

Loew's State with 'Arsene Lupin

at \$15,000 will lead straight picture houses by a comfortable margin. Estimates for This Week

RKO Albee (2,300; 15-50-60)— Sehind the Mask (Col) and Pau Whiteman. House expecting to till \$11,000. Plenty of ballyhoo to per things up. Last week 'Final Edition' (Col) \$9,600.

things up. Last week Final Edition (Coi) 38,004.

Fay's (2,009; 15-50)—After Tomorrow' (Frox) and yaude. Looks like another great week: at 37,000. Last week Craft! (Whirlwind) and personal appearance of Nick Stuart and Sue Carol soared to 37,500.

Losw's State (3,700; 20-50-75)—Arsene Lupin (At-0,100 above. Arsene Lupin (At-0,100 above.) Arsene Lupin (At-

### Seattle Full of Stars: Compson-'Lupin' \$16,500

Seattle, March 14. Betty Compson, heading the Fan-ion and Marco unit at the 5th Ave., is helping 'Arsene Lupin' to head for a \$16,500 take this week That's the town's best money,

Seattle's full of other stars cur-ently with Fannie Brice-Phil Baker-Ted Healy in 'Crazy Quilt' at the Fox to a \$3 top set for an \$18,-000 gross, while Roscoe Arbuckle in 'Baby Mine' (stock) at the Moo also looks fair.
In straight pictures, everything else is off.
Estimates for This Week

Estimates for Inits ween Fifth Ave. (Fox) (2,400; 35-60)—'Arsene Lupin' (M-G) and Betty Compson, in person, headlining the Fanchon-Marco 'Coconut Grove' unit, Nitty at \$16,500. Last ween Business and Pleasure' (Fox) \$12,-

Luit. Nifty at \$15,500. Last week Fusiness and Pleasure (Fox) \$12,600, fair.

Orpheum (RKO) (2,700; 25-60)—
Impatient Maiden (U) and vaude the control of th

### Ideal Western

Hollywood, March 14. Comment by one of the clubcomment by one or the club-women previewers that Pathe's 'The Saddle Buster' should be used as a model for all future-westerns is being passed on to the national women's organizations in the monthly leaflet sent out from Mrs. Thomas G. Winter's office.

Reason: not a shot is fired.

### Plenty Stage Names Help Newark; \$18,000 Good for 'Arrowsmith'

Newark, March 14. Nothing to break records this week but Texas Guinan will doubt-less pull Proctor's up to around \$20,000, while 'Arrowsmith,' at Loew's, will be near \$18,000, which

Last week the weather broke Sunday's business completely and it was midweek before the hou were normal again.

#### Estimates for This Week

Branford (WB) (2,966; 20-35-50) Heart of New York' (WB) and F-M unit. Smith and Dale in person added to their film appearance and with special publicity in Jew

Capitel (WB) (1.200; 15-25-35)— The Champ' (M-G) and Men in Her Life.' Ought to beat \$4,500. Last week 'Mata Hari' (M-G) and 'The Menace' okay at \$4,000.

The menace okay at \$4,000.
Little (Clmma) (299; 50)—Drel
Tage Mittelarrest (Capitol) and Die
Privatsekreatin' (Capitol) on split.
Not hopeful of over \$1,000. Goes
Russian next week with the 'Five
Year Plan.' Last week 'Elne
Freundin so Goldig wie Du' (Tobis)
bad at \$700.

Loew's State (2,780; 30-50)—'Ar-owsmith' (UA) and vaude. Nicely t \$18,000. Last week 'Lovers ourageous' (M-G) weak at \$13,000. Mosque (WB) (8,281; 20-30-40)— 'Impatient Maiden' (U). Ought to pull up to bad \$5,000. Last weel 'Business and Pleasure' (Fox) ca-tastrophic at \$2,500.

tastrophic at \$2,500.

Newark (Adams-Par) (2,248; 15-25-50-60)—'Strangers in Love' (Par) Fair at \$14,000. Last week 'Shang' hal Express' (Par) jammed the enof the week and great at over \$20,000.

Proctor's (RKO) (2,300; 25-40-50-60)—Law and Order' (U) and vaude. Texas Guinan counted on steady draw to good \$20,000. Last week 'Lady with Past' (Pathe) good at \$18,000.

good at \$18,000,

Terminel (Skourae) (1,900; 15-26)

—Wayward (Par) and Texas Cyclone' (Col.), with 'Man Who Played God' (WE) and 'South of Santa Fe' (Sono-Art) on split. Can't hope for more than \$3,700. Serial added for Saturdays ought to help. Last week Express' (First Division) with 'Glid of the Rio' (Pathe) and 'The Drifter' (Capitol) on split, only \$3,300.

### Mitzi Helps 'Corsair.' Cincy, to Strong \$25,000

Cincinnati, March 14.

Cincinnati, March 14.
Current business, while fair, is considerably improved over last week, when the combined grosses of every considerably improved over last week, when the combined grosses of the low figures for the past year.

Estimates for This Week
Albee (RKO) (8,300; 35-65) Corsair (UA) and vaude. Little Mitzi Green on stage is a big help at the boo, with a nitty \$25,000 in view.
Last week, Charlie Chan's Chance (Last week, Charlie Chan's Chance (PRO) (200; 300; 305) (ROM) and weak bill, sad at \$17,500. Palace (RKO) (2,500; 30-50) Broken Lullaby (Par). Pulling strong \$16,000. Last week Lost Squadron (Radio) \$15,500, not bad either.

Capitol (RKO) (2,200; 30-50)
Dancers in Dark' (Par). Headaching at \$8,500. Last week Millon-alrc' (Fox) \$9,000, likewise poor. Keith's (Libson) (1,600; 25-40) Local Boy' (FN). Joe E. Brown's laughs fetching a dandy \$4,800. Last week 'Around World' (UA), \$3,200

week Around World' (UA), \$3,200.
Strand (RKO) (1,350; 25-40)
'Lady With a Past' (Pathe) and
'Man Who Played God' (WB). Split
week of second runs, fair \$3,500.
Last week 'Shanghal Express (Par)
and Tolly of the Circus' (M-G) \$3,000, bnd.

Family (RKO) (1,600; 15-25)
'Struggle' (UA) and 'Sln's Play
Day' (Flscher), split, \$3,200, fair,
same as last week's Monster Walks'
(Fischer) and 'Devil on Deck'
(Tiff).

### No Depresh Brag Minn. Showmen

Trio Clicking Big-'Squadron' a Smash with \$20,000 -'Arrowsmith' with El Brendel in Person

### BELOW ZERO IN DENV.

Behind the Mask, \$7,000; 'Lupin,' \$16,000, Not Bad Considering

Denver, March 14.
Six types of pictures at as many ouses are dividing the town's picture money, with the Aladdin and he Denver doing best. Behind the ture money, with the the Denver doing best. the Denver doing best. 'Behind the Mask' at the former with \$7,000 and 'Arsene Lupin' at the Denver with a strong \$15,000 top the town.

Orpheum with 'Panama Flo' to a \$12,000 pace is having its first poor week since the house' orening.

Alloddin (belp big generally two days' didn't belp big generally.

Aladdin (Huffman) (1,500: 35-50-

Estimates for This Week
Aladdin (Huffman) (1,500; 35-5075)—Behlnd the Mask (Col), Good
at \$7,000. Last week Sibe Wanted
a Millionaire' (Fox) \$5,000, fair.
Denver (Poulix) (2,300; 25-40-65).
—'Arsene Lupih' (M-G) and stage
show. Strong \$15,000. Last week
'Strangers in Love' (Par), \$14,300,
okav.

Normagers in Love (Far), 3:4,500, 05.

Arrowsmith (IA) tapeted on to 50-50.

Botto-(Huffman) (1009; 20-55-40-50)—The Man Who Played God' (WB). Good at \$3,500. Last week Dance Team' (Fox) for three days and. Charlie Chan's Chanee' (WB). However, the state of the sta

### 'TARZAN'-BEN LYON A SMASH \$28,000, BALTO.

Baltimore, March 14.

The Rivoil, put on the block last week, was sold to William Martien & Co., real estate, dealers, who probably represent the bankers-rate the house for the new owners probably indefinitely. Possibility also that the Auditorium may get back into pictures. House had been also that the Auditorium may get back into pictures. House had taken the Maryland folds after next week, Cornell will go into that house, leaving the Auditorium very library and the Maryland folds after next week, Cornell will go into that house, leaving the Auditorium very London of the Maryland folds after next week, Cornell will go into that house, leaving the Auditorium very London in the Maryland folds after next week, Cornell will go into that house, leaving the Maryland folds after high satisfactory, or Broken Luilaby at the Stanley off did very well, both Ketth, with Men of Chance, plus Gos easel for the Maryland for the Maryland folds and Haryland folds on stage, and Hippodrome with Men of Chance, plus Gos gos Jessel forsese.

Estimates for This Week

Estimates for This Week

Weather was bad first half.

Minnespolis, March 14.

Thanks to a trie of nurefue bog office attractions and a break in the cold wave, prosperity is back on the job for the loop showhouses this week after a fortnight's absence. The generator of good cheer had of mellocre screen are, rigid blasts and hard times, are sufficiently strong to make the box offices thrive generally.

The current offerings are sufficiently strong to make the box offices thrive generally.

Arrowsmith at the RKO-Oppheum, Minnesota and Pantages, respectively. Minneapolis, March 14.

Arrowantin at the Anson Minnesota and Pantages, respectively.
Minnesota and Pantages, respectively.
Minnesota and Pantages, respectively.
The customary four shows there were five on Saturday and, six on Sunday, with the folks actually fighting to get in. Brendel, prime screen favorie in this Sandinavian burg, is also pulling em, while 'Arrow of the business.

In the face of such stiff competion, the other loop showhouses are lawing rather hard going.

Dancers in the Dark et the State Darkes in the Dark et et da, is Basts of the City, at the Lyric.

Estimates for This Week,

Minnesota (Publix) (4,200; 75)—

Minnesota (Public) (4,300; 30)—
Minnesota (Public) (4,300; 30)—
Statimates for This Week
Minnesota (Public) (4,300; 30)—
Statimates and a statimate of the stat

Rogers picture here.

Orpheum (RKO) (2,890: 50)—"The
Lost Squadron' (Radio) and vaudeville. Picture well exploited and
highly praised by critics pulled
heavily from outset and looks geared
to keep up fast initial pace. Three
extra shows necessary Saturday and
Sunday to accommodate crowds.
Best week at his house in mnny
months, and management averable
hoped for, very big. Last week 'The
Hatchet Man' (FN) \$10,000, light.

State. (Philty) (2,290: 50).

Hatchet Man' (FN) \$10,000, light.

State (Publix) (2,20; 50)—
Dancers in the Dark (Far), Miriam
Hopkins seems to have been unable
thus fair to build up much of a localthus fair to build up much of a localent. Can get nowhere against study,
opposition at other big house; maybe \$1,500, weak. Last week 'Polly of
the Circus' (M-G) around \$7,000,
bad for anything with Clark Gables

Pantages (UA) (1,400; 50)—'Ar-rowsmith' (UA) (2d-final week), Looks good for 77,000, making close to \$19,000 for the fortnight run; okay, 'Greeks' (UA) opens Thurs-

okay. 'Greeks' (UA) opens Thursday,
Lyrio (Publix) (1,300; 35)—Beast
of the City' (M.G.). Gangster
drama, Jean Harlow and Walter
Huston mean little to box office
here, 15,000 mediocre. Last week

'Cheaters the port of the control of

bad. Grad (Publis, 1,100; 25)— Emma' (M-G) second loop run for full week should pass \$2,200, good. Last week 'Hell Divers' (M-G), sec-ond loop run and full week, \$2,500,

Chicago, March 14. Picture trade locally is marking

time, just trying to squeeze by un-til the end of Lent. Films are being

carefully spotted in order to pre

serve any potential winners for the post-holiday occasion. Trade is post-holiday occasion. Trade is waiting for March 26, on which date

Result is that the current stanza is slated for a quiet pace, there being little around of any boxoffice strength. Only houses showing

any chances for hot coin are the Oriental and Palace, where the big

noise is not on the screens but be-hind the foots. Two femmes are in

the spots on personals and are scheduled for neat takings. Dor-othy Mackaili is pulling to the Ori-

ture personality, Conchita Monte-negro, is there with a Fanchon & Marco unit and getting heavy piug-ging in order to bolster a flabby

ging. In order to bolster a flabby week.

At the Palace the second radio tag in two weeks, Kate Smith, is credited with a chance for the record gross at the spot. Started off to gross at the spot. Started off to is 'Prestifice'

At the other spots there's gloom. 'Greeks,' after a hopeless first week, crumbied entirely and takes the air after 10 days of sad trade. 'Man Who. Flayed God couldn't gen who is the spot of the spot spot of the spot of th

Estimates for This Week

Par) finished a disappointing two seks to meagre \$11,100 for fina

At the Chicago another nic

### Loop Stalls for Holiday Slump: Kate Smith Expected to Tilt Palace to New Record. \$33,000

WINTER IN BIRM.

Business and Pleasure' Strongest, \$7,200; Ritz's Twin Bill

Business and Pleasure' Strongest, \$7.200; Ritz's Twin Bill

Birmingham, March 14.

Winter has come at last, but the weether man says it with the weether man says it will be the strongest of the

been seating them in his last two pictures here.

Strand (BTAC) (800; 25-40)—"Tonight or Never' (UA). Gloria Swanson not likely to catch any fish, \$5.500. Last week Beast of the City' (M-G) fair at \$3,800.

Galax (BTAC) (600; 15-25)—"Manhattan Parade' (WB) first half and Ruling Voice' (FN) second half. Average week, \$1,900. This house doesn't wary much. Last week doesn't vary much. Last week 'Rainbow Trail' (Fox) all week go

## **DETROIT 100% IN RED:** 'CONDUCT,' \$22,000, FAIR

Detroit, March 14.

out a single exception the first runs are entirely in the red.
Combo of bad weather, income taxes, Lent and lack of oustanding attractions are resulting in plenty of worry. Ony thing that draws here seems to be the red riots, which play to thousands both in and out, with special attractions booked, starting then. All companies are sluffing off with weaker product.
Estimates for This Weak.

Metro Own Clipper

Hollywood, March 14.
Metro studio has discontinued the services of clipping bureaus. Instead the company now subscribes to \$2 papers. Some big city dailies, some smaller city publications and some rural weeklies. Gilpring service and introduction of the subscription idea has cut this end of the publicity budget in laif, it is claimed. Hollywood, March 14.

### 'Squadron,' \$11,500, Leads Portland, Ore.; B'way Dark-Biz Off

Portland, Ore., March 14. Fox closed the Broadway sudden-iy on Saturday (12) on account of bad business, its Poliy of the Circus' last week getting a meagre \$6,000, while United Artists refused to permit the showing of 'Sky Devils' (UA), as scheduled. Reason is that Fox-West Coast also operates the U.A. house

erates the U.A. house locally. Broadway will remain dark indef. 'Lost Squadron' with \$12,000 at the Orph and 'Arsene Lupin' with a \$13,500 pace at the Paramount led

Par chalked up a bumper b.o. score last week with Betty Compson in person with F. & M. unit and 'Strangers in Love' getting \$13,000. United Artists dropped top ad hish price to 35c, imitating Ham rick's Music Box, which has been doing okay with that top price, UA is doing well currently with 'Pas-sion Plumber,' \$5,000.

sa doing weil currently with Pas-sion Plumber, \$5,000.

RKO Orpheum is running screen ads as regular policy. Current ad reel has four local firms mostly in the grocery line, getting a one or two-minute break aplece. Theup two-minute break aplece. Theup station KGW has the radio band in the theatre plt for vaude perform-ances.

ances,
General b.o. biz decidedly better
currently, although merchants complaining this is the worst period of
the depresh.

Estimates for This Week

Estimates for This WestOrphem (RKO) (2,000: \$5.60)—
"The cost Studdros (1,000: \$5.60)—
"The cost Studdros (1,000: \$1.60) and
vaude. Big leap to \$11,000. Last
week 'Panama Flo' (Pathe) very
bad at \$5.40. Paramount (Forum 1,000: \$1.60). Last
Faramount (Forum 1,000: \$1.60. Last
F. & M. unit. Big \$1.60. Last
week 'Strangers in Love' (Par) with
Betty Compson in person oke too
at \$13,000. Artists (For-Portland)

at \$13,000. United Artists (Fox-Portland) (1,000; 25-35)—Tassionate Plumber (M-G) going good enough for about \$5,000. Last week 'Two Kinds of Women' (Par) poorly at \$4,000. Music Bex (Hamrick) (2,000; 25-35)—Tiremun Save My Child' (W3) getting a fair \$4,500. Last week 'Taxi' (FN) good at \$5,000.

### K. C. Full of Barrymores. 'Maiden' Fair at \$16,500

No break looked for now till Easter, with special attractions booked, attending booked, attending attractions booked, attending of with weaker product.

Estimates for This Wesk.
Michigan—Polly of the Circuit.
Michigan—Polly of the Linky this one much, and will be locky to this one much, and will be locky to this one much, and will be locky to his one much and will be locky to his one will be locky to his one much and will be locky to his week. The much and will be locky to his week and and locky to his one much and will be locky to his week. The much and will be locky to his week and and locky to his week. The much and will be locky to his week. The much and will be locky to his week. The much and will be locky to his week. The much and will be locky to his week. The much and will be locky to his week. The much and will be locky to his week. The much and will be locky to his week. The

### Lent. Colds. Lindy Scare Hurting B'way, but 'Beast,' Roxy, \$70,000, And 'Squadron,' \$30,000, Very OK

### 'SHANGHAL' \$48,500, TOPS PHIL'S BLAH BIZ

Philadelphia, March 14.
Last week showed very little improvement over the two previous, which had both been rather dismai. With Holy Week in the offing, little change for the better is expected on the control of the Philadelphia, March 14

of months. A Tranam and the State Bros. head the stage show. Not deason to the stage show. The stage show the s

Estimates for This Week

Estimates for This Week

Estimates for This Week

Shanghal Express' (Far). Started

Shanghal Express' (Far). Started

Shanghal Express' (Far). Started

Star

Many factors are combining to far least lately) over \$60,000, looks bring sadness to most of the Broadway sectors film palaces. Not the least of these is Lent. which has last week was the first time, research this winter and has laid up a lot of neopie with colds and other all ments, is also causing damage. It is not all the state of the content of the state of the state of the content of the state of the state of the content of the state of th

merty at Strand.

\* Estimates for This Week
Aster (1,192; \$1,42) 'Hell Divers'
(M-G) (1214 week). Three months
is pretty iong forcing for this one
here but it's said that the \$2 stay
is adding in merchandising the picture. Also, Metro has nothing ready
to follow, still waiting for 'Grand
Hotel.'

is aiding in merchandising the picture. Also, Metro has nothing ready to follow, still waiting for Grand Coalito (5,400):25-85-81.509 Passionate Piumber (M-G) and stage show. Buster Keaton, Jimmy Durante and Polly Moran combinations and the strong comedy support, indicates about \$55,000, fair. Last week, second of "Arsene Lupin (M-G), \$89.00.

Arsene Lupin (M-G), \$89.00.

Miser Sex (Par) and stage show. In line with Public's policy of stage names, Pola Negri is latest in herein and the stage show of the stage s

weeks to meagre \$11,100 for final haif.

Oriental (Publix-B.&K) (3,90; 1675-85). Wayward (Pas) and \$175-85. Wayward (Pas) and \$17 Rossevelt (Publis-B.&K.) (1,560; 50-75-85), Arsene Lupin' (M-G. Aseven-day holdover mainly to plug tip a couple of holes in this spot until March 26. After this week, which looks oke at \$11,000, another one-weeker comes in, and day after Good Priday, the india Blonde Cap-tive. "Shanghal Express (Par) fin-

third.

State-Lake (RKO) (2,700; 50-75-85), Lost Squadron' (Radio). Pictures are having a hard time here.

Another two-weeker and week. For other two-weeker and weeker and the summaries of th

tough days. For the first seven barely got across the overhead line at \$13,900, and for the last three days meaningless at iffdicated \$3,000. 'Wiser Sez' (Par) arrives on Wed, '(i6) for a filer stay and figured to stick only until the magic day of March 26, when it will be replaced by 'Sky Devils' (UA).

### PITTS IN DOLDRUMS: POLLY' MILD, \$22,000

Pittsburgh, March 14.

Slight improvement indicated by week end takings but still nothing to brag about. Good and bad pictures fare alike locally of fate, with the still nothing to brag about. Good and bad pictures fare alike locally of fate, with the still provided the still pr Pittsburgh, March 14

\$22,000, better than usual, but still ordinary, ordinary, and Taste Squadron' and Stanley has Taste Squadron' and Stanley has a fair \$39,000 rede. After Epmetrow at the Warner is ambling along to a weak \$8,000.

Estimate for This Week Dawis (WB) (1.780; 15-25-55) (Cheaters at Play (Fox), Wil box, around \$2,300 for 'Silent Witness' (Fox).

incky to equal last week's new low, around \$2,300 for: Silent Witness' (1.500; 1.5-25-50.) Euclion (Shea-Hyde) (1.500; 1.5-25-550). Business and Pleasure (Fox). Picture rapped generally, but Will Rogers' name still means something and should pull it working gifter (Far) around \$5.500. Harris (WB) (1.800; 10:15-25). Law and Order' (U). Thirlied-packed western which might mean real dough at the Harris, paced at he Jury' (RKO) and 'One-Man Law' (Col) about the same, Penn (Loew-UA) (3,300; 25-35-60-75), 'Polly of the Circus' (M-G) and stage show with Arthur Tract, the Hears: plugging even with Clark Gable and Tracy's radio replosis like only \$2,2000. Last week Broken Lullaby' (Par) down to \$10.500; for \$1.500. Last week Broken Lullaby' (Par) down to \$10.500.

Broisen Lullaby (Par) down to \$12.0 Stanley (WB) (3,600; 26-35-60). Lost Squadron (RKO) and stage Lost Squadron (RKO) and stage \$20,000 looked for. Last week Tim-patient Madden (U), about \$18,500. Warner (WB) (2,600; 25-35-60). After Tomorrow' (Fox). Ordinary at \$8,000. Last week High Pressure' (WB), \$7,000, poor.

### 'GIRL CRAZY' SENDING AMB., ST. L., TO \$23,000

St. Louis, March 14.

Talk of the town here this week is the tabloid version of the erst-while musical comedy success, 'Girli Crasy,' which is the stage show attraction of the stage start, with the thearth ended for a nice \$23,000. With the heavy except, the factor is required to show much of a profit.

Remainder of the business is being divided pretty evenly between the children of the stage stage shows the stage state, that factor is shown in the stage stage shows the stage shows the stage shows the stage stage shows the s

week Business and Freadure \$17,600.
St. Louis (RKO) (5,000; 25-35-50),
Lady with a Past' (RKO-Pathe) and vaude. Constance Bennett falled to hold this one up; \$14,000 bad. Last week 'Lost Squadron' (Radio)

\$18.300.

Missouri (Par) (3,500; 25-35-50),

Dancers in the Dark' (Par) and

Final Edition' (Coi). Average at

\$9,000. Last week 'Safe in Hell'

(FN) and 'The Expert' (DB) \$7,800.

### Set 12 Weeks' Total. And Bonuses If Met

Los Angeles, March 14.

Skouras Brothers called in the managers of the Los Angeles territory today (Monday), telling them in a 12 weeks' period and promising houses it successful.

Le Hungerford, construct'on engheer, and Howard White, of purgheer, and Howard March 18 (Schau) (1,600, 25) Velcyll and Hyde (Par) and 'A Wondhist and Commands' (Pathe). Averaging the statement of the Court St. (Schau) (1,600, 25) Velcyll and Hyde (Par) and 'A Wondhist and Commands' (Pathe). Averaging the statement of the Court St. (Schau) (1,600, 25) and the statement of the Court St. (Schau) (1,600, 25) and the statement of the St. (Schau) (1,600, 25) and the statement of th

#### COLUMBUS COLD

Improved Weather May Help—'Sky

Deviis, \$12,500, Not Bad

Columbus, March 14.

Coldest cold wave in two years ended here Saruday years ended here Saruday years have been considered to the saruday werage business look bright. Near zero weather last week: almost wrecked every amusement spot in town, in some cases keeping the grosses to less than half the expectations.

Broad with Sky Devilis' present and the present should keep it up. Other houses just fair.

Estimates for. This Week

Paleac (RKO) (3,3074 25-50). Im-

Just fair.

Estimates for This Week
Palese (RKO) (3,074; 25-80), Impalent Maidem (Radio). Docsmit stack up for better than \$5,500. Last week Lost Squadron' (Radio) started well, but practically folded with the cold; very light; \$4,700.

School (Rosew-LuA) (2,000 and the stack with the cold; very light; \$4,700.

School (Rosew-LuA) (2,000 and the stack with the cold; very light; \$4,700.

School (Rosew-LuA) (2,500; 25-80), School (Rosew-LuA) (2,500; 25-80), School (Rosew-LuA) (2,500; 25-80), School (Rosew-LuA) (2,500; 25-80), Sky Devlis (Fox) Zooming to neather the stack week "Brollen Lullaby" (Fox) Zooming to neather the stack with the stack wit

### Not Subwaying in B'klyn; 'Squadron' Up at \$30,000

Brooklyn, March 14.

Brooklyn, March 14.

All quiet on the Gowanus canal front. The Albee leads with Lost Lost and the Control of th

\$17,000. Strand (2,500; 25-35-50)—'Hatchet Man' (FN) (2d week). OK at \$12,500, with first week strong at \$17,200.

### Stage Helps 'Jury' to Okay \$15,000 in Buff.

Buffalo, March 1i.
Business sluggish and the public is apathetic.
Ken Murray and Mary Brian in person at the Hipp helped Ladles of the Jury to a big start and a nice 15.000 clip.

nice \$15,000 clip.

Estimates for This Week
Buffalo (Publix) (3,600; 30-40
65) 'Dancers in Dark' (Par), Moderate gross indicated at \$15,000
Last week 'Strangers in Love' and Poli Negri in person, good for only \$20,300

320,300.

Hipp (Publix) (2,400; 25-35-50)
Ladies of the Jury' (Radlo) and stage show. Ken Murray and Mary Brian in person drew the biggest opening in months; looks like \$15,000. Last week Greeks Had a 100 or Them'; fair at around

Word for Amen., Am. 11,900.

Great Lakes (Publix) (3,400; 25-550 'Hatchet Man' (WB). Only about \$12,500 Indicated; weak. Last week 'Broken Lullaby' bad at

### Saenger a Poor \$10,000: Innin' Tops at \$15,000

Barrymore boys and 'Arsent 14.

pin'the two twin's leader at the work

from the two twin's leader at the work

from two twin's leader two twin's leader twin's lea New Orleans March 14.

week Strangers in Love (Par) poor at \$11,000.

Orpheum (2,400; 60) — Lost Squadron (Radio), Indications point to \$10,000. Last week Forbidden' (Col) drew \$9,000, fair.

Strand (1,800; 50) — Blonde Crazy:
Light at \$2,000 at week 'Charlie Charlie (1,000); 50)—Clay Caballero.

Nice \$2,500. Last week Fireman' (FN) grossed good \$2,400.

### MID-LENT IN NEW HAVEN

Dents Everything-No Outstanders -'Strangers,' \$12,000

Now Haven March 14. New Haven, March 14.
Mid-Lenten season finds grosses fading and business generally mild. Poil reduction to two-bit mat. for first run double feature program has the nabes worried. New policy also p is crimp in Bijou matinees.

responsible to the control of the co

ward-and Ted Lewis did strong \$15,900.

Roger Sherman (WB) (2,200; 65).

Tigh Pressure' (WB) and vaude.

Fleman' okay at \$10,200.

Fleman' okay at \$10,200.

Fleman' okay at \$10,200.

Fleman' okay at \$10,000.

Flemade for far \$10,500.

Last week

Arsene Lupin' (M-C) and Monace'

\$200.

Bijou (Fox) (1,545; 65) Freake'

(M-G) and 'After Tomorrow' (Fox)

on way to a mid \$3,700.

Last week

Beast' and 'Big Timer' fair at \$4,000.

#### Washington Is Sluggish: 'Lupin' Best with \$22,000 Washington, March 14.

Washington, March 14.
Currently interest is centering around the English film "The Office Gir! in at the RKO house after an extensive but brief campaign and the two Barrymores appearing together on the Palace screen.

Estimates for This Week

gether on the Palace screen.

Estimates for This Week
Columbia (Loew) (1,322; 35-50)—
'Arrowanth' (UA). In its second
week and doing well at \$7,500
against first week's \$10,000, Barle (WB) (2,000; 25-35)—Behind the Mask' (CO) and vaude.
No One Man' got over \$18,000.
Fox (2,444; 25-35-50)—Atter Tomorrow' (Fox). About the usual
when Farrell doesn't have Gaynor
with him, which means only \$14,000.
Met (WB) (1,825; 25-35-60-75)—
Broken Lullaby' (Par). In its second stanza will probably get \$4,000
against \$3,000 for the first.
against \$3,000 for the first.
Weith's (RKO) (1,875; 35-50)
Clines Girl' and vaude. Headed for
the Circus' (M-G) \$18,000, fair.
Keith's (RKO) (1,875; 35-50)
Clines Girl' and vaude. Headed for
to 'Lost Squadron' (Radio) got
about \$3,000.
Rialto—Racing Youth.' Business
isn't racing, maybe \$5,000. Last
week 'Impatient Maiden' (U, \$5,000,
off.

### TACOMA FAIRISH

Siamese Twins Help Orpheum to Okay \$6,000

Tacoma, March 14. Special booking, Hilton Sisters (Slamese Twins), bolstered the Or-pheum the first half this week, with 'Impatient Malden' on last half. Estimates for This Week

Estimates for This Week
Orpheum (RKO) (1.509; 25-5550), Woman of Monto Cario' (FN),
with Hilton Sisters and regular
vaude, first half; 'Impatient Maiden'
(U) last half, looks est for \$5,000;
and 'Lost Squadron' (Radio), estcellent at \$4,500.

Blue Mouse (Hamrick) (550; 2535-50), 'Cock of the Air' (UA) fair
at \$1,000.

Bit week Taxi' (WB)

Risito (Fox) (1,250; 25-35-50),
'Beast of the City' (M-G), 'Tomorrow' (Far) and 'Guadrama' (M-G),

The week (1,500) fair. Less content
Plumber' (M-G), and 'Blowd Bachelor' (Par) around \$4,350.

### **Comparative Grosses for February**

Total of grosses during February for towns and houses listed as pre-viously reported weekly. - 1 00

#### NEW YORK F 1 10

to the second	reb. o	Feb. 10		F 60. 2/
CAPITOL High.\$110,400 Low. 30,000	\$66,000	\$52,500 (2d week)	Lovers Courageous \$55,000	Arsene Lupin \$70,000
PAR- AMOUNT High\$95,000 Low 35,700	Tomorrow \$51,300 (2d week) Stage Show	Wayward \$67,100	Nice Women \$47,300	Broken Lullaby \$56,300
ROXY High.\$173,658 Low., 32,000	Silent Witness \$51,600 Stage Show	Business and Pleasure \$55,400	Millionaire \$56,900	Cheaters at Play \$33,000
MAYFAIR High. \$53,800 Low 10,500		Rue Morgue \$20,900	Lady with Past \$24,800	Lady with Past \$14,000 (2d week)
8TRAND High\$78,800 Low 10,700		Hell's House \$11,500	Fireman \$21,200	\$8,900 (5 days)

### LOS ANGELES

	Feb. 6	Feb. 13	Feb. 20	Feb. 27	
LOEW'S STATE ligh\$48,000 bw 10,000	Dance Team \$17,000 Stage Show	Plumber \$15,000	Champ \$23,000	Silent Witness \$10,000 New Low	
PAR- AMOUNT ligh, .\$57,800 .ow 10,000	Shanghai Express \$31,900 Stage Show	Shanghai Express \$19,000 (2d week)	Hotel Continental \$17,500	Strangers in Love \$16,100	
UNITED ARTISTS ligh.:\$38,700 .ow 3,000		Arrowsmith \$14,500	Arrowsmith \$11,000 (3d week)	Broken Lullaby \$10,000	1
WARNERS' HOLLYW'D ligh\$37,800 ow 7,000	Expert \$13,000	Fireman \$20,000	Fireman \$14,000 (2d week)	Alias the Doctor \$15,000	
WARNERS' DOWNT'N ligh\$38,800 ow 7,000	Hatchet Man \$11,500 Vaude	Expert \$9,500	Crossexami- nation \$8,000	Fireman \$12,500	37

### CHICAGO

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
CHICAGO High\$71,300 Low 31,900	Tomorrow \$36,600	Beast of City \$32,800	Business and Pleasure \$31,900 New Low	Strangers in Love \$36,900
McVICKER'S High\$53,000 Low 8,200	Hell Divers \$35,900	Hell Divers -\$25,200	Hell Divers \$14,300 (3d week)	Broken Lullaby \$24,500
ORIENTAL High\$52,500 Low 17,000	Reckless Age \$28,800	Plumber \$36,200	Millionaire \$29,800	Polly of Circus \$28,100
ROOSEVELT High. \$36,500 Low. 3,300	Hatchet Man \$8,200	Hatchet Man \$3,300 (2d week) New Low	Shanghai Express \$25,200	Shanghai Express \$15,500 (2d week)
STATE- LAKE High\$45,300 Low 8,800	Rue Morgue \$20,300	Rue Morgue \$11,100 (2d week)	Lady with Past \$18,500	Lady with Past \$10,500 (2d week)
UNITED ARTISTS High\$49,100 Low 10,200	Mata Hari \$12,100 (4 weeks)	Arrowsmith \$31,700	Arrowsmith \$21,000	Arrowsmith \$13,800 (3d week)

### BROOKLYN

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
PAR- AMOUNT	Jekyll and Hyde \$46,200 Stage Show	<b>W</b> ayward \$50,000	Nice Women \$30,100	Broken Lullaby \$46,000
FOX	Rainbow Trail \$20,300 Vaude	Silent Witness \$22,000	Business and Pleasure \$18,300	Millionaire \$18,000
METRO- POLITAN	Champ \$32,000 Vaude	Forbidden \$19,000	Emma \$25,000	Lovers Courageous \$17,600
ALBEE	Prestige \$20,100 Vaude	Rue Morgue \$22,100	Lady with Past \$29,300	Final Edition \$16,000
STRAND	Union Depot \$19,500	High Pressure \$18,500	Fireman \$17,500	Fireman \$11,000 (2d week)

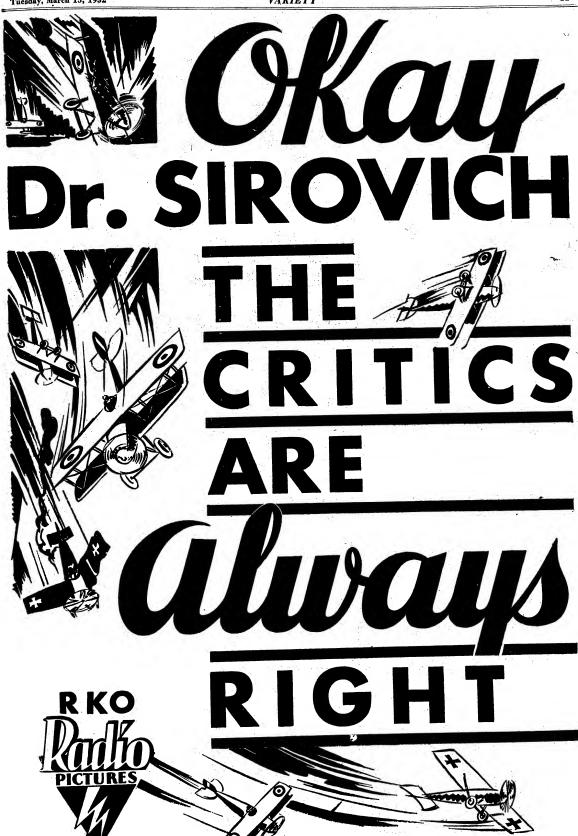
### **NEW HAVEN**

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
PAR- AMOUNT High. \$21,000 .ow 9,000	No One Man \$11,900 Stage Show	Man I Killed \$13,600	Tomorrow \$11,900	Shanghai \$16,500
FOX-POLI High. \$26,000 Low 7,500	Lovers Courageous \$13,500 Vaude	Greeks \$10,300	Lady with Past \$12,000	Arrowsmith and Cheaters \$12,500
SHERMAN High. \$16,000 Low. 1,500		Peach o' Reno \$9,300	Man Who Played God \$11,000	Taxi \$9,500
BIJOU High\$12,600 Low 1,600		Men of Chance and Law and Order \$4,300	Caballero and Racing Youth \$2,800	Cock of Air and Behind Mask \$4,300

### **NEW ORLEANS**

1. 12.	Feb. 6	Feb. 13	Feb. 20	Fe'), 27
LOEW'S STATE	Plumber \$14,000	Union Depot \$10,000	Broken Lullaby \$13,600	Polly of Circus \$12,000
SAENGER Lovers	Courageous \$14,000	Hatchet Man \$14,000	Man Who Played God \$15,000	Shanghai Express \$14,000
ORPHEUM	Woman Commands \$10,000	Panama Flo \$8,000	Rue Morgue \$9,000	Lady with Past \$12,000
STRAND	Corsair \$2,000	Under 18 \$1,800	High Pressure \$2,100	Millionaire \$16,000
TUDOR	Safe in Hell \$2,500 (2d, week)	Around World	Taxi \$2,100	X Marks Spot \$2.1(ii)

(Continued on page 24)





# ur Shanks to the

NEW YORK AMERICAN.

### 'Lost Squadron' Thrilling Air Film

## OF GRIPPING DRAMA

By REGINA CREWE

Those thrilling idiots of the sir, the Hollywood stunt filers, are both fact and fiction heroes of the spine-ohilling, heart-stopping drama which packed the Mayfair Theatre from floor to ceiling for its premiere last night.

she Mayfair Theatre from floor to ceiling for its premiere last night.
Dick Grace, the aerial death-taunier of the clingma chroud authored in the pair of the clingma chroud authored the pair, and the pair and the pair of t

THE SEATTLE DAILY TIMES

### 'LOST SQUADRON' AT ORPHEUM HUMS

By R. E. H.

By E. E. H.

Machine guns spitting, bombs destroying a village, airplanes in battle,
doing diszy spirals, nose diving, crashing and burning—and, ret, "The Lost
Squadron" isn't a war picture.

This new thiller, which comes into
the R.E.O Orpheum today along with
the A.E.O Orpheum today along with
the R.E.O Orpheum today along with
the R.E.O Orpheum today along
the R

### NEW YORK SUN By JOHN S. COHEN JR.

It is photographed superfatively well. There is genuine dynamic quality in the down-to-geth the latest and the second of the perfect of the p

### Lost Squadron Is Packed with Many Thrills

Story of Movie Stunt Men Pleases

By MAE TINEE Screen Critic, Chicago Daily Tribune

Sy MAE TINEE

Screen Critic, Chicago Dally Tribune

Good morning!

Here's a thrill packed movie
adapted from a story written by
Dick Crace, a movie an' stant man.

The original appeared in Liberty
"The Lott Squadron' proves unusual and arresting entertainment.

It's hot aw ripicture, and yet, of
war and war's aftermath it sings. 'I

The acting is splendid, in the
main. Biohard Dix gives a sincere
and moving portrayal of saliant.

Charles of the control of the control

and the blaning appeal of a lump of
cold lard, comes to life and is sponcancous and likechle as Bed. Hugh
Horbert, as the lowest brow of the

ire believable. Dorothy Jordan is
dornles as Woody's sister, with
love. Many Astor is, as always, a lovely

Many Astor is, as always, a lovely

Many Astor is, as always, a lovely.

chombot he whose and Bed, which who have the condition and Bed Sall is, love.

Mary Astor is, as always, a lovely thing, and, though called upon this trip to impersonate a far from noble woman, she makes you like that trip to impersonate a far from noble with the word of the control of the control of the condition of the "Buddy" sechan seem a bit thick and bentimental, and the consider what there is boys had been through together.

### Thrills and **Action Mark** Keith Talkie

"The Lost Squadron" Rates as a Corking Melodrama

By CHESTER B. BAHN

Unema Critie, Syracuse Herald
"The Lost Squadron" is a corking
melodrama, assured "box-office" and
definitely a centender for 'Best Ton'
honors come next December when
The Harald takes the annual fan
pell. Cinema Critic, Syracuse Herald

poll.

A Radio Picture, it is easily that studio's outstanding production since "Climarron," although critical benesty dictates the qualifying statement that it is lacking in some of the qualifies which made Edna Ferber's remance a Hollywood epic.

ber's romance a Hollywood epic.

"Fast action, terrific suppose, a full complement of dynamic thrills and tender comance—these are the case." How potent they are is greater than the constrated by the fact that up to \$1.30 o'clock yesterday afternoon Ketth's had sold \$500 toktox. The doors had opposed at 11:30; the the-atter casts \$2.74.

### Thrills and New Idea in Film

By ROB REEL.

You brids who have been holler-ing for the movies to do something different, for right over to the BKO State-Lake tomorrow! They have something different in "The Lost Squadron." It's not only unlike any movie done for yeahs and yeahs, but it also happens to be grand en-tertainment.

but it also happens to be grand entertainment.

""The Lest Squadron" is going to make you langh and thrill and shed a tear or two. For the men and kids, marrelous sirplane stuff; for the women-folks, lots of romantic angles (TWO triangles in this one) and the glamor of Hollywood as it.

And for ANYBODY a story that races as fast as its planes.

Dix Dominates This Stunt-Flier Picture; Air Shots Swell and Acting Good

By IRENE THIRER

\* \* \*

Hats off to something really new in a celluloid thriller!

"The Lost Squadron" starts off in papier mache France, finishes in real Hollywood, and packs a terrific punch all through eight reels







Eric von Stroheim and Mary Astor are shown in a scene from "The Lost Squadron."

DAILY NEWS, FRIDAY,

May Astor are shown in a scene, from "The Lost Squadron."

Robert Arm-worth of dashing action in a scene, from "The Lost Squadron."

Robert Arm-worth of dashing action into my control of the scene are simply swell, the scene are simply swell, they don't cut out this script which boasts to they don't cut out this script which boasts to the school of t

Frank Clark.

"The Lost Squadron" is sure-fire entertainment. Our boy friends
and their girl friends will certainly enjoy it thoroughly.

David O. Selznick Production!... His First

### And the public confirms their verdict throughout the nation

MARCH 11, 1932

### PACKED WITH THRILLS

# MOTION PICTURE

IN the money. No doubt in the control of the contro

IF you don't believe one street earners was a clicker can raise spirits use the Rod Bider can loar through the BKO Giffees yetterday would have demonstrated otherwise. Three test runs of "The Lost Squad ton" 'turned the trick. In Syncause and at the RKO Keith, the picture played to \$7,133 over Saturday and Sunday, nor exactly \$555 more than bloder at that theatre. In Providence, Saturday and Sunday turned in \$5,977, proudly pointed to by the RKO as a new all-time peak for the RKO Albe for that period. Then Washington. There the RKO Keith separated the public from \$5,568 of its dough over the week-one and ended two runsh days the week-one and ended two runsh days happens, is likewise held by "Cigi," The elements weren't friendly.

NEW YORK TIMES, MARCH 11, 1932.

### THE SCREEN

An Aviation Melodrama.

THE LOST EQUADRON, based on a story by Dick Grace; directed by George Archain-

fale		
Captain Gibson		Richard Dis
Foliatio Marab	***********	Mary Astol
Von Furst	······································	colby Jordan
PM Fest		Joel McCrel
Red		t Armstron
Detective	Dich Grace, A	d Gobel, La
E 144.0	Nomis and F	rank Clark.

By MORDAUNT HALL

By MORDAUNT HALL.

Unlike its predecessors, "The Lost Squadron," a picture which came to the Mayfair last night, is a atory about avidator which can boast of a rich voin of originality and clever, dislogue. It is an excellent melodrams, ably discreted, with a background familiar to producers—for his chiefly concerned with the producers—for his chiefly concerned with the producers—for his chiefly concerned with the producers—for his chiefly concerned with seasons about the seasons hort, whereas it is really a production of the average (earth. It is a picture endowed with suspension of the average (earth. It is a picture endowed with suspension of the average (earth. It is a picture endowed with suspension of the average (earth. It is a picture endowed with suspension of the average of the second with added the seasons of the second and Robart The scenes of this sorting production of the success of the sorting product

NEW YORK WORLD-TELEGRAM.

### Film Capital **Itself Basis**

of Air Epic By WILLIAM BOEHNEL

By WILLIAM BOENNEL.
STUNT flying, picture making, love, hate, conceited directors, ambitious \$t\text{st} = 1s\$ those phases of life which make Hollywood so exciting and fabulous—form the melodramatic heals of "The Lost Squadron," Richard Dix's latest starring vehicle, which came to the Mayfair last night.

came to the Maytaur last might.

Although "The Lost Squadron" is still another chapter in that great and varied sags of movie air exploits, it differs considerably from most of its brethren in that it has a fresh and stimulating melodromatic idea and its a thoroughly enjoyable and entertaining picture.

EVENING GRAPHIC

### 'Lost Squadron' Stars R. Dix in Air Thriller

By JULIA SHAWELL

The most thrilling air stuff that has ever been photographed for film entertainment may be seen on the screen at the Mayfair Theater, where "The Lost Squadron" had its first New York showing last night. With the screen at the star and a splendid supporting east, this is an exciting film of post-war flying in the Hollywood sectors. It is unusually well made and finely enacted, a new note in aerial drama for the cinema and should hold its present tenancy at the Mayfair for the next two weeks. The most thrilling air stuff

NEW YORK EVENING JOURNAL

### ROSE PELSWICK

### Stunt Fliers Given Their Due In Melodrama Depicting Hair-Raising Crackups

By ROSE PELSWICK.

The unsung heroes of the screen-stunt fliers who provide the breath-taking aerial sequences in aviation pictures at fifty dollars a stunt-

are finally given their due in "The Lost Squadron," which opened last evening at the Mayfair Theatre. Written by Dick Grace, one of filmdom's ace stunt men, the story beasts

of filmdom's ace stunt men, the story boasts a novel and intriguing idea and builds up into thrilling melodrame.

"The Lost Squadron" is the story of an air picture in the making. Three war-time aviators, finding themselves at lose ends after the armistice, go to Hollywood and become stunt filers.

the armistice, go to Hollywood and become stunt fliers.

Captain Gibson (Richard Dix) has returned from the war only to find that his girl, Follette (Mary. Astor), has furthered her theatrical career by cultivating important men. Red (Joel McCrea) realizes that getting his old office job back would mean that an elderly friend of his would be fixed. Woody (Robert Armstrong) discovers that while he's been earning medals in France, his partner ran off with his money. So Woody is the first of the trio to find a berth in Hollywood where he's looked after by his sister (Dorothy Jordan), known as The Pest.

### Plots Crackup

The jobs they get are in a film being directed by Arthur Von Purst (Eric Von Stroheim). The director, whom Follette has more

Furst (Eric Von Strohelm). The director, whon Follette has married, learns of his wife's interest in Captain Gibson and decides to get rid of him by applying acid to the control wires of the stunt plane.

The air scenes, which include three hair-raising crackups, are extremely effective. Author Grace. Art Gobel, Frank Clark extremely effective, Author Grace. Art Gobel, Frank Clark extra men who supply the exectacular aerial dramatice. Author decenes showing how a frjing picture is made lead up to a climax that packs a decided punch.

While Richard Dix is billed as hereof. Inhish, the ottendr for an the film are almost equally important. Von Strohelm offers one of the most villainous characterizations of the season in the role of the buillying screen director.

### When \* Pete \* Harrison Raves, It's IN! .....

Raves, It's INI.

(Reprinted From Harrison's Reports).

Excellent. This picture is filled with action and anapanas from toginning to end, and is preied with action in the picture in the second of the picture in the second one. Some of these pituations are filled also with deep pathon, as filled also with deep pathon, or instead when Robert Armstrong is up it and acroplane, unaware that up it and acroplane, unaware that the second of ship of the three men and thoir willingness to risk their lives for each other.

For Radio . . . And How He Delivered!

### **Talking Shorts**

TRAPPED' 22 Mins. Stanley, New York Universal

Universal
This short was evidently produced through an arrangement with Street & Smith, who publish the 'Detective Story' mag. Title page of the mag is flashed on the screen at the better that the short is the Shadow, spotted and used in the same manner as in the radio sketches sponsored by 'Detective Story'. Enough metery to hold interest. Enough meters in the radio sketches sponsored by 'Detective Story' is the municerer' is disclosed, suspense is still retained by the manner in which he is to be captured.

manner in which he is to be captured.

It is a screen credits fashed, only the name of Lina Basquette stood out. Latter played the part of a member of the detective bureau, in love with a youthful crime detector. A wealthy man has been killed for rice a gangater to uncover the murderer. After peril to herself from the gangater leader, she and her detective sweetheart get the required evidence. The dialog and storp art. Miss Basquiste but gets by.

Shadow, with his villations laugh, is intermittently introduced, and lends colors.

MOVIE ALBUM 10 Mins. Winter Garden, N. Y.

Winter Garden, N. Y.
Vitaphone No. 5907

This sort of old-time clip stuff is always good, depending chiefly on the chatter that goes with it.
Wallace Reid and the Sidney Drews got the most applause attention at this showing, as they drew the chiefly of the chiefly dependent of the chiefly depend

RAFFLES 'N' RUBBER Travelog 9 Mins. Roxy, N. Y.

Pizor

Used as a time balancer at the sumer show who. Scenes in and hone singapore, which case founded by Sir Thor. Raffies, from which the film derives its title. Mostly random shots, with a brief sequence on a rubber plantation.

Hit is a native boy who dives for coppers and comes un still smoting his cigar, the lighted end of which he reverses just before he goes overboard. About the only touch of dolefully, monotonous voice. The sound is a handicap.

MICKEY MOUSE

Columbia

Columbia

Nothing outstanding in this one, but a good example of the Disney product, with Mickey delivering groceries to Minnie and remaining to help her bake a cake.

A roast turkey with a zipper for the stuffing vent, which is stolen by the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stolen to the stuffing vent which we have a stuffing

SECOND PARADISE Vagabond Adventure Vagabond Adventure 19 Mins. RKO-Mayfair, New York

RKO-Mayfair, New York
RKO-Pathe
Second Paradise' is a rather exaggerated billing for this travelog
dealing with the Island of Ceylon
in the Bay of Bengal. It's a pleasant enough travelog, however, and
certainly more effective under the
certainly more effective under the
former Tom Terris delivery, which
was too saccharline.

was too saccharline.

Whitman is a west coast stock player and handles the talk in an effective straightforward manner. Elmer Clifton is billed as the producer.

Abol.

VOICE OF HOLLYWOOD' 9 Mins. Roxy, N. Y.

### Passionate Plumber

Fassionate riumoer

Metro production and release. Busine richard production and release business and release busin Elmer McCracken Patricla Albine Tony Lagorce Nina Aunt Charlotte

Nonsensical slapstick story de-rived somehow from Frederick Lonsdale's Her Cardboard Lover.' There is some comedy of merit in this filmsy scenario, stretched from a natural two-reel length to fill a

this filinsy scenario, stretched from a natural two-real element to fill a full length spool, and it isn't necessary to gaze beyond the cast to find the source. But the cast and the source. But the cast and the source is the season of the source of the season of the source of the season of the s

Not until the plate-tossing finish does the story catch up with the playing in effectiveness. Up to their does the story catch up with the playing in effectiveness. Up to their does not not carry the burden alone. In order to do so they had to have situations, and that the situations created for them are not contingent works against instead of for a happy blending of all the picture's angles. While Durante and Keaton are cross-fring for laught the rest is cross-fring for laught the rest is the chief laugh grabbers return to the theme, they don't mix. Durante has the opening scene to himself and immediately snatches a law, and the state of the chief laugh grabbers return to the theme, they don't mix. Durante has the opening scene to himself and immediately snatches a law, and the state of the state of

### The Lost Squadron

J	RKO-Radio production and release. Fea-
	tures Richard Dix and Mary Astor. Di-
	rected by George Archainbaud from 'Lib-
	rected by George Archambaud from Lin-
	erty' magazine story by Dick Grace. Screen
	play, Wallace Smith; additional dialog,
	Herman J. Mankicwicz and Robert Pres-
	nell: camera, Eddie Cronjager; sound,
	Hugh McDowell; assistant director, James
	Anderson; art direction, Max Ree. Ran 80
	minutes at the RKO-Mayfair, New York.
	opening March 10 on a grind run.
	opening march to on a grind run.
	Captain Gibson
	Follette Marsh
	Von FurstErich von Strolfelin
	The Pest
	RedJoel McCrea
	Woody Robert Armstrong
	Fritz
	Detective
	Filers   Dick Grace
	PHERS ATT GODEL
	Leo Nomis

Radio has a pretty road clark

Not a very good issue of this regular and used only between shows.

Offers Franklin Pangborn as anular and used only between shows.

Offers Franklin Pangborn as anular and used he do do not be a subjects, most high else again, authority and the subjects, most high else again, authority and the subjects most be a subject and the subject of the s

### Miniature Reviews

Beast of the City' (M-G-M). "Beast of the City" (M-G-M).
Stylized gangster melodicama
with some stirring scenes but
handicapped by weak comedy
relief and interruptive sentiment. A bld for police approval which should hit that
mark.

'The Lost Squadron' (Radio). Essentially a man's picture, it has enough behind-the-Holly-

has enough behind-the-Holly-wood-scenes' stuff to make it good b.o. generally. The Passionate Plumber.' (Metro). Buster Keaton and Jimmy Durante get laughs in-dividually, but talker on the whole lacks consistency nec-essary for full-length comedy. Attractive cast likely to be offset.

offset. Wiser Sex' (Par). Story a handicap for cast headed by Claudette Colbert and picture suffers accordingly. Usan de la Lune' (Marrat). French film phantasy, Nicely done but too chatty for Americana.

Fraction Women' (Mono-gran). Love story with ac-tion. late in Hollywood and studio background. Okay for single feature houses in some-cituations, excellent as half of double bill.

"The Lone Trail' (Webb-Douglas). First rate western, possessting an abdve average story, good cast and balanced direction. Stars Rex. Lease, who's aces in thi. one.
"Shotyan Pass" (Columbia). Medicore western for an inde-pendent. This is poor for Columbia.
"My Wife's Family' (BIP) "Forgotten Women" (Mono-

'My Wife's Family' (BIP) Hopeless British comedy. At best only for the two-for-one houses.

houses.
'The Drifter' (State Rights). The Drifter (State Rights) Willis Kent production (indie) of northwest, around William Farnum. Not up to grade warranting anything but booking as second feature on double

ing as second feature on double bills.

'Rubacuori' (Pittaluga). Very amusing Italian comedy, easily followed in purport even with-out a knowledge of the lan-guage.

factory weekly changer for any 'A'

serial realism realism into the the screen. Stuff, is 100% new for the screen. Erich von Strohelm plays the director (alias Arnold von Furst in the picture) to the hill; i.e., the role of a domineering, militaristic Prussian box office effect of his calluloid production, callous to all else but the box office effect of his calluloid production. It was a smart assignment, as it's bound to provoke comment from the carping critics who stuff in the past without much apparent regard for the economic equation.

The 80 minutes suggests that there must have been plenty more cut out, but had more of the retarded tempos been accelerated, it would have been a far happier entity. It drags in spots, although this house has offered to many-this from knowledge of its production.

difficulties 'Squadron' shapes up surprisingly well.

Action takes Dix. Joel McCrea, Action takes Dix and Hugh Herbert from an aviation corps right after the war to Hollywood, where a considering the state of th

#### RUBACUORI ('Hearthreaker

(ITALIAN MADE)

Pilaluga production. Transcontinential representation of the production of the produ

Clever and amusing comedy in

this Italian talker, expertly handled and beautifully acted. Tacked on to and beautifully acted. Tacked on to which comes a perhaps vain prayer for the film's success on this side, past experiencé having shown that there is practically no hope of doling better than an even break with Italian talkers in the United States.

There's a Germanic atmosphere in Rubacuori perhaps explainable in Rubacuori perhaps explainable Rivierone spent some versar in Ber-

There's a Germanic atmosphere in Rubacuorir perhaps explainable in Rubacuorir perhaps explainable and the Research of the Rese

Cosmopolitan production and Msi-M re-lease. Fentures Walter Huston, Joan Ilbra-low, Walkiese Ford and Jean Hersbalt, low, Walkiese Ford and Jean Hersbalt, was the man state of the second of the screen story by W. R. Burnett, dilaton con-tinuity by John L. Mahin, Norbert Brach, enhers: Anne Bauchens, film director. At the Rooy Heater March II. Running time,

ră mins.

Jim Fitzpatrick, Walter Jissun Dalsy Jeni Hardow Ed Pitzpatrick, Walter Ford State Pitzpatrick, Walter Ford State Pitzpatrick, Dorolly, Peterson Mary Fitzpatrick, Dorolly, Peterson Miljan Districk Attorney John Miljan Districk Attorney John Miljan Tom Rome Water Bleintend Mac Water Bleintend Mac Sanib Roth Cholo J. Carral Malka

A frequently vigorous, but croncally ill-balanced effort to put over a gangster yarn from the police angle. Flashes of home life which are supposed to make for interest, in the main character, but generally fall short of their mark centration would have been gained for the story by sticking to the police theme. A Cosmopolitan production, it, will be put over by the Hearst paners where they gas be found but on its own with the good wangster stories in spite of a number of spirited episodes and a court-room seem that stands out above the rest for handland out above the rest for handland and the proves a home of the proves a before the rest for handland out above the rest for handland and the proves a handton size of the proves a hand

stands out above the rest for handling.
Dialog proves a handicap, since there is a laboved effort to build mp.
Jim Fitzpatrick, who first gets demoted for overzeal in picking on the gangaters and then is made chief by popular demand. The text frequently falls to amateurish levels and has an effect the reverse of that

gangsters and then is made chief by popular demand. The text free sand has an effect the reverse of that intended.

The story elements are familiar. The ambitious cop who rets to the control of the story elements are familiar. The ambitious cop who rets to the too the gangsters because he needs to the gangsters because he needs the money to carry out an affair with a blonde charmer in the employ of the gang, the chiefs undoing ture to square himself. The finish wipes out most of the cast-as the gangsters and the police battle it out, the fadeout showing the dying grasp his brother's band in the gangsters and the police battle it out, the fadeout showing the dying grasp his brother's band in the grip which had been denied him a short time before.

This finish is well worked up and This finish to well worked up and This finish to well worked up and This finish is well worked up and This finish is well worked up and This finish to be convincing. With poorer direction it might have brought laughs. Against this is a nicely-handled courtroon scene from the same than the second of the

### THE WISER SEX

Paramount production and release-rected by Bernhold Viertel. Chaudetto William Boyd featured. Adapted by R Hervey and Caroline Franke from C Fitch's 'Her Confessions.' George Fu photos. At the Paramount, New 3' week of Merch 10. Running time, 72 i week of March 10. Running time, 72 inins.
Margaret Hughes. Claudeite Calbert
David Rolfe. Melvyn Douglas.
Claire Fostere. Lllyan Tashman.
Harry Evans. William Boyd
Jimmie O'Neill. Ross Alexander
Fritz. Robert Fischer
Chauffeur. Douglas Douglas Dumbrille

### The Woman's Angle

'The Wiser Sex' (Par). Obvious make-believe engages sympathy for a persecuted hero, and builds melodramatic suspense around the flattering theory that women are smarter than men. Fanettes will find it an undistinguished but fairly entertaining programmer.

'The Lost Squadron' (Radio). Three pash leading men have to split an incidental love interest among them, negating their potential interest for the gals—but probably increasing the picture's appeal for men.

The Beast of the City' (MGM). Glorifying the American policeman in a credible underworld production that lacks the exaggeration necessary to pack socks. Despite good work of its cast, reminiscent store sary to pack socks. Despite good work of its cast, reminiscent store as the middle and doesn't overcome handlesp of carriving too late in a cycle that's already met dwindling femme interest

The Passionate Plumber (MGM). Rich laughs negotiated by Buster Keaton and Immy Durante cannot co-ordinate scenes that flounder between sophistication and slapstick. Offers no solid inducements to feminine patronage.

### **Lupin' Jerked in London. Successor** N. S. G. Also: Film Biz Generally Off

London, March 14.

London, March 1a.

Picture houses flopped pretty badly hast week due to a lack of outstanding productions. That included 'Arsene Lupin' (M.G), at the Empire, of which much was expected here. It got under \$2,550 and was jerked in fayor of Erik Hakim's locally made "Two White Arms."

'Arms.' nade by Hakim for Metrohere, was directed by Fred Niblo
and stars Adolphe Menjou and
Margaret Bannerman. It received
bad notices and looks like being
even more feeble than Lupin,'
Leicester Square theatre, renamed, the Olympic, opened with
'The Champ' (M-G), for a second
West End run, but proved a

The Champ (M-G), for a second West End run, but proved a flasco. First week's gross under \$3,650. Looks like this ends the projected idea of showing Metro's pictures here after their Empire

runs.

House is now dickering with
Columbia for pre-West End releases. Looks like an unlikely move
since Gaumont British and the Dosince-Gaumont British and the Do-minion have a priority arrange-ment meaning the Olympic would only get product the others don't want. Looks like the house is in a serious product difficulty.

### **GERMAN GOV'T RULES** PICTURE PRICE CUTS

Berlin, March 3.

Dr. Goerdeler, Commissioner for Price Surveyance as a result of members of all branches of the picture industry, has issued regulations for price reduction in this trade. Covering rawfilm, recording, development and printing prices, licenses and sound reproduction apparatus.

1. Wholesale prices for manufactures and sound reproduction.

apparatus,

1. Wholesale prices for rawfilm to
be reduced by a minimum of 10%
as of December 31, 1931.

2. Prices for recording and production costs of recording have been duction costs of recording have been determined as recording apparatus, including technical staff for feature production \$400 per day up to 20 days; \$300 per day up to 40 days, and \$350 per day up to 75 days.

Equipment Rates

3. Educational, commercial and short pictures. Picture and sound apparatus per day, exclusive of studio, not to be more than \$330; recording apparatus and synchroni-zation not to be more than approxi-mately \$220.

recording apparatus and synchronization not to be more than approximately \$220,
4. Studio usage; ppices now valid:
Approximately \$200 per day up to
40 days of shooting; for building of
sets, \$175 per day up to 75 days.
H conditions get worse, a further
10% reduction to be effected. Prestopic to the state of the state of the state
10% reduction to the state of the state of the state
10% reduction to the state of the s

7. License prices for educational, commercial and short pictures not to be raised, i.e. not to be more than 25 cents per meter film passed

by censor.

S. Discussions may be entered into by Dr. Goerdeler with artists, stars, directors, technicians, etc. working under contract regarding reduction of salaries.

9. With regard to film renting, film distributors are recommended to do everything within their power to bring about considerable reduction of entrance prices.

### Pittaluga's G. M. Due

Peter Mander, general manager of Cine Pittaluga, leading Italian film producers, is expected in New York early in April.

early in April.

While here Mander will line up a
new distribution project for Pittaluga on this side.

### Italian Actress Connects IIollywood, March 14.

Francesca Braggioti, New York legit actress, is the newest Metro Italian voice. All her previous stage work was in English.

### PAR'S TEST

Film May Receive Nat'l Booking

Ti Est Charmant' ('He Is Charming') Paramount French - made original has been booked into the Ave. Playhouse for a test

ooking.

If film makes good Par may assign a special staff to it with the idea of distributing it nationally on this side.

### New Italian Ruling Okavs Film Rentals Beyond 40% of Net

Rome, March 14. Agents of American film pro ducers here have won a considerabl Agent of the work of the decision of the control of

### GERMAN FILMS. VAUDE INTO MOSS' BROADWAY

German pictures, plus a German stage show, is the newest program being lined up by B. S. Moss for his Broadway, New York. If the present plans go through, all-German polley will go in within two weeks, pictures to be supplied by Capital Films.

Project comes at this time learning the program of the program of the project of the program of the project of the projec

weeks, pletures to be supplied by Capital Flima.

Froject comes at this time largely through a sudden lack of theatre outlet for foreign flims in New York. Closing down of the Uka-Cosmobidation of the control of the

### Eisele New Ufa Prez

Ernest Elsele is the newly named president of Ufa Films, Inc., American subsid of UFA, German film production combine. He replaces Frederick Wynne-Jones, resigned several days ago. Herbert Grau, until a few days ago pa. for the local Ufa office, becomes v.p. and manager under the new line-up. With American problems of the German company more or less Serman company more or less traightened out, Wilhelm Meydam straightened out, Wilhelm Meydam, Ufa's foreign department head, salls back aboard the Bremen tomorrow (16). Fritz Thorhauer, another Ufa exec, will be about for two weeks longer to clear up details of the reorganization.

### Torrence, Thru at MGM, For Assoc. Radio, London

London, March 14. Ernest Torrence's Metro contract Ernest Torrence's Metro contract having expired he's coming to Lon-don to do some picture work here. Associated Radio Pictures is un-derstood to have given him a six-month paper.

### Havana Fires

Havana Fires

Havana, March 10.

Two film exchanges were destroyed by fire within eight days.

On March 1 the RKO-Pathe exchange burned will a loss of two lives and \$25,000 damage to the property. Two women and two children, one nine days old and arother two xoers old, were leadth hurned. legit actress, is, the newest Metro
Italian voice. All her previous stage
work was in English.

Due to start work hero March 25

Due to start work hero March 25

Liberty Films Co., local firm. Damont a 12-week contract plus options. 3g, 310,000.

### Exhibs Fighting Tax Up to 20c Admission

London, March 14. Cinematograph Exhibitors commatograph Exhibitors' Asso-clation is: massing for an anti-en-tertainment tax campaign. A dep-utation to the Home Secretary is one of the things on the program. Suggestion the exhibs are making is no tax on seats under 200.

### **CANADA TRUST** CASE DISMISSED

Toronto, March 14.

Accused of forming a combine and conspiracy to restrict the motion picture industry in Ontario, N. L. Nathanson, former FP-Can head, Samuel Bloom and Irving S. The state of the constant of the constant

of new theatres.

Justice Garrow noted that the Crown had contended all accused were alming at a curtailment of film supply for independent theatres and that FP-Canadian had re-

ilm supply for, independent theatres and that FP-Canadlan had received better terms and better protection than the indies. He felt that, under the Combines Investigation Act and the Criminal Code, the Crown had not substantiated the Crown had not substantiated the Crown had not substantiated the Crown had the Condid that there was any price-fixing and also could find no responsibility attached to Bloom and Fine for their alleged threats to indies who contemplated erection of new theatres.

'A man has the legal right to threaten to do what is right in the eyes of the law, said the judgs. 'A man has the legal right to threaten to do what is right in the eyes of the law,' said the judgs would build theatres right next door or across the street, and they did build and buy. They have a right to build theatres. My verdict is that the Crown has made no case out against the accused. I have lengthy reasons as to how my verdict was reached.'

### **BELGIAN TAX TOTALS** GIVE LIE TO DEPRESH

Brussels, March 2.
That the economic crisis is not having such a bad effect on Belgian chemas and theatres as some would have it is proved by State tax receipts. In 1929 these amounted to \$1.657.800; in 1930, 11535,000 and in 1831, \$1,242,856.
The drop, in the charter of the theatre of the drop is the second of the second

### Studio Community for British Indie Group

London, March 5.
Flickers Productions, Limited, now called Sound City, Limited, has taken Littleton Park, near Shepperton, few miles up the river from London

London.

Object is to develop the natural park into a film center. Idea is to convert existing buildings into sound studios, make six features a year themselves and let space to

Indies.
Picture capacity of the studio if built on the lines now planned would be about 100 pictures a year. Underlying the scheme, in which Sir Henry Morris, the auto millionaire, is said to be interested, is a scheme for amalgamating eight indie production companies now struggling without studios.

### MORE FRENCH INDIES

MUNE FRENCH INDIES
Paris, March 5
Nore indies spring up every day, latest being Marco de Gastyne, former associate producer to Natan, He is planning a series of shorts to be made in Natan studios.
He is making tests, and is grooming as star material Claudie Cleve, a 17-year-old pistinum blonde, whom he says he discovered in a lot of extras.

### Am. Protest on New French Quota Disturbing France; May Be Modified

### SKEPTICAL OF ITALY

Metro Thinks Market Doesn't War-

Hollywood March 14.

Hollywood, March 14.

Metro may drop Italian versions shortly. Mo v e. would reduce Metro's version activities to only French and German. Spanish was dropped some time ago.

Metro's angle on the Italian synce is that the Italian market is too small to allow for a profit. Figures of the state of the stat

now going on.

### With Reorg. of Union Theatres, Offers Are Now Made for Buy-Ins

Sydney, Feb. 17.
Following on the reorganization of Union Theatres (in liquidation), into Greater Union, authentic information is that certain South African interests have been trying to buy into the new company, but so far without success.
Some years ago it was reported that South African Theatres, Ltd., intended to invade Australia, with nothing further eventuating beyond the report.

nothing further eventuating beyond the report.
Stuart F. Doyle, m. d. of Greater Union is not anxious for outside capital to come into the company, preferring; to fight back to success with Australian capital alone. Paramount at one time came close to buying into the old Union group, but the deal never reached consum-

mation.
It is known that Doyle is considering an offer by the government to take over the management of broadcasting here, but whether he would throw over the reins of Greater Union for this job is ques-

### **BRIT. EXHIBS FORM** OWN HAYS-TYPE ORG.

Cinematograph Exhibitors Society has decided to form a defense society for the film industry, here. Organization will closely follow the lines of the ILays office with an official press bureau and an arbitration board to handle censorship roblems.

The second of the control of the control beard to handle censorship of the property of the purpose and the new society is likely to evolve within a week. Probability is that an outside person will be named as head. London, March 14.

Film prestige was badly damaged here recently as a consequence of local censorship problems and the agitation of Women's Leagues.

### Woodger's Comeback

London, March 14.

Arthur Woodger, head of the trust bearing his name which flopped several years ago, is contemplating a film comeback with a new projection patent.

He says he has the backing for a circuit of 50 theatres.

### Reshoot on 'Possessed' For British Play Dates

Hollywood, March 13.
Metro, will reshoot portlons of 'Possessed'. (Joan Crawford and Clark Gable) to make it acceptable for the British market. Picture was originally turned down by the London censor because of the mistress mer associate producer to Natan. He is planning a series of shorts to be made in Natan studios.

He is making testa, and is grooming as series and is grooming as series of shorts to be made in Natan studios.

He is making testa, and is grooming as series and is grooming as growing as growi

Paris, March 14.
French government is consider-bly perturbed because American ably perturbed because American eoncerns are protesting the current establishment of new import quoeoncerns are protesting the current establishment of new import quotas. Entire film trade seems to be affected, with the government of-ficials now looking for a way out. Unofficially it's now agreed pretty much that the move for a quota on dubbed product, was a bit hasty, with some calling it very rash. Likely that the thing will finish. by being a one-to-one thing.

France about three weeks ago France about three weeks ago passed a new Import quota which particularly takes in dubbed product. No figures were used or ratio established. The Cinema Control Commission is now working out the proportions of the quota, with above cable indicating that the matter is precipally complicated. ter is proving complicated.

Figures

Figuring that France needs 250 films, yearly to supply its theatres the Cinema Commission would like the thing to be divided into three classes: 100 French mades, 100 French versions and 50 dubbed films. However, French, film companies, even if they go through completely with their next year's production plans, won't make more than about 76 pictures, plus about 25 made in conjunction with German producers. With only about 25 direct-shot with German broducers. With only about 25 direct-shot and still remain a hole of the 101 ferond still remain a hole of the 101 ferond at the control of the 101 ferond at the 101 ferond producers. Will lead to a terrific film shortage in French theatres before it does anything.

Should it go through, despite the essentie these Figuring that France needs 250

Should it so through despite the Should it go through, despite the facts as now becoming understood, all American companies, with the exception of Paramount, would be hurt. Paramount is exempted because of making its versions on French soil.

### SHAKEUP IN GERMAN **U STAFF IMPENDS**

Berlin, March 14.

Jules Bernhelm has been called back to Hollywood by Universal on orders to sail immediately.

Several changes in U's Berlin office are expected.

Universal may shake up its en-tire foreign porsonnel. Berlin peo-ple will be among the first switched, but new policles are being conside-ered which will possibly affect every person on U's foreign pay-roll.

### New British Indie

London, March 14. National Talkies, a new indie con cern, has contracted to make six pictures this year at the Stoll

Producers Distributing Co. will handle the films.

### Joe Seidelman to London On Par Supervisory Tour

Paris, March 14.

J. H. Seldelman, Par's foreign chief, is off to London after watching things at Joinville for some

time,
He'll study Paramount's London
production activities and probably
return to Paris again before coming back to New York.

### Amkino's New 4

Four new Russian films have ar-rived in the New York Amkino of-

'Soil Is Thirsty,' one of them, will get its first showing at the Cameo, New York, starting Friday (18).

### CENSORED NEWSREELS?



Theatre Advertising as Indicated from Various Cities On Week Days



PROVIDENCE.





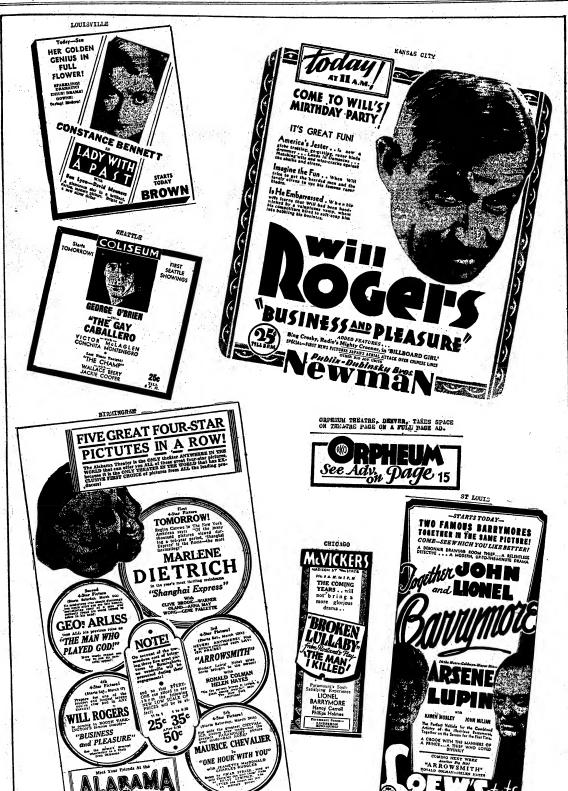








Cup this ad and paste it on your mirror? Then DON'T MISS A SINGLE PICTURE!



#### EXPLOITATION By Epes W. Sargent

In Reverse

In Reverse

A good just-once-stunt is to letter

a card in reverse, setting it into a
shadow box at an angle of 45 degrees. The reverse is the set of the
grees. The bottom line is also normal and advises, If you are stuck,
look at the back of the box.
Mirror is placed at a similar angle above the sign and the sign
reading correctly in the reflection.
Sign should carry reasonably full
copy, to give the spectator something to do, but the title and the
date should be simple enough the
acts should be simple enough the
read it would be easier to tack
the card to the upper board and
let the reflection in the mirror face
the street, but in that event the
algn is not as clear.

#### Australia on Jones

Austraina on Jones
Sydney.
For the Bobby Jones Golf series
(WB) special tie-ups arranged with
every big sporting store, together
with silver cups offered to players
on local links
here space to the shorts, advising
foliers to go to the theatres screening them.

#### For Back Seaters

For Back Seaters

Hamilton, N. Y.

Smalley's theatre made a hit with
autolists with a Back Seat Operator's License. Issued by the
beaureu of inanity' in the 'state
of nervousness.' Hiss spaces for incertifies that holder has passed all
cents for nervousness and is hereby
licensed to operate, dominate, irritate; criticize, etc., the chaufteur
from the rear seat or the right from
the rear seat or the right of the
Fireman Save My Child.'
Local drivers asked for handfuls
to give their passengers.

#### Want It Free

Want it Free

Minneapolis.
In these hard times what the local
folks want is free ducats. Fact was
demonstrated again when a Publix
puzzle contest, offering 50 single
passes to the Minnesota as prizes,
and advertised in a weekly shoppers' newspaper, drew 5,000 repiles
inthree days.

#### Selling by Sample

Selling by Sample
Manager who recently reseated
his house, because he found that the
old seats were driving business
away, made capital of the move by
placing one of the chairs in the
lobby with an invitation to all to
sit in and find how comfortable the
new parking agots were.
Not many availed, themselves of
the invitation but hundreds felt the
padding.

Spring Cleaning
Pretty soon it will be time to get the time are a soon in the control of the the control of the

#### No Hymns

No Hymns
Manager who had the idea of teaching the kiddle club Easter
hymns is convinced he is not so bright. With only a few Jewins
would appeal to the majority. But
Catholle parents retused to let their
hildren sing Protestant hymns, and
some of the other creeds also failed
to agree. Retuite it as small town
teappot, but it hurt business a little.

#### Paging the Kids

Paging the Kids
Exhib who uses club mathness
Bat. mornings makes it known to
the parents that if they have a message, for Johnny or Susle, they can
phone it in and it will be delivered.
The property of the second of the seco

are and button up his overcoat on account of his cold. Mothers appresiate the service.

Get the Jools 'Greaters at Play, revolves around a lot of, emeralds, but for exploitation can be tied up to any thing in the fewelry stor for exceptionation can be tied up to any within a find oil line for Thio Champ' which was to play his theatro in a thing in the fewelry stor for exceptional and the limitation pearls of virtues and the limitation pearls of virtues at the hall.

Massing a mumber of strings of the second of these versets by supplying a list of the contenders which was to play his theatro in a time and the limitation pearls of virtues of the second o

and follow the string to determine the longest rope, reporting on a card that the selected number is the longest. Sounds simple, but not so easy if a dozen strings are used,

#### Colored Chicks

Colored Chicks
Manager is planning a window
exhibit of highly colored beby
chicks for a display for his Easter
bill. To be set in a store window
which can be properly warmed.
He also knows, from past exhibit.
He also knows from past exhibit.
He also knows from the SPCA.
He got tangled last year on the
charge that dye used was polsonous.
This year he is going to color the
chicks with vegetable due from the
grocery store. Figures no comeback to that. grocery store. back to that.

#### Plays Records

Plays Records
Exhibitor in a town of about 10,000 is making some extra business through the playing of phonograph records. Sound installation includes an announcement mile earlier and plays the new records for the early birds. Stunt is heavily advertised by the phonograph firm and has clicked so well theatre is contemplating, that hour programs after last, shows, too.

Speed Up
Following the Lenten dullness
it is necessary to make a special
effort to win back hose who have
been staying away from the theatre.
Theatre going is more or less a
habit with a lot of people. If the
habit is interrupted there is a drop
unit of the second of the second of the
Dattra advertising can
do this, if directed with intelligence,
and every-seasonal slump should be
followed by an intensive drive.

#### Got Final Edition

Got Final Edition

Trick advertising sometimes pays and sometimes it does not. In a small town a manager persuaded the local paper to put an ear along side the title for Final Edition. Side the title for Final Edition and the Final Edition at the Century tomorrow and Thursday. As everyone in town knew that the paper issued only one edition, they all editor was putting on the dogs. Much the same idea on the actual final edition of a small dity paper, which cost a lot of money, did not get attention because the final edition was an everyday event. The money was a total boss.

Urges Prices
Fox West Coast managers are being urged to carry the prices in all advertising. Circuit argues that prices are low and therefore attractive and can be used to build by almeas.

prices are low and therefore attractive and can be used to build business.

From mother angle the managers for the state of the state o

#### Pulls to the Ad

Pulls to the Ad

One of the latest angles on the
fine writing stunt is to make the
size of the current newspaper advertisement the area in which the
teature title or the name of the star
possible.

Theatres can also try requiring
contestants to write backward, from
right to left, just to freshen up the
old stunt if it has been used
frequently.

#### Picks His Names

Picks His Names
Harold Gabrilove, of the Broadway, Newburgh, N. Y., raises a
question of values in his selection
of names for free tickets. Insead of
picking these from the telephone
book or a similar source, he selects
the names of workers in factories
and expartment and printed being
entitled to one tree admission. He
contends that by selecting someone
in a populous office or factory he
gets a better value from his distribution.
Let the general run of customers
make the discovery that the distribution is confined to workers in
certain places, the gag is likely to
pall since all others will lose
interest.

certain places, the gag is likely to pall since all others will lose interest. Sometimes a ticket to a house-wife will bring a greater circulation of publicity than a ticket twent of a factory hand, and the idea is to have the program read by everyone.

#### Radio Script

Radio Script.

Universal is sending out a radio script on "Murders in the Rue Morgue for the benefit of those who may wish to locally air the picture. If there is no radio it might be possible, in spite of the length, to radio script, making it a feature on the preceding bill. Three or four local amateurs and a cut in on the non-sync or any loud speaker should back of a carcets or showing how it is done as may seem best.

#### More Golf Balls

Colonial theatre, leased recently by S. H. Reichblum, of New York, reopened as second run house.

Dick Wright, with RKO in Toledo back here as manager of Strand (WB).

Palace theatre wiped out by fire. Loss placed at \$40,000. H. C. Waldorf manager.

BEHIND

Wheeling, W. Va.

Brooklyn

Cincinnati.

lottment of special golf balls with his name printed on the surface These are packed two to a car-ton with West States, in spe-name Fanchon with the collar work. West gives golf balls away to newspapermen along the route.

#### Limited Words

Variation of the telegram and radio commercial gas is being worked by some Publix managers on Emma, though it is equally managers of the whole the collection what they think of Marie Dressler in the picture in 20 words.

#### Timely Time Tables

Timely Time Tables
Most cities and states which use
daylight saving change the last
Sunday in-April. That's a cue to
get advance notice of any changes in
the bus or train time tables and
get them out before the company
does, translated into daylight savling. In the case of the bus lines
you can possibly supply them with
tribute. A proper display of your
ad will give you a standing reminder until along in October.

#### Perfect In-Laws

A. L. Greene, of the Tuxedo the-atre, without any particular tie-in to a fin title, has announced a per-tended to the second of the second entrant's to tell the audience why she thinks she is the perfect rela-tive. Only allowed one minute. Applause will decide the winners.

#### Stubs for Stories

Arthur Pat Weet, who plays Incessantly for Panchon & Marco, goes out on this current tour senger out on this current tour senger to the world at large from Mayor Forter and the Chamber of Commerce of Los Angeles. He will plug the Olympic games. In connection with the Olympic revent Weat has again obtained Number of free telecte each day reform popering goods people an al- like the within modest limits.

the KEYS

#### Separates Them

war veterans here beat the plotters that the leaters are beat the plotters are the plotter than the leaters are the plotter than the leaters are the leaters are the leaters are the leaters for the some 4,000 children, with an entertainment to follow the erg chase. Wilmer & Vincent have tied in by lending their theaters for these that one house will held only boys and the other will be for girls, Managers get into all the stories without having to bother with the solid with the yets.

Wissan

#### Window Artist

Advertising legit play at the Playhouse here for a week in advance an artist was used in local windows drawing humorous pictures of scenes, in the show and various members of the cast.

Idea drew heavy attention.

#### Peskay Likely Operator Of Skouras Midland Chain

Edward Peskay, who swung from the Warner Bros. theatre department to Skouras recently, is in line as operator of the Fox-Midland circuit of around 110 theatres in the midwest. He would make headquarters in Kansas City, from which he has operated for years he has operated for years the distribution and theboth in

both in the distribution and the atre field.

It is not set when Peskay leaves New York to take over the Midland reins for the Skourases.

#### Publix-RKO Get Union Concessions in Texas

Concessions in Lease
Concessions for Publix and RKO
have been made by stage hands and
operators here, through intervention
locally by Herry Sherman, director
of aspecial relations for Publix, who
have been made to the concession of the
Architecture of of the
Architec

#### B-K's Press Shift

D-R s Frees Shift
Chicago, March 14.

B&K. publicity department has
been cut and changed around, Lou
Pollock severing connections with
the organization.

Revised setup now has Jim Luntzel handling Pollock's former houses,
the Uptown, Granada and Marbro;
the Uptown, Granada and Tarbro;
The Chicago of the Chicago of the Chicago
Landler; David Lipt of Triol and
United Artists to the Oriental, and
Eddle Levin assumes the South-

united Artists to the Oriental, and Eddle Levin assumes the South-town and Roosevelt. Bill Pine, sentor head of the de-partment, continues in charge of the two major loop houses, Chicago and McVicker's. SETTLING UTICA

SETTILING UTICA

Syracuse, N. Y., March 14.

Pending the broning out of technicalities arising in the deal which will give Warners the two former Fox houses at Utica, N. Y., Benjamin Stern, of WB, has been loaned to the Skouras-controlled Central New York Theatres Corp., to oporate the Avon, Utica, and oversee the Utica, which has J. J. Breslin as house manager.

The deal, which will end the long drawn fight between the Fox houses and the Stanley, Warner-owned, is expected to be closed within a fortnight.

#### CITY PLUGS ITSELF

Baltimore, March 14.
Municipal publicity, via the screen, is being plotted by this city. Howard W. Jackson, mayor, city. Howard W. Jackson, mayor, is advocating the film to be started immediately.

Hope is to have the picture ready by May 1 for free distribution to

theatres.

#### ELLIOTT MAY TAKE P-P 2

Publix may give up its two theatres in Lexington, Ky., stepping out of operation in that town. Negotiations are under way to lease the duo, Kentucky and State, to John Elliott, local indie exhibitor.

Change Title On 'Susie'
Radio will change titlt on 'Sunshine Susie.' British-mado Gainsboro picture, to 'The Office Girl,'
over here.
It opened in Boston as 'Susie.'.

# Will Singer, formerly at the RKO Riverside, Milwaukee, to the Orpheum, Springfield, Ill, for the same circuit. R. W. Tayer, at one time with RKO in Omaha, replaces Singer in Milwaukee. Hartford, Conn. Princess goes foreign Easter week. House has been franchised by Cap-ital Film for 26 weeks. Opens with 'Waltzes From Vienna' (Splendid).

Loew's 46th St. theatre straight pictures March 19. New Embassy theatre, film house owned by Wilmer & Vincent, may construct a stage to accommodate road shows or vaudeville. House opened a year ago.

The stage of the stage of

#### Gets Newspaper Art

Gets Newspaper Art
Fox West Coast is borrowing art
work for some of the pictures
played. Press dept has arranged to
see the two col mats of the star portion of the pictures of the star portion o

#### Boxing Programs

Re Libson has changed managers in two of the 11 RKO theatres un-der his supervision. Tom Davis and Cliff Boyd, respectively, assigned to Palace, Columbus, and the local Albee, Boyd replaces Al Lever, who for transfers to the Orpheum. Denver, Davis succeeds Ed Masters, who goes to an RKO theatre in Rockford, ill.

Sieux City, Ia.
Princess theatre (Publix), has
closed, and Capitol will show three
features weekly.

Sol Hankin, in charge of WB sub-urban houses here, appointed zone manager of Milwaukee division. James Balmer, head of West Vir-ginia division, replaces Hankin here. R. E. Knight, of Fairmont, fills Balmer's place.

William (Bill) Powell, manager the Strand (Publix), promoted divisional manager for eastern Ma sachusetts and Connecticut. T. Hassett, of the Maine, succee Powell at the Strand. R. D. Ball becomes manager of the Maine.

Philadelphia.
Nixon Grand, United Chain house, closed March 12 for renovation and installation of sound. Reopens March 28.

M. L. Markowitz has named Al Bernstein manager of the Dayles, downtown grind, replacing I. C. Werner.

Des Moines, Is, Fire destroyed the Palace theatr Vinton, Ia. Damage estimated i \$100,000. Blaze started after the night show.

Lynchburg, Va.
Building Inspector Hough reports
being approached by interests planning to erect a 700-soat house here.
Idea is to remodel a store in the
downtown district.

Thomas O. Davis of Chemati Friday (11) became manager of the RKO Palace theatre here, succeed-ing Ed. Masters, transferred to Rockford, Ill. Davis' coming to Co-lumbus is in line with naming of Ohlo RKO organization. He has been affiliated with Libson for 15 years. Davis is the fourth man-ager the Palace has had in less than 18 months. New York.
Olin F. Peek, assistant to Raiph
Stitt, pa, for the Rivoil, left Thursday (19) for Houston. He will take
charge there of publicity and ads for
the Metropolitan (Publix).
Universal has dispatenced Maury
Foladare to Atlanta to exploit its
product in that tertitory. He will
work out of the exchange at that
point.

Newark, N. J., March 14.
Winners in Warners' Harry Kalmine 12 Furlong Handicap arc
First, \$250, Louis Stein, Ritz; secnd, \$150, William Stillman, Ritz,
Jersey City; third, \$100, Joe Lefkowitz, Regent, Paterson.

Oklahoma City.

Floyd Ripley has taken over the Star theatre, Sweet Springs, Mo. J. J. Book now has the Kansas theatre, Bird City, Mo.

Pawtucket, R. I.
Myers Stanzler, operating theatres
in Pawtucket and Centredale, R. I.,
has taken over the Casino theatre,
Kuragauset Pler, and the Wnitefield Opera House, Wakefield, R. L.



MAUR/CA

# CHEVALIER "ONE HOUR WITH YOU" WITH JEANETTE MACDONALD

GENEVIEVE TOBIN - CHARLIE RUGGLES - ROLAND YOUNG







CHEVALIER'S on his way! That means big money is on the way! You know what Chevalier means at the box office—but this is Chevalier plus! All-star supporting cast; Lubitsch direction; tuneful, catchy songs that are already big hits—and the raciest, funniest story that ever sent an audience into stitches! Preview audiences predict "One Hour With You" will hang up all-time records everywhere! Boudoirs and beautiful girls—love and real belly laughs—irresistible songs and irresistible sirens—and Chevalier! "One Hour With You" will say it with grosses.



#### THE WISER SEX

(Continued from page 14)

(Continued from page 14)
in and the fow moments that follow it appears that the boy just got a growntion or something instead of being in the fix he's in. It's more than likely that the writing and direction had a lot. to do with the blundering, but the actiess must take the blame for the acting: Under the same iscaling are the sequences in which Miss Colbert, a sequences in which Miss Colbert, a very continued to the sequences of the modeled acter seabury, turns blinbo to get evidence in order to save him from the chair. She plays hot, stewed and lowbrow, but never more convincing than the story, and the story, never convincing than the story, and the story, never convinces.

than the story, and the story, never convinces.

convinces.

two murders, neither there are two murders, neither there are two murders, neither there are two murders, william Boyd involved in both the latter. He's, the mrunee, believably, and Lilyan Tashman is the girl friend, excellently. Between them they frame the upright investigator. Mein and the standard of the standard with his role, but can't avoid registering negatively.

Productionally the pitture rates lightly, its mountings being always rood to look at. Another angle for most valuable point, is the dressing by the Misses Colbert and Tashman. That will interest the women more than anything else.

Bige.

#### MY WIFE'S FAMILY

(BRITISH MADE)
British International production and re
Dasse. Featuring Gene Gerrard. Direct
Monte Banke; sconario Fred Durez an
Val Valentine. At the Europa, N. Y.,
and at rade showing March D. Running tim

Sonio Januario.

Januario Januario.

Januario Januario.

Januario Januario.

Januario Januario.

Januario Januario.

Janu

Here's an example of British salesmanship for shownaship. British salesmanship to shownaship. British salesmanship to shownaship. British shownaship to shownaship. British shownaship to shownaship to show the show the show the show the shownaship to show the sh

ramin' will get better than doulis-feature booking—and then only in Idea is to use all the old gags about mbtners-in-law and allied subjects and string them together into a hilarious comedy. Even that ancient piece of business of a man talking to a sup-posed of the string them to the subject of the string that the plano tuner talking about a piano is used. And to make it certain three lads are brought up before a cross-eyed polleeman who says 'What's your name?' with the wrong mem-ber of the trie has severing for the didn't say anything from the third. Gene Gerrard, a capable and lik-able young Briton, plays the lead as though he has never acted be-core a camera, and is still the best actor in the cast.

#### **UNEXPECTED FATHER**

Universal production and release. Asso-ciate producers Stanty Bergerman. Di-rested by Thornton Freshond. Stars Bline Freshold of the Producers of the Con-Van Every, with dialog by Van Every, Robert Kelih and Max Lief. Producers by Van Every, with dialog by Van Every, Robert Kelih and Max Lief. Producers by Van Every, with dialog by Van Every, Was Dieger of the Control of the Con-week starting March 2. Hunning time, week starting March 2. Hunning time, Japer Jones. Silm Summerville Japer Jones. Silm Summerville Japer Jones. Allien Skipworth Everys Smythe. Derothy Christy Everys S

Unexpected Father enries a very strong child part, but picture will neither bring back the kids nor hold the adults. It's very weak in every particular save the impressive perand would have brought a blush to the average independent producer for turning it out. As second feature on double bills, picture is none too worthy.

with majority bf footage given over to Summerville's clumsy attentions to both the kildlet and its nurse (Miss Pitts.) The child, in the end, upsets the flocer marriage Summerville's hended for, saving him for Miss Pitts and the ending forecast strike and the ending forecast some comedy is drawn from butlers, valets, and others administering under difficulties to Summerville and the kid, and from another: sequence when Summerville employs the nursemaid, Generally, however, It's precty fat, not more than a result of the sequence of the sequence when Summerville employs the nursemaid, Generally, however, It's precty fat, not more than a Sometimes Summerville is called upon to carry things with pantomine, most of the dialog given him being of a mediocre brand. Miss Pitts has a smaller but better part and tops Summerville in playing it has been successful in two-reelers and feature length comedies. In dressing him up for Unexpected Father, he isn't haif as funny as in shorter subjects.

### JEAN DE LA LUNE

("Moon-struck Jean")
("FRENCH MADE")
("FRENCH MADE")
George Marret productions
George Marret productions
George Marret production Remusic. Direction Jean Choose Communication From Production
Lion by Achardt music, Lionnel Cassaux
House, N. Y., on grind run beginning
Marret II. Running time, 100 mins,
Marret III. Running time, 100 mins,
Michel Simon
Gio-Cilo Michel Simon
Richard Constant Remey

Cio-Cio

Che Michael Simon

Tehan Carlon

Guite a charming piece of filmfann than and monne

And the conne

And the conne

And the conne

Cooper of the cooper

And the coop

On.

Dialog and mechanics of the film are so good that puts it over for French at home. But for the U. S. market it's that same dialog that will kill it. Plus the fact that the film runs about 30 minutes too long.

Kauf.

#### Lieutenant Warst du Husar?

('Lieutenant, Were You a Hussar?')
(GERMAN MADE)
(With Songs)
Anta production. Jos. Filester clease in Nantrea Noa, seenario. B. E. Luttige music. Willy Kruss: lyrics. Peter Herrick. Feetra and Schwidewsky, neand. Jiana et al. (1998). The seenario. B. E. Luttige music. Peter and Schwidewsky, neand. Jiana two weeks, beginning blarch II. Running Ituro see, and the seenario. B. Andrew Grant Schwiders and Christians. Redor Karew. Gustav Diesel Prince Vield. Georg Alexander Prince Vield. Georg Alexander Milmi

Probably the only interest, from an American standpoint, in this picture lies in the fact that its star, Mady Christians, spent the past-six months in New York. She was brought over by the Shuberts and went back a few days ago without having, gotten a single assignment. Which, Judging by this fifm, is too bad. She's both beautiful and capable of the property of th

the adults. It's very weak in every particular save the impressive performance by a tot, Cora Suc Collins, and would have brought a binsh to the average independent producer for turning it out. As second feature on double bills, picture is note that the product of the average independent producer for turning it out. As second feature on double bills, picture is note that the product of the turning it out. As second feature on double bills, picture is note in the save in the product of the turning it out. As second feature on double bills, picture is note in the save in the sa

#### Cannonball Express

Fanchon Royer production, Sono-Art release, featuring Rex Lease, Cust. Tom Guille Charles and Control of the Co

Low's New York theatre, N. Y. as half of a double bill, one day, Feb. 23. Running lime 29 bills.

Another railroad story without much railroading but sufficient to give an excuse for a title. It's the active an excuse for a title. It's the supposed by continuous and the supposed by good brother atealing his dad's money in an effort to win back what he lost at eraps with a couple of strangers who turn out to be holdup men. The other broth-the holdup men. The other broth-the holdup men. The other broth-the holdup men who rook by the fact that the supposedly good brother betrays his father into the hands of the holdup men who rook hands of the holdup following the act, with a few secres around a roundhouse. The end of men is confined to this holdup, following the act, with a few secres around a roundhouse. The medium of poor dialog and starts with the birth of the hero instead of jumping into the story recisi excess baggage. Story never rises to dramatic heights with the single exception of one scene in which Tom Moore discywas his supposed disboneets son. That's about to get out in front.

Story can be paired up on a double bill, but will experience difficulty in standing on its own feet. Dut elecked only 19 at the New York, suggesting that the actual holdup of the train may have been eliminated. Photography good, sound fair.

eliminated. sound fair.

#### Zwei Herzen in Ein Schlag

('Two Hearts in One Bo (GERMAN MADE)

(GERMAN MADE)

Berlin, March 1.

Ufa production and release. Manuscript,
Fram. Schulz after a consety by Birabeau
horst. Direction, Wilhelm Thiela. Photography, Carl Roffmana. Architecture, Yraphy, Carl Roffmana. Architecture, Yraphy, Carl Roffmana. Architecture, VLeistner. Music and musical management,
Jean Gilbert. Recorded on Klangfilm. Cast.

Clark Manuscript Carlotter Carlotter
Rosa. Valetti, Kurt Lillen, Otto Walburz.
Thor v. Halmy, Franz Rott, Hermann
Blass. Running time, 82 minutes. At
Gloria Asiast, Senin.

Theory - Hainney Frans Rott, Hermann Choice Palsals, Berlin.

The naive part of this picture is applauded, while the more pretentious sequences are razzed. Two things must be noted. The story is building and the new pretentious sequences are razzed. Two things must be noted. The story is building and the performance of Lilian Harvey.

The direction of Wilhelm Thick, Gasoline Station'), is high grade. Lilian Harvey is altogether charming. Her new artner, who played time. Wolfgang Albach Reity, is a good looking, fresh boyish type, and a welcome new appearance in the German pictures, and has a future. There are further assets in Koas Walett, funny Kurt pretentious, good barltone voice, and has a future. There are further assets in Koas Walett, funny Kurt Station's word of the station of thing the production on Kilmgrinia. Unfortention of Kilmgrinia.

photography used in places, established the photography used by the shading in the photography of the student, slumbering instead of preparing an examination. Also Danning inag been used for shots the student of price of property of the photography used to provide the photo Danning has been used for snors of Paris. In another sequence, Danning also permits, whilst the lyrics mention different Paris spots, to show them through an open win-

An amother sequence, Journal of Monthic also permits, whist the foundary also permits, whist the foundary also permits, whist the foundary also permits of the foundary and the

men character parts, under by Baron Flis and Dranem, are oke Baron Flis and Dranem, are oke property of the parts, enoutributing many nughs, to make relaye, except at the very beginning when a party of students invade the home of an aged professor, with one of the girls disrobing and foreibly sharing his bed. This is done by Moussia (Countess de Breteull), famous for her legs on the stage. Despite this had something to say before the film could play in French at the Carlton, London. For France it's just a natural.

#### Ariane, Jeune Fille Russe ('Ariane, Russian Maid') (FRENCH MADE)

The direction of Withelm Thiefe, however (who made "Three of the constantin," which Frames however (who made "Three of the Constantin," which Frames in place of Willy Fritsch, ill at the time, Wolfgang Albach-Retty, is a most looking, fresh boyish type, and german places of Willy Fritsch, ill at the time, Wolfgang Albach-Retty, is a most looking, fresh boyish type, and german places, and the search of the

(My Dream (GERMAN MADE) (GERMAN MADE) (GERMAN MADE)

Osso pentuction and protoses. Directed by Manual Manua

Made in Derlin at total cog to the lower state of the cog to the low \$100,000. French and German versions shot at the same time with different rests, but same sets and extras. Latter, were found locally, meaniner that in the French version extras and very este spoken with the German and seed the season of the props are decidedly German and near two outdoor shots show Teusies spoken with the decidedly German and near two outdoor shots show Teusies spoken with the decidedly German and head on two outdoor shots show Teusies spoken with the decidedly German and head on two outdoor shots show Teusies spoken with the shows that a contract of the short of the shows that a fixed the short of t

#### Pour un Sou D'Amour ('For One Cent's Worth of Love') (FRENCH MADE)

(FRENCH MADE)

Jacques Haik, production, starring Andre Haik, production, starring Andre Haik, from the creen by Hend Falk, from Jeen and Jensen and Jense

ymma. Paris. Cast: Josseline Osci. Andere Carnege, Exprosed Cord, Charles Designation, John States, Sea Carnell, Carlotte, States, Sta

#### FORGOTTEN WOMEN

FORGOTTEN WOMEN
Monogram yeedvelton and relasse, 111rected by Elchard Thorne. Story by WeiButtington. Story by WeiBu

well-back back to globe well-back to globe well-back was a back to globe was a back to globe and to globe and hand to globe and hand to globe and hand to globe and hand to globe and a newspaper reprincipation in the globe and a newspaper publisher for whom the hero works and another one, who's nearly formatten, is the pleture extra. One girl who a formation of the globe and another one, who's nearly formatten, is the pleture extra. One girl who are the globe feature bills, in some owner it is strong enough to play done. In that pleture has Hollywood as its locate, with many familiar scenes around studios and exteriors in the fline capital, it rates some uppeal, it is strong enough to the tock on which to exploit each of the teck on which to exploit each of the play done in the play of a former of the work as a humble cyrra.

# Big Names-Big



The lure of Landi in "The Yellow Ticket" landed her at the top of audience-made stars. Grab an early date on her latest smash!

Elissa LANDI in

# L'S LOTTERY

Victor McLaglen • Alexander Kirkland Paul Cavanagh . Barbara Weeks Beryl Mercer

Novel by Nalbro Bartley Produc
RELEASED MARCH 27

SAM TAYLOR Production

# BENNETT In Appeal Now

Buy the magic tag of Bennett and you'll sell the crowds! A smart b. o. story, gorgeous gowns and John Boles' singing, as extra bait!



Joan BENNETT in

# CARELESS LADY

# with John BOLES

Raul Roulien

Minna Gombell

Story by

Reita Lambert

Reita Lambert

Reita Lambert

KENNETH MacKENNA

RELEASED APRIL 3

# INDE EXCHANGES LOOK FOR LEAP

The independent film exchange is boiding up.
These exchanges see better times shead for '32-33 if indie production shows somethins.
There are between 150 and 200 independently operated film exchanges in the country, according to estimates. There will probably be more before the new selling season is fairly well advanced, it is predicted by men in that field. Increase in double featuring also has given the Indie exchange a break.

Claim Less Ball Playing

elatim.

For years the inability to curb private understandings by exhibitors with film salesmen, exchange bookers, and sometimes branch inanagers, has been a thorn in the distributor's side. It has cost the distributories of the distributor and the property of the prop

#### Deluxer at 15c Means Havoc Among Grinds

With the reopened Los Angeles theatre averaging a gross of \$3.00 weekly for the five weeks it has been operated by Joe Lee, the Fox-West Coast, Palace and the independent Roxie, both twin bill houses are handing out 10c service passes, good after 7 p.m., when their established admission price is 25c. and the companies of the co

L.A. is getting for a single feature plus two shorts.

Idea of getting into the coast's most elaborate theatre for 15c has taken on with the locals who are passing up the older double bill houses to patronize the \$1,000,000 theatre.

#### Toledo May Get 50% Cut in Theatre Licenses

Cut in Theatre Licenses

Toledo, March 14.

Theatre managers here may get a break after years of fighting enormous license feea. Council finance committee has approved a ~50% cut which will now go before the city fathers for a final rote.

Present theatre rates are \$25 up to 150 seats; \$50 to 500; \$100 to 750, \$150 to 1,000, and \$15 for each 100 seats over \$1,000.

Managers may business is so bad that they can't pay the fee.

#### Stay Chamberlain Sale

Stay Chamberlain Sale

Sunbury, Pa., March 14.

The sale of the Chamberlain Amusement Company, Inc., theatre properties, scheduled for March 16, has been postponed, Deputy Sheriff Edward Brennan, of Sunbury, this county, announced. Argument is to be presented to court on a motion by stockholders to stay the sale. J. A. Welsh, attorney for the stockholders, filed the motion. He was accompanied to court by Stephen L. Gribben, Shamokin, Pa., attorney and receiver for the theatre claim. Reading bank interests are pressing for a sale.

Reading Dank interests a fing for a sale.

The theatres involved are in Shamokin, Mt. Carmel, Mahanoy City, Tamaqua and Lansford, two in the last named place.

#### P-P Retaining Reade's 17

Contrary to reports, Publix will continue in full operating control of the Walter Reade theatrees in New Jersey, numbering 17 and located in six towns. It was said that the string mich be returned to Reade under a partnership arrangement similar to those recently effected "in the south, with Reade in charge of operation.

# **Comparative Grosses for February**

(Continued from page 10)

#### NEWARK, N. J.

	Feb. 6	Feb. 13	Feb. 20	Feb. 2/
BRANFORD High. \$30,500 Low. 5,500	Pressure	Forbidden \$14,000	Man Who Played God \$12,000	Hatchet Man \$17,000
STATE High\$32,000 Low 11,500	Mata Harl \$25,000 Vaude	Champ \$24,000	West of Broadway \$20,000	Emma \$25,000
PROCTOR'S High . \$33,000 Low 7,000	Vaude	Girl of Rio \$20,000	Woman Commanda \$25,000	Panama Flo \$20,000
CAPITOL	Woman of Monte Carlo and File 113 \$4,700	Silent Witness and Private Lives \$5,000	3 Wise Girls and Jekyll \$5,700	Hell's House and Tonight or Never \$4,000

#### BALTIMORE

E-L 20

Among Theatre-Salesmen	10.5	Feb. 6	Feb. 13	Feb. 20	Feb. 27
	CENTURY High. \$29,600 Low 9,000		Hatchet Man \$18,000	Greeks \$23,500	Beast of City \$27,500
They're still working to end verbal and other side agreements between members of major film	8TANLEY High\$33,500 Low 10,400	Tomorrow \$18,100	Arrowsmith \$21,000	Freaks \$14,000	Shanghai Express \$19,500
ales forces and theatres. That side igreements, frequently involving tickbacks, or other favors, to em-	Low. 1,800		Union Depot \$2,900	Tomorrow \$2,900	Arrowsmith \$2,900
ployees of producer-distributors when playing ball with the exhibi- or, have been materially reduced	KEITH'S High. \$20,000 Low. 4,000		False Madonna \$13,000	High Pressure \$16,000	Husband's Holiday \$10,000
luring the current season, is the	High., \$6,000		Lovers Courageous \$3.800	Tomorrow \$3,800	Arrowsmith \$4,700

#### DENVER

	rep. o.	Feb. 10	F 60. 20	
DENVER High\$27,700 Low 7,000	Emma \$21,000 Stage Show	Tomorrow \$11,600	Shanghai Express \$15,500	Broken Lullaby \$12,000
PARA- MOUNT High. \$22,000 Low 3,800	Hell Divers \$10,000 (2d week)	Wayward \$6,200	Safe in Hell \$7,800	No One Man \$6,100
TABOR High. \$14,000 Low 5,500		Taxi \$8,000	Rue Morgue \$9,000	Gay Caballero \$8,000
ALADDIN High\$16,600 Low 1.650		Forbidden \$6,000	Man Who Played God \$9 000	Impatient Maiden \$5,000

#### WASHINGTON Eab. 20 1 Eab 19 |

EARLE High. \$25,000 Low 6,000	Taxi \$17,000 Stage Show	Hatchet Man \$16,000	Fireman \$19,500	Shanghai Exprese \$17,500
PALACE High\$29,300 Low 8,500	Tomorrow \$20,000 Vaude	Plumber \$16,000	Freaks \$14,000	Emma \$20,000
COLUMBIA High\$19,000 Low 4,800	Mata Hari \$15,000	Mata Hari \$10,500 (2d week)	Hell Divere \$13,000	Hell Divers \$7,000 (2d week)
FOX High\$41,500 Low 12,000	Silent Witness \$15,000 Stage Show	Business and Pleasure — \$23,500	Millionaire \$21,000	Caballero \$22,700
KEITH'8 High\$20,000 Low 4.600	Girl of Rio \$17,000 Vaude	Panama Flo \$10,000	Lady With a Past \$17,000	Lost Squadron

#### SAN FRANCISCO

27.5	Feb. 6	Feb. 13	Feb. 20	Feb. 27
FOX High. ,\$70,000 Low 18,000	Hell Divers \$44,000 Stage Show	Guardsman \$31,500	Two Kinds of Women \$30,000	Woman From Monte Carlo \$21,000
WARFIELD High\$48,000 Low 8,200	Chan's Chance \$16,500	Hell Divers	Plumber \$24,000	Hatchet Man \$19,800
PARA- MOUNT High. \$36,000 Low 6,200		Mata Hari \$28,000	Mata Hari \$13,500 (2d week)	Broken Lullaby \$14,000
GOLDEN GATE High\$19,000 Low 9,800	House Divided \$12,000 Vaude	Unexpected Father \$13,000	Big Shot \$17,000	Secret Witness \$14,000

#### CINCINNATI

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
ALBEE High\$35,500 Low 17,000	Ladies of Jury \$24,000 Vaude	Taxi \$18,500	Fireman \$25,000	Panama Flo \$24,500
PALACE High\$28,100 Low 8,000	Tomorrow \$10,000	Rue Morgue \$9,500	Shanghai Express \$17,500	Arrowsmith \$16,000
CAPITOL High\$22,000 Low 6,500	Lovers Courageous \$10,500	Greeks \$11,500	Strangers in Love \$9,000	Polly of the Circus \$10,500
LYRIC High . \$23,900 Low 5,000	Prestige \$8,000	Hatchet Man \$9,000	Lady with a Past \$12,000	Man Who Played God \$10,000

#### **PROVIDENCE**

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
STATE High\$28,000 Low 8,000	Beast of City \$12,900	Greeks \$12,000	Freaks \$8,000 (New Low)	Polly of the Circus \$13,600
PARA- MOUNT High\$18,000 Low 4,000	Tomorrow \$10,000 Stage Show	Broken Lullaby \$10,000	Wayward \$9,700	Strangers in Love \$8,000
RKO ALBEE High\$20,000 Low 3,000		Panama Flo \$12,100	Lady with a Past \$16,000	Lost Squadron \$14,700
FAY'S	Silent Witness \$7,000	Cheaters at Play \$6,800	Gay Caballero \$7,200	One Man Law \$7,200

#### PHILADELPHIA

195	Feb. 6	Feb. 13	Feb. 20	Feb. 27
MASTBAUM High\$76,000 Low 27,500	Prestige \$39,000 Stage Show	Two Kinds of Women \$44,500	Tomorrow \$38,000	Fireman \$37,000
EARLE High. \$27,000 Low 17,000	Lovers Courageous \$21,000 Vaude	Men of Chance \$20,000	Plumber \$22,000	X Marke Spot \$19,500
FOX High. \$41,000 Low 15,000	Silent Witness \$17,000 Stage Show	Business and Pleasure \$18,200	Caballero \$20,500	Cheaters at Play \$18,000
STANLEY High. \$37,000 Low 8,000	Taxi \$14,000	Hell Divers \$21,500	Hell Divers \$15,000 (2d' week)	Broken Lullaby \$21,500

#### MINNEAPOLIS

	Feb. 6	Feb, 13	Feb. 20	Feb. 27
MINNE- SOTA High\$45,200 Low 18,000	Tomorrow \$18,200 Stage Show	Union Depot \$22,000	Shanghai Express \$25,000	Broken Luliaby \$22,600
RKO ORPHEUM High. \$25,000 Low 5,000	Panama Flo \$12,000 Vaude	Rue Morgue \$11,000	Man Who Playod God \$13,000	Lady with Past \$12,500
8TATE High. \$28,000 Low 3,000	Chan'e Chance \$6,900	High Pressure \$6,000	Millionaire \$4,500	Taxi. \$6,400
LYRIC High\$7,000	Plumber \$7,000	No One Man \$3,500	Unexpected Father	Caballero \$5,200

#### SEATTLE

100	Feb. 6	Feb. 13	Feb. 20	Feb. 27
FIFTH AVE. High\$26,000 Low 7,800	Tomorrow \$10,100 Stage Show	Shanghai Exprese \$14,100	Man I Killed \$8,000	Beast of City \$9,200
ORPHEUM High. \$32,000 Low 6,000		Rue Morgue \$5,400	Lady with a Past \$11,200	Prestige \$9,200
MUSIC BOX High\$17,000 Low 2,500		Arrowsmith \$8,600	Arrowsmith \$5,500 (2d week)	Man Who Played God \$5,000
LIBERTY High\$12,000 Low 5,000		Sky Spider \$5,900	Pocatello Kid \$5,800	Sherlock Holmes \$5,400

#### **BOSTON**

1	Feb. 6	Feb. 13	Feb. 20	Feb. 27
METRO- POLITAN High. \$66,000 Low 19,500	Union Depot \$30,000 Stage Show	Tomorrow \$34,000		Millionaire \$39,700
STATE High. \$40,000 Low 10,000	Beast \$14,000 Vaude	Greeks \$19,000		Arrowsmith \$18,600
RKO KEITH'S High. \$41,200 Low 8,500		Panama Flo \$13,100		Lady with a Past \$11,700 (2d week)
KEITH'S BOSTON High. \$23,000		Ladies of Jury \$19,400		Behind the Mask \$19,200

#### LOUISVILLE

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
STATE High\$28,000 Low 5,300	Beast \$6,100	Plumber \$8,300	Freaks \$5,300 (New Low)	Greeks \$7,900
RIALTO High\$16,000 Low 3,275	High Pressure \$8,400	Menace \$7,700	Millionaire \$7,600	Forbidden \$9,100
BROWN High. \$14,200 Low 1,700	Safe in Hell \$2,500	Ruling Voice \$3,900 (4 Days)	Peach o' Reno \$6,000	Hatchet Man \$4,800

#### INDIANAPOLIS

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
LYRIC	Taxi \$10,000 Vaude	Cheaters \$9,000	Fine Women \$9,500	Silent Witnese \$8,500
PALACE	Lovers Courageous \$5,000	Greeks \$7,500	Freaks \$5,500	Polly of the Circus \$6,000
INDIANA	Hatchet Man \$16,000	Prestige \$10,000	Shanghai Express \$22,000	Fireman \$17,500
CIRCLE	Two Kinds of Women \$7,000	<b>Wayward</b> \$7,000	No One Man and Private Sec	Safe in Hell \$4,000

#### KANSAS CITY

MAIN- STREET High\$32,000 Low 8,000	Men of Chance \$15,000 Vaude	Rue Morgue \$15,800	Lady with a Past \$18,000	Ladies of Jury \$18,200
LOEW'S MIDLAND High. \$35,000 Low 7,800	Beast of City \$13,200	Plumber \$14,200	Freaks \$8,000	Polly of the Circus \$14,800
NEWMAN High. \$33,000 Low. 4,400	10.0	Millionaire \$7,000	Shanghai Express \$15,000	Man Who Played God \$7,900
LIBERTY	High Pressure \$5,400	Hatchet Man \$4,500	No One Man \$4,500	Shanghai Express \$5,600

#### PITTSBURGH

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
DAVIS High, .\$10,000 Low 2,000	Good Sport \$3,000	Woman from Monte Carlo \$3.300	Reckless Age \$3,000	Unexpected Father \$4,500
FULTON High\$12,000 Low 1,900		Prestige \$6,100	Stepping Sisters \$5,500	Lady with a Past \$9,000
HARRIS High. \$11,000 Low 1,200	Men of Chance \$4,250 Vaude	Speckled Band and Air Eagles \$3,400	Girl of Rio and Cannonball Express \$2,650	Caballero \$2,700
STANLEY High\$48,000 Low 11,000	Forbidden \$30,000 Stage Show	Hatchet Man \$23,500	Tomorrow \$21,000	Fireman \$21,000
PENN High. \$41,000 Low 13,700	Corsair \$22,500 Stage Show	Arrowsmith \$28,000	Freaks \$16,000	Shanghai Express

(Continued on page 27)

#### Stock Market

continued from page 7)
ment over the week-end declared a
moratorium on all the firm's obligations, and stood ready to close banks
in the event of panicky runs. Swedish
stock exchange was ordered
closed. (Continued from page 7)

At the same time the old Keith E's dropped 4 points net to 46 on dealings in only \$7,000, leaving the Saturday final quotation only 3 points above the year's bottom. Here also it-was not so much the actual decline that seemed significant as it was the indisposition of sponsors to give support. The RKO stock did not fully reflect the weakness in the companys fact the weakness in the company enew low on the movement and a decline of 14 from the best of the week before.

P-P. Bonds Supported dish stock exchange was ordered closed.

Possibility of European disturbtances over this development were in part offset by the moral victory of the conservatives in the German of the conservatives in the German distered of Hiller and disposing of troubles from political upheavals in that quarter. The news from Berlin was distinctly heartening to a heaitating market and furnished the furnishing the foreign adjustment, confirming the favorable action a few days before of England in paying back a lung credit before it was due. Many economists maintain that tials for harden business rehabilitation. The conservative Hindenberg party just missed election and it is taken for granted that he will win in the Turn-off poll set for April 18 Bokers' Luan Paralle. selections, Milicatina the ultimate for coables from political upheavals in that quarter. The news from Borlin was distinctly heartening to a hest-tating innaket and trunshed the market's bull sponsors with sorely needed ammunition as indicating a confirming the favorable action a few days before of England in paying back a huge credit before it was due. Many economists maintain that foreign stability is one of the essentiation. The conservative Hindenberg party just missed election and it is taken for granted that he will win in the 'run-off' poil set for April 10.

Brokers' Loan Paralle'

The German outcome was welcome, for last week had brought out of the point of the paralle' of the parall

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900 Fox Theatres.
500 Gen. Thea. Eq. pt.
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Kelth Gs. '46.
Loew Gs. '41.
Pathe T's. '87.
Par-Fani-Lasky G's. '47
Par-Pub. 5½'s. '59.
RKO debs. pt. pd.
Shubert G's.
Warner Bros. G's. '39. Produce Exchange, N. Y. All Quoted for Saturday

,... Roxy, Class A.....

#### **INCORPORATIONS**

NEW YORK

Original Automatic Machines, Inc., March 14. Manuttan; theatries Machines, Inc., Manuttan; theatries and inachines; 1,100 silares—1,000 A \$50 and 100 B no par. Lumatone Productions Company, Tuc., New York; motion picture business; 100 shares, no par. Albany, March 14.

shares, no par.

Bartlett Pluys, Inc., New York, theatrical; \$3,000.

Tiffany Motion Fictures, Lid., Manhattan; motion pictures of all kinds; 100 shares no par.

Gel-Berg Amssement Corp., Bronx: anusoments of all kinds; \$5,000.

anusoments of all kinds; \$5,000.

Foreign-American Film and Trudin-forp, New York; motion picture busi-ness; 200 shares no par.

Natia Amusement Corp., Queens Co.: theatrical, entertainments; 100 shares no par.

Flammertone Film Corp., New York motion pictures; 200 shares no par.

motion pictures: 200 shares no par.

Hagert Productions, Inc., Manhatton;
theatrical; 200 shares no par.

Opening Night, Inc., Manhatton; theatrical; 100 shares preferred \$100 and
200 common no par.

Yiddish Talking Pictures, Inc., Manhattan; theatrical; 200 shares no par.

Bloodstream, Inc., Manhattan: the atrical; 200 shares—100 preferred \$100 and 100 common no par.

and 100 common no par.

The Bert Theatree, Inc., Manhaitan;
theatrical; 200 shares no par.
Birth Frederions, Inc., Manhaitan;
teintrical; 200 shares no par.
H. V. Theatrical Ent., Inc., Kingston;
theatrical; 200.

Monarch Pletures Corp., Manhattan, pictures, 200 shares no par.

Rudlo Personulities, Inc., Manhattan, general theatrical business; 100 shares no par.

no par. Maninesi; 100 silaren no par. Recevich Productions, Inc., Maninatan; Recevich 200 shares no par. Monogene Elin Eschanges, Inc., But-Monogene Elin Eschanges, Inc., But-Maninesis, Ammenment Corp., Maninatan; theatrical; 310,000.

Park Theatre Tickét Service, Inc., Maninatan; theatre tickét agency; 310,000.

Audio Publix Projection Room., Inc., Manhattan; moving pictures of all kinds: \$5.000.

5.000.
Lincoln & Douglas Motion Picture opposes, New York County; picture appraises, theatrical; 40 shares no par.
Frank Rowland Productions, Inc., Annhattan; theatrical; 200 shares no

ar.

Raives Exhibitors Film Delivery, Inc.,
low York; pictures and theatrical prouctions; 100 sharcs no par.

Synchro-Art Fletares Corp., New York
ounty; theatrical enterprises all kinds;
On sharcs no page.

continy: these scattered Corp., New York 200 shares no memory sees all kinds'. World Circus Side Show, Iac., Kingerindor and outdoor annuements all De Luxe Trailers, Inc., Manhattan pictures; 200 shares no precious Co., Iac., Manhattan; talking pictures, photographs, appliances; 130.00.

Talisman Film Corporation, Manhattan.

CALIFORNIA
Sumest Niedlen Secramento, March 14.
Solens capital models color of the Secramento Secra Rudolnh Beruner, Lesso L.
thur R. Smiled.
Join Clein Pictures Corp., County of
Los Angelies: capital stock \$25,000. none
subscribed. John Clein, Thea Lightner,
Newton Alexander.

Robb & Rowley Theatres, Inc., Dallas Tex. Incorporators are H. B. Robb, E. H. Rowley and W. G. Underwood, all of Dallas, Capital, 1,000 non-par shares.

STAGE, MOTION PICTURE, VAUDE VILLE AND RADIO ARTISTS: THE RIGHT KIND OF PUBLICITY WILL MAKE YOU FAMOUS AND BICH PUBLICITY WILL HELP DOUBLE AND TRIPLE YOUR EARNING

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FILM **Professional and Amateur** CINEMATOGRAPHER 35 West 45th St.

FREDA SULLIVAN

Featured Dancer With F. & M. "IMPRESSIONS OF 1932"

WALTER DARE

#### W A H "The Original Fall Guy

With EMMET OLDFIELD

PAUL LITTLE in Person Dir.: Lyons & Lyo

RITA DE-LANO

That Mountain of Blues FRANKIE FINN

Chester Hale's Impression Girls

"FROLICS OF 1932"
(Mar. 12), State, Cleveland

STEVE FREDA and JOHNNY PALACE

Pasquali Bros. JOYCE COLES

> "The Dancing Charmer CARLOS PETERSON
> "Cyrations Galore"

NICHOLAS DAKS

Chester Hale's Frolic Girls

A LOEW PRODUCTION
"WHIRLIGIGS"
(Mar. 12), Century, Saltimere

4FLASH DEVILS

W. WARREN C. C. GILL P. WADE C. A. BANKS "8 Feet of Flash"

#### BARTE and ARDEN

Dancers of All
TYPES, TINTS and TEMPOS

La VERNE

PAUL KEAST Dramatic Bariton Chester Hale's Whirligigs

"MAKE IT SNAPPY

AL.

#### WOHLMAN Dir.: Johnay Hyde-Wm. Morris Office

BERINOFF and

CHARLOT International Dancing Star

HECTOR

Let That Airdale Out MULROY, McNEECE & RIDGE

A LOEW PRODUCTION "GET GAY"
(Mar. 12), Leew's, Syracuse, New BERT

FROHMAN

"The Prince of Pep"

THE GALENOS An Athletic Touchdown

MAUREEN RIO

"Personality Cirl" DUGAN and HADLEY Chester Hale's "Get Gay" Girls "NOVEL NOTIONS"

WESLEY D D

FRANK MELINO HARRIETT POWELL

PEG LEG BATES World's Greatest Monoped Dane Dir.; Nat Kalcheim, Wm. Morris

5-ELGINS-"Enjoying Themselv Dir.; Chas. Yates

Chester Hale's Novelty Girls

A LOEW PRODUCTION
"DANCE DREAMS"

yook Mar. 11), Capitol, New York

Buck and Bubbles

"Rhythm for Sale"

IVAN TRIESALT Famous International Dancer

and Pantominist OLIVE SIBLEY

Songbird of Two Conti Dir.: Carglil-Debson MARY MILES

Hollywood's Acrobatic Se Dir.; Cargill-Dobson

Chester Hale's Dream Damsels

"CUBAN HOLIDAY"
(Mar. 12), Leew's, Jersey City

The International Comedy Couple
CLIFFORD

MARION

O'Hanlon - Zambuni

DANCE CREATORS
Smart and Semational
Dir. Charlie Yates

THE 3 GOBS Dir.: Nat K

JACK REID
"SINGING THE BLUES" CHESTER HALE'S SENORITAS

A LOEW PRODUCTION
Vaudeville Review 6th Edition

MURPHY

DICK and DOROTHY AL and RAY

SAMUELS JOHNNY HYMAN

"Word Magician" Dir.: Lyons and Lyons DAVE TANNEN

Koo Koo Komik North-Thanks Miss Giller

Chester Hale's Vaudeville Girls

"FORWARD MARCH"

Terrell & Fawcett

"Falling For You Dir.: Eddle Meyers

CANDREVA BROS 6

LOYALTA'S

CHESTER HALE'S FORWARD MARCH GIRLS

#### **KEEPING UP** WITH F. & M.

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

#### Quest

Jerry Frauks, Mitton Berie and Charley Carroll put on darb of an opening Talent Quest at the Skouras Audubon, New York City. Stunt got' extra business and brought in some nice amateur talent, with single exception, which slipped by audition committee in the rush. Carroll an expert in contest publicity, starting without the rush. Carroll an expert in contest publicity, starting without marathon comparation comparation contest publicity, starting without pages ago Ed Lowry stated to handle next Audubon Talent Quest.

#### Leonidoff

Leonidoff
Freda Sullivan, charming dancer in recent "Three Big Figures" Idea, added by Leonidoft to "Stitch in Time." Harriet Mortimer also goes production by Leonidoff Just Prior to leaving for New York. Leon will look at novely acts while in Manhattan to blend into new unit be is proparing. Spent Friday in conferrations of the proparing. Spent Friday in conferrations of the Partington, F. & M. Manhat offices.

#### **Ambassador**

Mayor Porter, of Los Angeles, appoints Pat West of "Gobs of Joy in Bermuda" as a mbassador without portfolio for the Los Angeles Clymthese with the Games in the various cities covered by this idea. Closest Pat ever got to athletics before was seeing Yanks play ball about ten years ago, and making a publicity tie-up the Spalding people on golf balls.

#### Publicity

Publicity
The dark spot in "Pive Races"
Idea will be filled by Tabor and
Greene, dusky comedians, who join
out at Fox, Spokane, this Friday.
Kinzler of Fox Brooklyn properly
sore because in citing Leap Year
press stunts, his tying up Freddy
Mack, orchestra leader and F. & M.
credited was sweater tie-up consummated by Six Lucky Boys of
"Swiss Movements" Idea at Chicago
Theatre, Chicago.

"Grads" Lupe Volue and Harry Richman set swell notices from Manhat critics at opening of Zieg-gy's "Hot Cha." Eddie Borden, musical comedy grad to F. & M., playing Skouras-Fox vaude on Coast in the Charter of the Cha

#### Hard-boiled?

Hard-holled?

Movie stare don't mean a thing to hard-holled Southern California natives. On no! Betty Compson's F. & M. Idea hit into Freeno, only 200 miles from Hollywood, and the entire population was at the depot, ell and twelve hundred Mickey Mice, just to have the Younger Generation represented. Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices describe the Betty entire the Coast F. & M. offices described the Coast F. & M. office

#### Lookers

LOOKETS

That marvelous "line" in "Sketches" Idea will charm the tired business man via a new unit, "Town and Country." This is a Larry Ceballos production, with "Sketches" coming in from the road load in time for Larry to put tiese load in time for Larry to put tiese Patsy Mason, F. & M.'s endurance record line captain, is rehearsing the girls in the new Ceballos routines.

#### Problem.

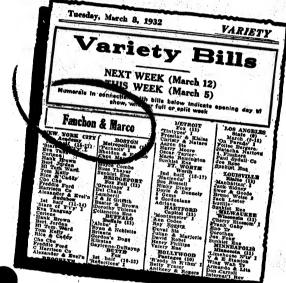
Problem

Lottle Mayer, queen of diving act producers, is trying to work out a new one in conjunction with the staff of the F & M main studios, Hollywood. Last season's was the disappearing water ballet ("Fountains of the F of the staff of the F & M and I studios, Hollywood. Last season's was the disappearing water ballet ("Fountains of the F of the staff of the staff

Zippy South

Sunny South looms big in F. & M.
national exploitation this week. Fox
Atlanta puts over front page magazine story in Atlanta Journal on
Adele Ncison of "Circus Duys" and
Adele Ncison of "Circus Duys" and
Idea in same newspaper. Loew's
State, New Orleans, ind the sunkists do a dance on forward deck
of U.S.S. Arkanas, while Moviebene camera recorded.





If not, shake a leg to the F. & M. office. It may be just the break you're waiting for!



SAN FRANCISCO SEATTLE MILWAUKEE HOLLYWOOD

# Overseer to Every 10 Houses Is the Skouras' Idea to Make Mgrs. Showmen

First of many radical steps expected to be taken by the Skouras Bros. In their operation of Foxwest Coast, is the establishment of a supervisor of system.

a supervisor of system.

Every 10 houses in the Los Angeles district will have one supervisor who will visit the thearestwice daily. Other districts will also have the supers, regulated acording to number and distance of

houses.
Ed Smith, formerly in charge of
Publis's L. A. division, and Frank
Newman, with Warner Brothers
until two weeks ago, will probably
be two supervisors in the Los Angeles territory. H. M. S. Kendrick
is expected to be named the third
along with other duties.

ter a short stay in the hospital. He is on a week to week basis, his contract having been settled. Old-know still shoulders the same title but is not being called in on the Skaras contrevences. Skaras contrevences. At their party leave tomorrow (15) for San Francisco for a look at the northern situation. James R. Grainger, Fox sales manager, will go along or else meet the party in S. F. After several talks with the Skourases, union heads are considering requests to lower scales in non-profit situations.

#### Pass Children's Bill

geles territory H. M. S. Kéndrekt is expected to be named the third and the control of the contr

# **Comparative Grosses for February**

(Continued from page 24)

#### BUFFALO

11.744 3	Feb. 6	Feb. 13	Feb. 20	Feb. 27
BUFFALO High\$42,000 Low 13,800	Lovers Courageous \$17,200 Stage Show	Tomorrow \$20,100	Taxi and Girl Crazy \$30,000	
HIPPO- DROME High: \$22,000 Low: 6,100	Majesty Love \$12,000 Vaude	Manhattan Parade \$16,900	Wayward \$14,000	
CENTURY High. \$21,000 Low 4,700	Two Kinds of Women \$4,900	Panama Flo \$7,000	Silent Witness \$5,900	
GREAT LAKES High. \$40,000 Low. 6,600	Hell Divers \$21,900	Arrowsmith, \$17,100	Man Who Played God \$14,500	, ,
LAFAYETTE High. \$16,000 Low 5.500	\$11,000	Surrender \$9,800	Run Around \$9,000	1

#### PORTLAND, ORE.

			Feb. 27
Tonight or Never \$10,000 Stage Show	Chan's Chance \$8,500	Shanghai Express \$14,000	Business and Pleasure \$10,500
Hell Divers \$12,000	Hell Divers \$6,500 (2d week)	Freaks \$6,000	Broken Luliaby \$7,000
Ladies of Jury \$13,700 Vaude	Prestige \$7,000	Rue Morgue \$6,900	Lady with a Past \$8,800
High Pressure \$4,500	Hatchet Man \$6,000	Man Who Played God \$9,500	Man Who Played God \$5,500 (2d week)
	Never \$10,000 Stage Show Hell Divers \$12,000 Ladies of Jury \$13,700 Vaude High Pressure	Never   \$10,000   Stage Show   Hell Divers   \$25,500   Cades of Jury   \$13,700   Vaude   High   Pressure   Hatchet Man   \$5,000   Cades   Ca	Never   310,000   Stage Show   Hell Divers   31,000   Sage Show   Hell Divers   31,000   Cld week)   Freaks   36,000   Cld week)   Freaks   36,000   Cld week)   Freaks   36,000   Freaks   36

#### TACOMA

yap	Feb. 6	Feb. 13	Feb. 20	Feb. 27
ORPHEUM	Safe in Hell and Hatchet Man \$5,500 Vaude	Panama Flo and Rue Morgue \$5,100	Law & Order and Lady with a Past \$4,900	Heaven on Earth and Fireman \$4,600
MOUSE	High Pressure \$1,800	Lasca \$1,900	Arrowsmith \$3,600	Man Who Played God \$3,450
RIALTO	Jekyll and Hyde and His Woman \$3,600	Lovers Courageous and West of Broadway \$3,900	Shanghai Express and Cheat Madelon Claudet \$4,250	Dance Team and Road to Reno \$3,600

#### MONTREAL

	Feb. 6	Feb. 13	Feb. 20	Feb. 27
PALACE High\$32,000 Low 7,000	Mata Hari \$11,500 (2d week)	Hell Divers \$17,500	Lovers Courageous \$10,000	Man Who Played God \$12,000
CAPITOL High. \$30,000 Low. 5,500	Two Kinds of Women and Man of Mayfair \$11,000	Ben Hur \$11,500	Dance Team and Chan's Chance \$12,000	Business and Pleasure and Silent Witness \$10,000
LOEW'S High: \$18,500 Low. 7,500	Union Depot \$14,000 Vaude	Under 18 \$14,500	High Pressure \$14,000	False Madonna \$13,000
PRINCESS High: \$25,000 Low 4,500	Cock of the	Girl of Rio and Fanny Foley \$7,000	Holmes and Chance of Night Time \$7,000	Men of Chance and Ladies of Jury \$8,000
IMPERIAL High\$6,000 Low 2,000		Road to Reno and is There Justice \$2,800	Left Over Ladies and Branded Mon \$2,300	Woman from Monte Carlo and Big Shot \$2,500

#### A Nickel's Difference

What a nickel means today from the angle of theatre admissions is furnished by the case of the Costello theatre, one of the Lee Ochs chain in upper Manhattan. German Silva admission scale. House prospered, whereupon it faised the tops 5s to 40. Business took an immediate dive, and substitution of the former scale couldn't revive activity. House is now back to domestic films.

#### MODEL EXHIBS CAN'T HOLD LOVE ATTITUDE

Association of exhibitors at Long. Beach, organized several months ago to combat breaches of the the several months ago to combat breaches of ethics, double features, pried-cutting, etc., has gone completely upsito.

As far as the rules are concerned the town is once more a battle-field of warring exhibs. Three first-run houses, West Coast, States and Palace, have cut from 50-50 cents to 40, with bargain hours at 25. Aside from the first runs every-one else is double featuring, offering two-for-ones and all the other sturits that the association members swore to eliminate. Two houses have goine to a dime. They'are doing the best business of the town. To add to the tumult pat week has been one grand succession of free shows at the new Cityd Auditorium such as home talent, paganta, decidation and hair concerts cout of the pay house. Exhibe clung together for a couple of months but the strain was too much,

# Allied Decides on \$25 Tax for Each House at Convention in Detroit

#### Skouras Confabs with

Projectionists on Cuts

Projectionists on Cuts

Hollywood, March 14.

Skouras Brothers are holding conferences with local projectionists in regard to adjustment of scales in locations where conditions demanding the conference of the c

#### First Ala. Conviction On New Anti-Bomb Law

Pirmingham, March 14. Elimingham, March 14.
First conviction under the new
Alabama law making it a felony to
throw stench bombs in theatres was
returned against J. J. Hendricks.
Hendricks was charged with throwing a tear gas bomb in the Engley
theatre during the labor troubles
here last November
theatre during the labor troubles
here last November
that or ruling, the
conviction carries with it a contence of from one to five years.

#### RCA's Head Recorder

W. A. Graham has been made head of RGA Photophone's record-ing department handling Hopness. He was formerly assistant to A. Recoth, Photophone executive Vice-president. Graham succeeds Lowell Calvert who has resigned.

Detroit, March 14.
Allied changed the set-up in its attempt to keep the national or-fanization financed it became known at the close of annual convention held here last week. Affiliated theatres will be taxed \$25 a year each and those that can't be reached on that basis will be charged 2 cents a seat. All this in addition to the dues charged by the local organization.

H. M. Richey tendered his resignation as business manager but this

H. M. Richey' tendered his resignation as business manager but this was not acted upon and will be taken up at the next board of directors meeting to be called in the next few weeks. It is understood that Richey will withdraw his resignation it salary difficulties are ironed out and he is assured of the current of the various state. units in tie-uns he hones to effect

co-operation of the various state units in tie-ups he hopes to effect. After the officers walked out of the general meeting, from which the press was excluded, the sum of \$15.000 was pledged by the various delegates. Rumor foated around that Abram Myers would resign as counsed or the group unless the Ademand was made that produces reduce their fine repair and all other charges with the threat unanimously adopted that all indie theatres represented, said to be \$2,000, would close June 1 for the summer. It was also affirmed that amusement tax would close all alided houses if passed.

The Brochart bill was unqualifiedly endorsed by the delegates included condemning of double billing. Percentage booking was also scored.

# EXHIBITORS WISE AND OTHERS WISE

read the FILM DAILY every day to know what is happening in the motion picture industry as it happens.

THE FILM DAILY has sincerely served its readers for the past fourteen years — Live News — Unbiased Reviews of Features and Shorts — Constructive Criticism — Showmanship aids — Everything pertaining to the motion picture industry in the Daily and Week End Editions —



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# PLUS THE FILM DAILY

(The Standard Reference Book of the Industry)

1932 EDITION — JUST OFF THE PRESS

The fourteenth edition of

THE FILM DAILY YEAR BOOK

Containing—
A complete list of all the theatres—epon and closed, Productions of the year with all credits. Work of Directors—Cameramen's work, Players and their works—All about Production. A list of all features released since 1915, together with review dates and 1001 other important features.

1650 Broadway, New York City
Dear Sir:
Please enter my subscription to the PILM DAILY, and The
Film Daily Service. I enclose \$10.00 (foreign \$15.00).
Name
Stree:
City. State State



TARZAN, THE APE MAN, opened to the BIGGEST business of the year at the Stanley Theatre, Baltimore. 2300 admissions in first hour. Truly here is 'The Trader Horn of 1932!' Get ready!

**ARSENE LUPIN** (John & Lionel Barrymore Together!) played 2 Big Weeks at the Capitol, N.Y. It's doing swell everywhere.

THE WET PARADE (Another M-G-M Scoop!) opens at the Chinese Theatre, Los Angeles, with \$5 World Premiere March 17th.

Watch for the announcement of the World Premiere at the \$2 Astor Theatre, N. Y., of GRAND HOTEL, the most eagerly awaited picture of the year!

HITS! HITS! JUST AN OLD M-G-M CUSTOM!

#### FORGOTTEN WOMEN

(Continued from page 21)

(Continued from page 21)
It's probably Miss Mercer's poorest
performance to date.
An exciting chase takes up most
of the final reel, lending the romance
a load of action when it's sorely
needed. The newspaper man, now
city edow through a big sang
one carrying his disillusioned sweetheart, the other most of her new
boy friend's gangster henchmen. It's
learning that the mob leader is
incites the newsman to renewed interest in her, with that leaving the
other girl the eventual 'forgotten'
one.

other girt the eventual arguere.

The angle that an independent picture producer exploits a gang leader in the locale of pictures as pinted by the mob, reflects indirectly to some extent on the industry and in a picture from a major would probably be frowned on by the Hays' organization.

Cutting this from the picture, however, would seriously affect its continuity and plot.

Char.

#### The Drifter

The Drifter

Willis Kon production and State Rights release. Star. William Farnum Directed Drike. Protocomment of the William Robins. Protocomment of the William Robins. Edited by Thomas Persons. At Low's New S. Running Lime. 80 minute day, March. The Drifter William Parnum The Drifter William Parnum Charles Solion Walter Charles Solion Walter Charles Solion Walter Ann Brody Yronne. Years Seabory Tronne. Years Beating Tronne.

Picture opens and closes with formular properties of the control of the camera funny joke. Farnum speaks throughout in a heavy French-Case and an accent which steeled the control of the camera shots and a little smart phose talking about. Drifting into a lumbering town, the nomad of the camera shots and a little smart phose and the control of the camera shots and a little smart phose in the control of the camera shots and a little smart phose the control of the camera shots and a little smart phose the camera shots and a little smart phose the camera shots and a little smart phose triple of the camera shots and a little smart phose triple of the camera shots and a little smart phose triple of the camera though and the same are shots and a little smart phose triple of the camera though and the same phose triple of the camera though and the same phose triple of the camera the camera the camera dependent of the camera t

caught in a plot instigated by the girl's real father, an escaped convict of the control of the

#### PLEASURE

Supreme Features production. Distributed by Art-Class productions. Tight release. Directed by Otto Brownson, Story by John Variey. Conway Tearle, Cart Includes Paul Page, Raccoc Karna, Lina Basquette and Harold Goodwin. At Leew's New York, New York, one day, March I, as half double feature. Running time, in mine.

Poor production of a hackneyed story. Shapes up as the weak half of a double feature bill. Cast is good for unpretentions filmsuch, as rushed. Conway Tearle is the only member of the cast whose charac-terization stands out, yet, even he is under the handicap of poor direc-

under the handicap or poor direction.

Concorne an author who doesn't like to run around and his wife who does—with other men. Author has a poor artist for a brother. When the writer visits his brother's studio during a party he the kid brother also loves. Author doesn't tell the girl he is married, and she falls for him. Wife gives him away, but the whole thing is finally cleared when the wife goes to finally cleared when the wife goes to a divorce.

The production is noticeably poor.

#### Les Cinq Gentlemen Maudits

(With Music)

Parls, Feb. 29.

A Vanioo edited production of Vandal & Delac, producers and distributors. From the production of Vandal & Delac, producers and distributors are production. The production of the p

What makes this film a hit, doing big business at the Olympia, without any considerable expense in advertising, is the fine rendering of the Moroccan excite atmosphere, with plenty of outdoor shots of which plenty of outdoor shots of technique, and often, accompanied by a very suitable musical score. Film benefits by the craze for travelogs, with the mystery type of story subsidiary. Names help draw. Film, apart from the tropical mur. Film, apart from the tropical mur subsidiary. Names help draw. Film apart from the tropical mur subsidiary of afficiant patter and singing, done on a Tobis truck, but sound of dialog is poor, with small bits of same on dubbed retakes. Vandai & Delac, who sold their Mounts in Flanses' in America, his another decided hit with this Careful and the same of the

Mounts in Flames in America, hold another decided hit with this one.

Leading man, Rene Lefebra, Mandal and the form Jean of the Land and the Land a

#### La Petite Chocolatiere ('The Chocolate Girl') (FRENCH MADE)

Braunberger-Richabe production and re-lease. Directed by Marc Allegret, from the play by Paul Gavault. Recorded Western Electric. Running (Ime. 80 mins. At the Champs-Elyzees, Paris, Feb. 23.

Ralmu's personality so dominates the whole film, he eclipses the rest of the cast, although it is good all round. Poor photography and recording do not give the film its full chance; nor to Ralmu, whose amusling southern accent is almost important to understand, due to poor sound.

Play, by Paul Gavault, was a success a few years back, and has been fairly adhered to. Film takes place that the property of the pr

tempt to outdo the stage. If it were not for Raim, it would just be another cheap, sentimental screen. The third is practically a photographed legit seems to have been wrongly used to save money on continuity, resulting in slow temporation of the stage of the stage

It fills the whole screen when it reaches the camera. Closing sequence, instead of showing the usual kiss, is a closeup of the hands of the lovers, with the boy feeling the place where he will Screen shows credits practically amounting to plain advertising for a tailoring firm, and also for an interior decorating firm, for which to date, no official has thought of charging a tax, respite its blatant cash value.

#### SHOTGUN PASS

Columbia production and release starring Teachers and dialog by Robert Quigley. In Story and dialog by Robert Quigley. In Constitution of the Cons

March 9, on double feature program. Ruseins time. 60 mins.

Little material upon which to base a theme, indifferent direction, and stilled performances from the could be rated mediore, but for a company with the record of Columbia tis weak.

Tim McCoy in or the silents. In the old days Tim had a nice smile and an assured poise which were convincing.

J. P. McGowan, veteran director of Indies, shows all of his indie early of the silents. In the convincing.

J. P. McGowan, veteran director of Indies, shows all of his indie early of the silents. In the convincing.

J. P. McGowan, veteran director of Indies, shows all of his indie early one of the silents. In the convincing in the silents of the silents of

#### THE LONE TRAIL

Webb-Doughs production and State Right release. Directed by Harry Webb and Forrest Douglan. Story by Silkabeth Dairected by Harry Webb and Forrest Douglan. Story by Silkabeth Dairected by Harry Webb and Silkabeth Dairected Barry Silkabeth Dairected Barry Silkabeth S

# **Capitol Theatre Audiences**



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leads again by equipping "PLAY GIRL" with the most original, arresting, seat-selling Ad Campaign ever placed at your disposal. These ads have already proved their power by building receipts at the Hollywood, Los Angeles, above even the record figures of "Alias the Doctor"! This campaign would mean business for any picture. For a picture as big as "PLAY GIRL" it means tremendous business! Get "PLAY GIRL" and sew up this superior advertising for your house.

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Capitol	Trenton
	. Reading
Astor	Reading
Stanley	Atlantic City
Earle	Washington
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	Scranton
State	. Erie
	Alexan
Warner	Altoona
National	Richmond
Trenton	. Lynchburg
	. Hagerstown
DeWitt	Bayonne
And scores of other	s. Bayonne



# Two Stenchers **Get Pen Terms** In Coast Cases

Los Angeles, March 14.

Two confessed stench bombers are doing time, first punitive results obtained for a recent campaign of perfumery against non-union pletures houses in Everly House and the state of the state

#### Low Bids Allow Second Crack at Spokane House

Spokanie Houise
Spokanie, March 14.
Al Finklestein and Al Rosenberg.
Seattle and Beilingham film house
oberators, came here for the public
sale of the Liberty theatter, formerly
of this Ray A. Grombacher chain,
but were held up by Boods and arbut were held up by Boods and arbut were held up by Boods and arcommon to the but were dismissed by
court as too low, anyway, so sale
reopens today (Monday).

#### Dallas Dropping Free Park Films for Children

Park Films for Children
Dalias, Marci 4.
To cut more corners, that the dada
are dropping free park fickers or
the kids. Which is at least one
scool break this town's risitor gets.
Main reason, say c.d.'s, is the
shortage of slient product. Essides,
even horse operas would aggregate
around \$7.090 for the summer spell.
Somebody suggested wiring the
or \$27.000 promptly aboved that
idea. Instead the picts, park board
will use allotted fund to hire more
playground supervisors.

#### Acquitted of Stench Bomb Charge, Woman Sues Beverly House

Los Angeles, March 14.

Damage suits asking 50,000 each have been seld as asking 50,000 each have been seld as asking 50,000 each have been seld as a self asking the self ask

left. Howard Hickel states he fell in the Orpheum lavatory Feb. 15, frac-turing a bone.

#### BUFFALO BLAZE

Buffalo, March 14.
Fire in the Marlowe theatre, neighborhood, during an afternoon's performance, destroyed about 1,000 feet of film and threw the audience

teet or nim and threw the audience into an uproar.
Although damage was slight several women and children were slightly hurt, one woman losing her shoe in which she had \$30 in bills. Management recovered the shoe but not the money.

#### Gabfests

Hollywood, March 14.
Studio conferences have been
put on a permanent basis by
Walt Disney.
Disney is in conference from
1 to 5 p. m. dally.

#### **Territory Tiff Ties** Up Indie Foreign Film in Midwest

Battle over territory rights on an indie foreign film, "The Christus," had the picture pulled off the screen last week of a local theatre and sent a couple of state-righters into

On the order of L. P. Fillisti, of the New York film exchange known as the Arc Film Co., Leon M. Miller, local attorney, went into the Harrison theatre armed with a re-

plevin writ and yanked the flicker.
As reported by Attorney Miller
the battle is technically between
the Wabash Film Exchange and the Foreign Taiking Picture Co., two local states-righters. Wabash exchange, headed by the Bland Bross, was given the rights to the Brand Bross, was given the rights of the Ross and the Foreign Talking Picture Co.,

Abe Teitel.
Entire case will be drummed into the judge's ears on March 18.

# Chi Petition Agin' Dual Features. But No Chance for Relief Till Fall

#### PROV. LABOR PROBLEM

MPA Withdraws From Federated Council Over Bill Posters

Council Over Bill Posters

Providence, March 14,
As a protest against placing a
chain of local theatres on the We
Don't Patronize list, for not employing union billiposters, the Providence local of the Musicians' Protective Association has witthdrawn its membership in the Providence
Central Federated Union.
Action follows the threat of a
leading exhibitor in town that unless the musicians and operators'
withdrew from Federation he would
lock them out. Officers of the Federated are attempting to force
exhibs to recognize the newly organized billiposters group, and are
seeding to haw all affiliated organlandious strike unless their demands
are followed to the province of the Sedmonths of the Sederated billiposters group, and are
seeding to haw all affiliated organlandious strike unless their demands
and the province of the SedMotton Dicture opporture.

are met.

Motion picture operators and stage hands are involved and have asked their respective international bodies to clear up the situation.

#### Perry for Dannenberg On Publix Toledo Div.

OR PUBLIK TOREGO DIV.

Sidney Danneiberg, former house
manager of the Paramount, Toledo,
and recently given the Toledo district by Publix, has left that circuit.
C. C. Perry, at ône time western
divisional director, has gone into
Toledo to handle that town locally.
Under the changes, the Toledo
district switches to the ChicagoDetroit division of Publix.

#### Operator Appeals Sentence

Gaiveston, March 14.

H. A. Dickson, Kilgore, Tex, moton picture operator, has taken an arreal from a conviction at Columbia, Miss, in connection with a \$7,000 robbery of a bank there in January.

January.

Dickson's punishment was fixed at 15 years' imprisonment and his appeal bond set at \$15,000.

Chicago, March 14.

It's the hope along film row that the first step against double features has been made in the signing of a petition by some 100 indie exhibitors asking that two-film bills be eradicated.

The petition, something in the nature of a personal pledge, is directed at the industry as a whole. The 100 signers are looked upon as just a beginning, campains aim being on to get every exhib in town. All this is purely a hope since the industry here has long accepted the fact that it's practically impossible to have all theatres-locally agreed upon any set plan. This move on the part of the more progressive exhibitors is due to the refusal for the current of the exchanges tried it once, but the exhalps made things so tough for the distribe that the exchanges men. have entirely cleared their mitts of any responsibility in the matter.

Not This Season

Not This Season

responsibility in the matter.

Not This Season

Even if the petition doesi ge
through, not a chance of this town
getting away from double features
before August or September; in
other words, not before the new
selling season. All theatres have
aiready bought up to their chins for
the two-feature flood and any attempt to return to singles at preseent would mean a heap of shelved
flickers and squabbles over unplayed product. The only way for
an immediate switch to singles
would be the general volding of
local film contracts. This, of course,
is unlikely.

But film row will be happy if it
can ret out of the twin-flicker
trenches by September.

#### Robinson-Fowler Collab

Holis not. 14.
Radio has borrowed Casey Rob-lison from Paramount to work on the 'Is My Face Red' script with Gene Fowler.
Columnist's story.

# A message to the

# Motion Picture Theatre Owners of America

A most important announcement was delivered at the Allied States Convention in Detroit, and the M. P. T. O. A. Convention in Washington by the Photophone Division of the RCA Victor Company.

It was at the same time the most important announcement exhibitors have heard since sound became the screen's most dominating factor.

Cut to the bone and right down to the solid facts, it is America, large and mail from the largest circuit to the individual exhibitor.

Before one or the other contemplates the installation or replacement of sound reproducing equipment, investiga-tion of the following information is respectfully suggested:

The Photophone Division of the RCA Victor Company announces The introduction of two new all AC operated sound reproducing equipments, the

For further information communicate with

Photophone Division

RCA Victor Co., Inc.

Camden, N. J .- branch offices in principal cities

Standard Super, designed for theatres from 2,500 to 4,000 seating capacity at \$5,000 and Standard Large, for theatres between 1,400 and 2,500 seating capacity at \$3,750.

Reduction in the price of the Special Size equipment from \$1,600 to \$1,450.

Other material reductions including contract service charges, all made possible by the recent merger of the RCA Photophone Co. with RCA Victor Co., Inc. Increases in capacity limitations of all A C operated Special Size equipment from 500 to 600 seats and all AC operated Standard Small Size equipment from 1,200 to 1,400 seats.



# It Was Back in 1910

By Joe Laurie, Jr.

JANETTE HACKET

Having severed a two-year

is now in position to act

as producing technician and adviser . . . . Acts desiring modern

and original ideas in

with Miss Hackett

JANETTE HACKFI

Room 1002, Palace Theatre Building, New York

BRyant 9-4648

Lyrics. Music. Costumes, Scenery, Expert Lighting

and Staging, communicate

affiliation with RKO as the head of the Production Department.

in the trade papers in 1910 read:
"Don't lose your life in a hotel

fire. Be prepared with a McArthur nre. Be prepared with a Mearthur tourist ladder whelh can be carried like an overcoat in your trunk. The Mearthur portable fire escape can be used a moment. Write for handsonely illustrated booklet tod y before it may be too late."

An advertisement which appeared ....showing you actors get into the trage papers in 1910 read: everytl.ing.

Stage Draws
America's 'nac' - matinee heroes
of 1910 were John Barrymore in
"The Fortune Hunter," H. B. Warner in "Allas Jimmle Valentine,"
Donald Erlan in "The Dollar Princess," and William Courtney in
"Arsene Lupin."

Converted Stables
Hammerstein's Victoria theatre, now the Riaito, New York, was once lowing a picture that the audience a stable. So was the Winter Garden (Continued on page 59)

#### Cooper and Blair Prepare Legit Tabs for Vaude

Two more legit producers trying condensed legit shows for vaude are Sam Blair and Jimmie Cooper. Latter put Blue Ghost' ta', into rehearsal Wednesday (9):
Blair is preparing an 80-minute version of 'Old Kentucky', which

version of 'Old Kentucky' which was revived about 15 years ago. 'Ghost,' tabbed down, played Publix-Balaban and Katz time about three months ago after playing Chicago as a legit for Harry Minturn. Present company is new and formed by Cooper, who originally produced the play on Broadway.

#### **WB's Bumpkins**

Los Angeles, March 14.
Warners is thinking of staging review with home town talent in all its houses outside Los Angeles.
As a tryout WB will stage a bumpkin Follies at the San Pedro. Cal., theatre with Dwight Pepple, of Chicago, producing.

#### No Outside Units

RKO tabled several stage booking deals last week when deciding that no outside booked units will be contracted for the time being. Two propositions affected involved Loew presentation units for the Memorial, Boston, and Franchon & Marco ideas for the Hippodrome,

#### Station Producing Act

WMCA is producing an act for vaude to be billed as 'WMCA Per-sonaities,' with 'the Wm. Morris office booking. Irving Seltzer's band, 'Blue Ledy,' Jerry Baker, Red, Black and Gold trio and 'Love Serenader,' all WMCA artists, will be in the act.

#### Capital Keith's Will Play Six Act Shows

RKO Keiths', Washington, now spending around \$5,000 a week for its five-act, bills, will change to cheaper six-act shows April 2. Under the budget reduction the house goes from Bill Howard's to Harry Kalcheim's book.

#### Aud., Academy Changes

#### 4 in K. C. Pan

4 In No. C. Fan
Chicago, March 14.
William Morris office starts booking a four-act into the Pantages;
Kansas City March 25.
Dark all last year, the Pan was
reopened about seven months ago
by the owner of the property, with
Joe Gorman, formerly with RKO,
operating the house. It's been running with straight pictures since.

#### Treasurer's 4-a-Day

Minneapolis, March 14.
Fublix is using vaude on Sundays a number of its neighborhood houses here. Acts booked require no orchestra or stage crew. Results thus far caimed to be okay, with suitable acts difficult to obtain, circuit has "Randy" Merriman doubling as treasure of the Minnesota theatre and the suitable acts of the Minnesota theatre and so that the suitable acts of the Minnesota theatre and so that the suitable acts of the suitable acts

#### Gat Boys Throw Palace In Chi for \$2,200 Loss

In Chi for \$2,200 LOSS

A couple of gummen staged an impromptu stickup on the Palace box office, breezing away with \$2,-200, part of the night's (Thursday) receipts.

The men approached the cage in double quick time, scaring Florence Luthardt, cashier, into handing over the money. They got away before anyone arrived on the scene. Although downtown and district stickups have been common here it's the first time for the Palace. Loss was secured by insurance.

# AGENTS SAIL ON **BIG TALENT**

March 14.

London, March 14.

George Black and Harry Foster are sailing for New York Friday (18) on a big offer with Friday (18) on a big strategies of the Friday (18) on a big strategies of the Friday (18) of the

#### RAYMOND AS CLUB BOOKER

Al Raymond is entering the club booking business in New York, dis-solving one of the oldest vaudeville comedy teams, Raymond and Caverly. Raymond and Caverly were stage partners for more than 20 years.



# EDDIE

BACK

AT THE

**RKO PALACE, NEW YORK** AGAIN

HEADING GUS EDWARDS' **NEW "RADIO REVUE"** 

# RKO PALACE, NEW YORK, THIS WEEK [MARCH 12th]

"RADIO'S WIZARD OF THE STRINGS"

# ECK

THE ORIGINAL VITAPHONE ARTIST

ECORDING STAR

Personal Direction: HARRY A. ROMM LEONARD ROMM

# Revived Legit Musicals as Tabs Are Spreading Fast, East and West

Max Gordon's 'Three's a Crowd,' at the New York Paramount next Brooklyn, the week following, is the third of a probable string of tab

third of a probable string of tab musicals for the picture and vaude-ville houses. 'Crowd' is salaried at \$6,000 for the two New York weeks. The Joe DeMitt-Gregory Ratoff version of Tollow Thru,' getting \$8,000, opens at the Paramount, New Haven, March 19, with a week each in Buffalo and Detroit, both Pub-lix, following. The straight salar-tic properties of the company. Ratoff's Girl Crasy,' first of the tabs, opens a Loew picture house -route April 1 at the Paradise, New York. Associated with DeMit in the

at the Paradise. New York.
Associated with DeMilt in the
production of Tollow Thru' is Anatole Friedland. The combination is
working on other past musicals for
pop-priced revivals. DeMilt and
Friedland have obtained the picture
house and vaudeville rights to Desert Song.' New Moon,' Good News,
The Company of the Com

Los Angeles, March 14.

Girl Crazy' in condensed form will open March 31 at the Pantages, Hollywood, for two weeks. Musical played downtown some months ago at regular legit scale. It's further

any wou, for two Weeks, Musical played downtown some months ago at regular legit scale. It's further evidence of the current cycle in pleture houses, east and west, for cut-down and cut price legits. Ginger Rogers, New York ingenue, and B.B.B. of the coast legit porduction where the second second control of the second second with the second se

#### Loew's 5 N. Y. Wks.

Loew's 46th Street, Brooklyn, five act split week, goes straight pictures March 19. Half week loss cuts Loew's New

York vaude time to five weeks, low est on record for that circuit.

#### More Guinan Time

Texas Guinan, who played the alace, New York, last week for 1,250, is booked for another week \$4,200, is booked for another ween and a half of RKO dates in New-ark (current), and the Coliseum New York. Albee, Brooklyn, may follow, Morris & Oz booking the

act.
When Miss Guinan last played for RKO, about two months ago, her salary was \$3,750.

#### OPPOSISH BILLING

A quartet from the Girl Crazy musical is going out in vaude at the same time that a condensed version of the show is playing picture houses.

houses.

Group of four, opening for RKO in Yonkers March 19 will be billed as the 'Girl Crazy' Foursome Members are Marshall Smith, Del Porter, Ray Johnson and Dwight Snyder. Jenie Jacobs is agenting.

#### Kate's Added Time

Kate Smith's RKO time at \$6,000 a week has been extended for 10 more weeks in the middle west. Miss Smith will be added to the units in 10 intact towns.

#### \$3,500 FOR BRITTONS

Frank and Milt Britton band, out of the Follies, plays the Roxy, New York, week of March 25.
Salary is \$3,500.

## Showing by Disk

Walton and Brant, veteran mixed team, doing a new act, think they have found a way of showing it to the bookers.

They have had phonograph disks of their stage routine made and are sending a copy to each of the booking offices.

#### Holtz Averages Near \$3,500 for Himself: **New Show Next Week**

Including the fifth and current week of his show at the Hollywood, New York, and its percentage break-in week in Newark, Lou Holtz will have averaged around \$4.00 to the Holtz will have averaged around \$4.00 to the Younger Hollywood will be covered by the first three weeks profit.

Of Holtz salary, around \$2.00 comes from the total show cost, which is covered by the first \$15,000 taken in at the box office. The rest is overed by the first \$15,000 taken in at the box office. The rest is or a split with the house on everything over operating expenses.

on everything over operating expenses.

The second Hollywood bill, opening Monday (21), will be topped by Harry Richman, with Hottz and Lyda Roberth holding over. Other acts will be Aaronson's Commanders, doubling between the pit and stage; Hal LeRoy and Mitzl Mayfair, Norman Frescott and Gloria Grafton. A line of Albertina Rasch girls were set but cancelled. The Warner office is now trying to obtain the 24-girl dancing line from the Tööllies."

the -Folities.'
Richman, LeRoy and Miss Mayfair closed Saturday (12) with the
Foliles' in Baltimore. Richman
was grabbed for the Hollywood by
Warners while he was negotiating
with the RKO Palace.

#### **FAY—FRANCES WHITE** SETTLE ALIMONY CLAIM

Frank Fay and Frances White have settled the latter's allmony claims for \$25 a week since their divorce 13 yearns ago. Fay's salary, \$4,000 at the Palace. New York, was attached by Miss White two weeks ago. Money was reported released when a settlement was reached. The present Mrs. Fay (Barbara Stanwyck) finished out last week alone at the Palace when Fay dropped out after the second day. After failing to go on Monday, Fay showed up the next day but was not permitted to go on. The booking office had obtained Gus Van in the meanwhile. Fay was paid off for his two days' work.

Miss Stanwyck leaves for Hollywood shortly for her first of three Warner pletures due and the present of the prese

#### N.Y.U. for RKO

N.Y.U. for KKU

New York University Glee Club,
which won the intercollegiate glee
club contest, has been booked by
RKO for its first appearance in
vaude. Only other stage engagement was at the Roxy, New York,
last summer.

Personnel includes 32 voices and
alfred M. Greenfield as conductor.
Lee Stewart is handling the act.

#### Lee Kids' Golfer

Alex Morrison, goif pro, and Jane and Katherine Lee are rehearsing an act for vaudeville, Tishman &

stage for several years. About 10 years ago, with Ed Flanagan, he did the first golf act in vaudeville.

#### MIKE BERNARD'S BARITONE

Mike Benard, the once noted planist at Tony Pastor's, will shortly stage a vaude return with John Gurney as his partner. Latter, a barttone, is a member of the Gurney elevator family.

Sam Shannon and Maurie Rose framed the combination.

#### Further Salary Dron For RKO Acts-Beck

Vaudeville salaries for standard acts on the RKO circuit are due for another drop. Martin Beek says salaries set and paid by the booking office in the past season are too high and must come down.

Last week Beck officially diestioned several salaries paid by the previous booking regime by calling the previous booking regime by calling the same of the previous booked and paid are to the salary in the same of the same and the same of th

is overpain is the first been officially placed on flash acts, it was reported \$1,000 may become the outside figure for any such as these, save those with names whose personal salaries necessitate a higher figure

salaries necessitate a higher figure in order to operate.

Asked if \$1,000 will be top for flashes in the New York houses, George Godfrey said no limit has been actually set, but that, 'an act will have to be pretty good to ret that much.'

# WILL MUFFLE N. V. A. DRIVE

This year's NVA drive, set for the week of April 16, will be launched without any advance exploiting or notice. At a meeting last week the manager members of the VMA, whose theatres will participate in the audience collections, decided to dispense with the cush theory that so advertise a passing may keep patrons away from the theatres right now. Plan adopted confines, all NVA mention to the collection week itself. Unless by word of mouth after the first day, audiences will not be aware of the hat passing until getting inside. They'll then be notified via trailer and promptly solicited. Four or five different sound trailers will be made and mutually paid for by the participating circuits and theatres.

#### Not Paving Extra for Palace 6-Show Weekends

Acts are not being paid extra for Acts are not being paid extra for the new Saturday midnight per-formance at the RKO Palace, New York. With the new Saturday show the Palace is now three-a-day over the weekends, or 16 performances on the week. The Sunday super show was added last year. Under the new booking setup articles is now separately operated in ranged by Martin Beck, the Pal-ace is now separately operated in every way from the rest of the RKO circuit. In addition to book-ing the shows, George Godfrey is writing the advertising for the

#### Nagel's 2 B&K Wks.

Chicago, March 14.
Continuing its steady stream of picture name personals, Balaban & Katz arranged a couple of weeks here and in Detroit for Conrad

Nagel takes the week of March 18 at the Michigan in Detroit, then moves here for a session at the Chicago.

#### Lewis' Coast Weeks

Los Angeles, March 14.
Demand for stage names out here
brings Ted Le. ; into Loew's State
week of April 6, It will be the first
week of sever 'Fox West Coast
o' ss for Lewis who carries 26 people in his act.
Booking.

#### SIMS-BAILEY FOR PUBLIX

Chicago, March 14. Following local stage dates for Publix, Lee Sims and Ilomay Bailey, NBC staff artists, go over to FKO. Team opens in Madison, March 23 and then goes to South Bend, on a split week arrangement.

# 53 Wks. Is RKO's New Time Low: 17 Wks. Dropped Since Jan. 1: Takes 30 to Play Intacts' 19

#### New Billing

To comply with the depresh, Ned 'Clothes' Norton has had his billing rewritten by Al Boasberg.
It now reads Ned 'Naked'

#### Air Bureaus Get Agency Rating at Complaint Meeting

NBC and CBS, whose artists bureaus hold RKO agency franchises, were classified as regular agents with full privileges at a meeting of the RKO Agents' Association last week. Classification of the networks' status in the booking office was made at a meeting called for the purpose of hearing complaints entered by RKO agents against the radio chalma.

purpose of nearing companies entered by ReO agents against the first was alleged that the networks, through the influence they wield in the radio field, have an unfair advantage over other RKO agents in the booking of radio artists in vaudeville. The chief complaint was that of the James Plunkett office against NEC over Landt Trio and Plunkett office on the James Plunkett office actions of the James Plunkett office actions a contract with the act gives its artist bureau exclusive representations rights. The network was upheld. The property of the prope

#### **RUBIN-HALEY NOT SURE** WHETHER TO HOLD OVER

Benny Rubin and Jack Haley will decide today (Tuesday) whether they'll hold over at the RKO Palace, New York, next week. In currently, they're optioned to stick next week when the Paul Whiteman band

when the Paul Whiteman band comes in.

The paul whiteman band draw this week's audience back again.

Intention is to hold over all but Norma Terris, Will Osborne's band and Gus Edwards' Radio Understudies' as the first part next week, with Rubin and Huley doubling into the second section with Whiteman.

#### Cut Acts for Film

When 'Lost Squadron' (Radio), plays the RKO neighborhood combo houses in and around New York March 26-30, vaude bills will be eut Most of the houses affected have

#### WANT LILLIAN EXAMINED

Warner booking office has re-quested the V.M.A. to have Lillian Shade examined by a physician as a result of her cancellation of eek in Washington on a claim of iliness

Miss Shade was booked to open Saturday (12), at the Earle, Wash-ington, but cancelled Friday night.

#### HOLD UNIT OUT

TOLD UNIT UUT

San Francisco, March 14.

Thurston's draw at the Orpheum is forcing Anatole Friedland's Showboat, RKO unit, out of the Orpheum, Oaldand, week of March 18, with Thurston substituting.

Circuit is seeking another spot for the unit.

#### RKO BOOKS LYON

Ben Lyon opens for RKO in New York March 19, Booked by Curtis & Alien.

RKO's big vaudeville splurge, which the circuit talked about and vaudevillans hopefully awaited, bas failed to arrive. RKO's vaudeville books, which on Jen. 1 held 70 weeks, and by this time were expected to hav. Increased to 90, are now down to 83. This is the lowest fluure on record for the principal variety circuit.

figure on record for the principal variety circuit.

The drop of 17 weeks, or almost 25%, has occurred in less than three months through a steady drift of former vaudeville strongholds to straight pictures. Main decline was felt on the intact route, which fell from 30 weeks to 19. This is despite that the intact show towns were credited by David Sarnoff with keeping the circuit out of the red on theatre operation.

From the most playable of all vaudeville routes the intact timerary has deteriorated into a booking

From the most playable of all vaudeville routes the intact titnerary has deteriorated into a booking that numerous acts are now turning down due to long jumps and the impossibility of saving any money. It now takes 30 weeks to play the 19. That means II weeks of layoffs for 19 of actual work. There is a three-week gap between St. Paul and Seattle, and a four-week open stretch between Cieveland and Minneapolis, with no chances for acts to plek up outside time to fill the openings in these territories. The expenses necessitated by the seven weeks iddeness in these two jumps alone work considerable hardships on the acts, they claim.

#### Seven Cut Weeks

Seven Cut Weeke
Beddes the layoffs, at least seven
of the 19 working weeks are 25%
salary cuts, which brings the salary
average for all acts to less than 80%
average for all acts to less than 80%
of the amount shown on-the-books.
It an act's RKO salary is set at \$400,
its weekly average on the intact
route will amount to \$230 or less, on
top of which is deducted the 10% for
commission and railroad fares that commission and railroad fares the average more than \$20 per jump.

Current Unit Route

The intact route as it now stands, with cut weeks and layoffs noted, is

as follows:
Kenmore and Madison, New York (two spilts), 25% cut.
Syracuse (full salary).
Rochester (full salary).
Cleveland (full salary).
Four weeks layoff.
Minneapolis (full salary).
St. Paul (full salary). Minncapolis (full salary).
St. Paul (full salary).
St. Paul (full salary).
Three weeks layoff.
Seattle (full salary).
Tacoma, 8 days (25% cut).
Four days layoff.
Fortland, Ore. (25% cut).
One week layoff.
San Francisco (full salary).
Oakland (full salary).
Los Angeles (full salary).
Salt Lake (full salary).
Comaha (full salary).
Comaha (full salary).
Kansas City (full salary).
Kansas City (full salary).
One week layoff. One weck lavoff One weck layoff,
Dallas (20% cut).
Little Rock, 3 days.
Four days layoff,
New Orleans (full salary).
Atlanta, 6 days (six-sevenths sal-

ary).
Since the route ends in Atlanta, the final obligation is the non-salaried jump back to the starting point, New York.

#### Vet Kidnaper Thinks Vaude Should Use Him

Vaude Should Use Him Pat Crowe, the old time kidnaper, wants to play some vaudeville. He was submitted last week to RkO by Billy Diamond.

In a wire to the agent, Crowe stated he figured the current prominence of kidnap stuff is sufficient to make him elliptic for the stage. Among his qualifications, Crowe mentions his work in the Rocket-College of the control of the control of the Rocket-College of the control of the result of the Rocket-College of the control of the Rocket-College of the control of the Rocket-College of the control of the result of the Rocket-College of the control of the Rocket-College of the control of the Rocket-College of the Roc

#### McLaglen's Act

Victor McLaglen will make his vaudeville bow for RKO April, 9 in one of the New York houses. Jack Curtis booking. Film player will do a comedy turn

with seven people. Featured mem-ber of the support is Charles Judels.

#### PRODUCTION DEPT. IS OFF FOR THIS SEASON

Too late in the season for RKO to organize its own production department, according to Martin Beck. Discussion of the project will be carried on over the summer, he stated, with the booking office continuing to buy independent produc-

thruing to buy independent production acts.

Last week Beck talked vaudevilles producing with Ned Wayburn, Albertina Rasch, R. H. Burnside and others for the reported purpose of considering a circuit controlled production staff. But nothing definite was consummated, he declared.

A production department owned and operated by and for the circuit to the exclusion of independently-produced acts was suggested to the RKO board some time ago by James Turner and S. L. Rothafel. The last production department operated by production department operated by euni, foided under a \$500,000

#### F&M UNIT TO FADE

rem unit to FADE

Chiesgo, March 14.
Fanchon and Marco unit at the Chicago currently, 'Around the World,' will play out its four weeks of B.KK. time locally and then fold. 'Atter' the 100p week this show, headed by Conchita Montenegro, touches the three deluxe nabes, Uptown, Tivoli and Paradise.

#### DeBondy West

Chicago, March 14.
Fred DeBondy, RKO vaude scout, left here last week for the Coast, where he will make an inspection tour of all RKO western houses.

# **DENNIS WHITE** and GIRLS

(Formerly Zastro and White)
Week March 12, Palace, Cleveland
Dir.: Weber-Simons - - Nick Bolla

Over 5,000,000 Feet General Film Library, Inc.

#### HERB TIMBERG

I'm the only son not introduced rom the stage by his Father—I'm n my own—"my Own" belongs to

# **CONLIN and GLASS**

**Enroute RKO** 

Direction, TOM, J. SITZPATRICK Palaco Theatre Bidg., New York City

#### Stratford on Fence; Vaude Up to Union

vaude Up to Union Chicago, March 14.
Unless amicable labor terms are reached this week Warners will puil its vaude shows from the Stratford Saturday (19) marising its last stage evacuation in this territory. Parthenon, Hammond, pigying Sundays Stratford going it will leave Warners stageless throughout the middlewest, with nothing west of Pittsburgh.

In event of a union adjustment the Stratford is considering return-ing to stage band shows, with Ted Leary in mind as m.c. Both the Stratford and Hammond house have been booked by Charley Hogan through the Wm. Morris office. Oth-erwise the Stratford is slated to go straight films again with double

If RKO can get a suitable deal rom the musicians and stage hands union the Englewood may return to a vaude policy and showing nights

a vaude policy and showing nights.
So far the unions have been
adamant in their demands, which
RKO found prohibitive for its purpose with the southside house. Now
with the Warner Stratford, across
the street, abandoning its vaude policy, RKO's interest in reviving the
Englewood has been renewed.

#### F&M Bookings

Los Angeles, March 14. Fanchon & Marco have added another 25 acts to units going out during April. They are:

another 25 acts to units going out during April. They are:

New cast for Exotique, which goes as far as St. Loui. Foley and La Tour, Ramon and Virginia. Town and Country: Brox Sisters, Bert Levy, Novack and Fay, Mildred Perlee.

Mickey and Minnle': Bellet and Lamb, Monte and Carmo, Joe Christy and Co., Toots Novelle. Malibu Beach, staged by Fanchon: Bernle and Walker, Jack Rochler. Baby Stars' unit: Trix: Friganza, Fark and Clifford. The Buroffs, Edna Errico. 'On the Riviera,' staged by Gae Foster, opening at 's Fox, St. Louis, April 25. Content Monte and Pal, Billy Sinyder, Lottle Mayer, Jr., Sunkist Disappearing Water Ballet. Ticturesque,' staged by Gae Foster, opening at the Fox, Detroit, April 27. Paning at the Fox, Detroit, Paning and Additions to the Granuan Chinese. Paul Mall.

Paul Mail.

Additions to the Grauman Chinese show opening next Thursday are Arnot Brothers, Moroni and Partner, Ken Syner.

#### **Vincent-Gardner Agency**

Los Angeles, March 14. Frank Vincent and Jack Gardner are about to form an agency out here. Both are former vaudeville bookers with Gardner previously an agent and also former head of the casting department at the Fox

casting department at the Fox studios. Vincent at one time was division manager for RKO on the coast.

#### (Week Mar. 19) Seattle, Wash,

THE ORANTOS

"Heads Up"
World's-Only-Double-Perch-Act
(Direction of Jack Weiner)

MASTERS

(Dir.

GRAYCE

GRAYCE

ta "GESS WHO TES

(Dir. Jess Freeman-Chas. Morrison)

An Artistic Idea From Paris

"LIVING JEWELRY"

with HOOVER and CAMP

Establey Simmons

(Direction of Chas. Morrison)

#### DON ZELAYA

The Philosophical Pianist (Direction of Weber-Simon)

BEO VAUDEVILLE INTACT 76 (Week Mar. 19), Tagoma, Wash. **VERNON RATHBURN** "The Prince of Rhythm" AND HIS SAX-O-TETTE (Dir. Harry Ward-Max Gordon)

**EDITH BOW** With Her "MAN TROUBLE"
Songs by Jean Paurel
(Direction of Lea Stewart)

# THE ELECTRIC TRIO

Wes and Lies Adams Bernice Mershon (Direction of Harry Fitzgerald)

DOCTOR

#### ROCKWELL

QUACK-QUACK-QUACK (Direction of Harry Fitzgerald)

BKO VAUDEVILLE INTACT 75 (Week Mar. 19), Portland, Ore. HAZEL MANGEAN'S GIRLS

with ADELITA TATALI
4 SPEEDS—AND NO BRAKES
(Dir. of John Hickey-Jack Curti **HOWARD--FINE--HOWARD** 

"THE THREE LOST SOLES" JACK WALSH
(Direction of Blondell & Mack)
THE DECELTFUL ENTERTAINE

#### FRED KEATING

"The Great Alexander"
(Dir. Chas. H. Alien—M. S. Bentham)

#### ADELAIDE HALL

The Crooning Blackbird Personal Mgt, Nicholae Gyory (Direction of Weber-Simon)

BHO VAUDEVILLE INTACT 74. (Week Mar. 12) Portland. Ore. **BOB STICKNEY** With LILLIAN AYLIN
in "UP A TREE"
(Direction of Herry Fitzgerald)

MAKER and REDFORD

"The Ear Bender"

THE WORLD FAMOUS

# SINGER'S MIDGETS OF 1932

BKO VAUDEVILLE INTACT 78 (Week Mar. 19), San Francisco, Calif. FORTUNELLO and CIRILLINO 'The Happy Hooligans'

HOPE VERNON "Singer of Romance"

(Direction of Jack Weiner) Meet

# **MARTY MAY**

riend of Thousands, Annoyed by

Jean Carroll

(Direction of Chas. Morrison)

#### ANATOLE FRIEDLAND'S "SHOW BOAT"

with Mary May

Jean Carroll and a supporting east, composed of a shipload of Anatole's Beautiful Sallocaties (Direction of Chas. Morrison)

BRO VAUDEVILLE INTACT 58 (Week Mar. 19), Minneapolie, Mise. GLORY E. LEE and HARRIS TWINS

O JACKS AND A QUEEN OF PEP (Direction of Sam Shannon)

VIC OLIVER

Europe's Gift to America

with MARGOT CHANGLE

(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 Mar. 19), St. Paul, Minn.

WALTER (Mouse) POWELL

Benny's Bad Boy and
"RED" PEPPER
The Cayenne Comedian

The Three Playboye DENNY LYNCH MYRL ALDERMAN RAY EHRHART

BENNY

MEROFF

RKO VAUDEVILLE INTACT 80 (Week Mar. 12) St. Paul, Minn.

WILL and GLADYS AHERN

with Brother Den
"Arizona's Fun Spinners"
(Direction of Milton Lewis)

Vaudeville's Popula

**HEALY** and **CROSS** 

"The Stage Salesmen of Songs (Direction of Charles H. Allen)

ARTHUR and MORTON

HAVEL

"Hot Water"—By H. C. Greens
With Helen Lockhart, Denise Dooley
and Bud Williamson
Term Freeman—Chas. Morrison)

BEO VAUDEVILLE INTACT 79

THE AVALONS

A Thrill a Second (Dir. of Billy Jackson & Jeff Davis)

HAL NIEMAN

"The Vagabond Rover"
(Dir. of John Hickey-Jack Curtis)

**DONATELLA BROTHERS** 

in "Wait and See" (Dir. of Jeff Davis & Billy Jackson)

**CLARA BARRY** 

ORVAL WHITLEGE

He Doesn't Know the Music an She Doesn't Know the Words" RKO VAUDEVILLE INTACT 78 (Week Mar. 26) Stattle, Wash

CHAPPELLE - CARLTON

"On the Stairway'
(Direction of Marty Forkins)

KRUGEL - ROBLES

'DRUNK AGAIN'
(Direction of O. L. Oz-Morris & Oz)

DON RUIZ and BONITA

The South American Dancers
With Sultans and Vivera
Marie Patri—At the Plane
(Direction of Harry A. Romm)

FRANK

LIBUSE

The Colonet of American Nuts with Myrtle Lansing (Personal Mgr., Jesse H. Martin)

EBONY FOLLIES

"A Musical Comedy Rom from Alabam'" (Direction of Harry A. Ro

MARY DUNCKLEY

ANN ROTH Representative
JOY FINLEY Revelation
10 Byth

THREE BREDWINS

Athletic Comics (Direction of Hugo Morris)

# MADELINE PATRICE

Protege of the Late Enrice Carri (Direction of Morris & Oa)

# NAYAN PEARCE and JAY VELIE in "RED RHAPSODY" Boyd Davis, Musical Director (Direction of Ed. S. Keller)

AMERICA'S EGOTIST

# Harry J. Conley In Person

RKO VAUDEVILLE INTACT 86 .

The Dark Cloud of Joy

# BILL ROBINSON

"HOT FROM HARLEM"

JOHN MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG

"THE BROWN BUDDIES"

Chorus of Eighteen (Direction of Marty Forkins)

#### BKO VAUDEVILLE INTACT 85 (Week Mar. 12) 105th St., Cleveland, Ohio PORCELAIN ROMANCE anjon Brothers and Louise Gr (Direction: Chas Morrison)

Roy with the Ralancina Complex

BOB RIPA Denmark's Juggling Genius (Direction: Jenie Jacobs)

## HURST and VOGT

"OUT OF THE MARINES"

By H. C. Green

(Direction: Chas. H. Allen)

# DIAMOND BROS

HUGHTE-TOM-HAROLD "Nevertheless Gentlemen"

(Direction: Chas Morrison)

RKO VAUDEVILLE INTACT 84 (Week Mar. 12) Dayton, Ohio The Mirth Provokers

# SE JOHNSON

"ATROCITIES OF 1932" 22 Nuts of All Kinds With One Idea and One Purp - To Make You Laugh-

To Make You Laugh—
BATA and BESSIE KAPPLE
"Two Beautifut Dancing Singers"
"The Eight Miss-take"
"Nestling in a Bouquet of Idolos"
"Vith Moore and Shy, Geo Moore,
Joe Ferry, Sidney Ulsbon, Glubon
Joe Ferry, Sidney Ulsbon, Glubon
And Speedy" Faterson
And Sundry-Nuts—too
Numerous to Moniton

RKO VAUDEVILLE INTACT 83 (Week Mar. 19), Milwaukes, Wie. ROSETTE and LUTTMAN

In "Dance Stories"
With GRACE & BEATRICE WYLLE
(Dir. of Max Tishman, Plunkett office)

#### DE VITO and DENNY

DOT STEVENS

in "Lady Harrower's Reception"
(Direction of Chas, Wilshin)

#### LITA GREY CHAPLIN

"The Charming Chantress" Personal Mgt. Nicholas Gyori

(Booked by Weber-Simon)

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MARVIN H. SCHENCK

BOOKING MANAGER

# NEW ACTS

RUBIN and HALEY Comedy, Singing, Dancing 46 Mins.; One and Two Palace

Palace
Benny Rubin, in pictures for
some time, and Jack Haley, from
musicals, appear together in what
mounts to an act as well as-working-singly in the Palace show. Adaltionally, they work singly and together in m. c'ing the show plus
several blackouts, latter in No. 2.

Equipped with good material for their Palace engagement, and dis-tributing it quite evenly, the two work together effectively, with much of the comedy drawn from kidding each other.

et the comedy drawn from kidding each other.

This begins when they first put in their appearance following Roy Smeck's act (No. 2), with Haley and Rubin in dressing rooms prepared to the second results as to who's going to do the second results as to who's going to do the second results as to who's going to do the say that the second results are to their difference in nationalities, but all of it in an entertaining spirit.

For their double (third) they work this up to a feat turn, with Haley finally bringing on an interesting to pull gazes in Yiddish. Suddenly the stooge recognizes Rubin from his screen work and quite Haley cold.

Haley, on fifth, does what is of-

Haley cold.

Haley, on fifth, does what is offered as his own act, selling some
sockful gags and effectively peddling
a song number. Just ahead of this
is a blackout in which six people
take part.

as the state of the state of the care of the care part of the care of the century, which is a howl, and given of the century, which is a howl, and given of the century, which is a howl, and given of the century, which is a howl, and given a compared to the century, which is a howl, and given of the care o

got a heavy laugh from the matinee crowd,
They open intermission looking their pants, and Rubin accusing their pants, and Rubin accusing in his, then introlner Russ Columbo, whose finish they mix into.
Rubin cut to five minutes for his single snot, doing a line of tak on a single snot, doing a line of tak on a short hoofing specialty, apolegizing for latter because the doc advised him not to chance a strain following a recent operation.

In a recent operation.

In a different control of the contr

with Osborne, included in the Rubin-Haley teamwork. Char.

JOHN and MARY MASON (6) Skating 12 Mines; Own Drop in 2 State, N. Y. State, N. Y. Gould a skating act. The common state of the

MARTIN and in...
Aerial

8 Mins; Full

4 Mins; Full

5 Mins; Full

6 Min

DOROTHY MACKAILL (4)
Skit (Dialog, Songs and Dances)
18 Mins.; Special
Oriental, Chicago
Backed by an elaborate dressing
room set and supported by Nell
Miller, her husband, and two boys.
Drouthy Mackaill ventures out of
Drouthy Mackaill ventures out of
Drouthy Mackaill ventures out of
Harry Ruskin wrore in the fesh,
Harry Ruskin wrore and staged it.
That set is sumptuous enough,
maybe too much so for a dressing
room, and what with candles all
acound it the back drop looks like a
drough the stage of the stag

church faced succ arop looks like a church facekall's looks and other photocal appuremances are well professed appuremances are beared throbbling series apportunity that she can sing a little dance a little and make a nicely polsed appearance on the stage without going into alibis is probably new to her admirers. That angle, among others, and the stage with the stage of the stage with the stage of the sta

good start.

Breaking in at the Denver Paramount, the Mackaill act jumped right into the Oriental for its second if an oriental representation of the second if an oriental representation of the second many wrinkles yet to be fromed dut. What is more important is that the blonde Miss Mackaill is a willing worker and graceful, if not forceful, or or oriental representation of the latter feature there are a couple of neat boys, Montgomery and McDowell.

Opening has the two boys arrives

a couple of neat boys, Montgomery and McDowell.

Opening has the two boys arrive at Miss Mackaill's dressing room, and McDowell of the McDowel

it would be advisable for Miller to drop his singing.

Final number has Miss Mackaill come out in a tux and topper for come out in a tux and topper for boys. In male as well as her own sarb Miss Mackaill looks attractive. That she makes no curtain speeches or any reference to Hollywood is another factor in her favor. Any purposes on the sitempt of his or any reference of the manual control of the faready known screen reputation. Previous personal appearances by screenites who could do little else but how has ruled out all title else but how has ruled out of mackaill is wise. In leaving that sort of chatter out. What she is doing now will get by, without huzzahs of course, but more than could be expected from a screen clean. ourse, but more than coule ected from a screen celeb.

#### Span.

SINGIN' SAM Songs 13 Mins; One Hippodrome

Mippodrome
Singin' Sam is featured on the
CBS Barbasoi nightly broadcasts,
but is not under contract to CBS.
He is under direct contract to the
da agency handling the account and
who permit him to take this fling
in vaudeville.

in vaudeville.

Due to his radio work, Sam has built up a large rep for himself. New York theatregoers are familiar with Sam's type of warbling, as witnessed by the reception he got.

by the reception he got.

Sam, like all radio singers, works in front of mike attached to amplifiers. He has a deep bass voice and it would be interesting to see how his tone would carry without the amplification. Sam sings without any apparent effort in a pleasing slow tempo. Diction and delivery are both good and this radio warbler should have no trouble getting.

For finish requests audience to join him in the chorus. At this house it fell flat. However, that gag may work before family audiences.

A planist assists.

#### JOAN CLIFFORD (2)

Songs 11 Mins.; One Jefferson

Mississipping and the second appears in "Variety's new acts files, noticet in "Variety's new acts files, indicating that she must have come out of a two-act or have otherwise gotten her valude experience. That she's had some is evident by the manner in which she tcars right in She's a singer of the red-hot variety, with her fiaming hair and statuseque build helping considerable. About hair special material and the rest pop numbers, all the she was a singer of the red-hot variety, with her fiaming hair and statuseque build helping considerable. About hair special material and the rest pop numbers, all the she was a singer part of the she was a singer of the she was a singer of the she was a she was a singer of the she was a she

# ESTHER RALSTON and Co. (10) Singing, Dancing 26 Mins.; Full (Special) 86th Street

Singing, Dancing

26 Mins.; Full (Special)

86th Street

Here is a picture girl in vaude and really working hard in a personal act which has nothing to do either by affirmation or aliegation with and a condition of the property of the pro

goes into a five not cause again, so all's foregiven.

DOC BAKER (9)

Flashes of 1932

Flashes of 1932

This season's Doc Baker act is a nicely mounted song-and-dance revue in and out of which. Baker makes a lot of quick changes. The cones to show that will startle the average audience.

At the opening Baker is a tramp on a park bench, iamenting his fate at laving the chalacts; from hobor igt of the bakers; from hobor igt of a successful actor's togs, in which he steps down to 'one' to lead the siz grils of his ensemble in a number. While they count to four the step of the st

CLAYTON and GERALDINE (4)

I Singing and Dancing
12 Mins.
18 Mins.
18 Mins.
18 Mins.
19 Mins.

# DeWOLFE, METCALE and FORD Dances 13 Mins.; Two Hippodrome

Hippodrome Comedy and straight hoofing by two girls and one boy. Latter is an elongated youth who doesn't appear to have liad much stage training. Is adopt at fancy kicks, especially back kicks, which he featility back kicks, which he featility back kicks, which

cially back kicks, which ne sectures.

One of the girls features whirs and pirouettes and the other acrosmand property of the common state of the property of

A little more playing most likely will round act into better shape.

# HARRY WEBB and PAT LANE (4, Comedy, Singing, Dancing 13 Mins.; One and full (Special)

Jefferson
The Harry Webb of this act, a hodge-podge of song, dances and stooging, formerly headed Webb's song a stooging, formerly headed webb's home and the stooging to the stooging the stooging that the stooging the stooging that the stooging the stooging that the stooging that the stooging the stooging that the stooging the stooging that the stooging the stooging the stooging that the stooging that the stooging that the stooging that the stooging the sto

#### PALACE

The show's all right, with Jack Haley and Behny Rubin holding it up, but it's full of pinnos and radio mikes. There's so much of the radio thing, all in the last half, that the Palace stage for a while begins to resemble a broadcasting station.

atation.

Layout is awkward. Second half is particularly chunsy, with Will Osborne, working in full stage, on top the Gus Edward Rudio Revue. As a result, while they were setting the stage, Rubin and Haley were forced to stall along as best as they could, finally going into a challenge until closer, was 'ready.

could, mainly going into a chairinge until closer was ready.

By that time, with people beginning to catch trains and make supering to catch trains and make supering to the country of th

support, it's a setup that will do modesately well in neighborhood spots.

Webb opers with talk, which drifts into a 'crossfire with Lane, who interrupts from a box. The opening is strong on laughs, getting act a good start. Johnny Johnson, kid dancer, sells a nice tap routine, his Sewvilse, and Lane both doubling for that, and Lane stirring up guffaws on appearance alone.

Lane stirring up guffaws on appear-ance alone.
Windup brings out a singing and dancing goulash in 'one'.
Did fair down here on a Thursday night.
Char.

# KOLA and ROGERS (4) Dance Flash 13 Mins.; Full (Special)

13 Mina; Full (Special)
Jefferson
Staging and lighting alds considerably in raising this four-people flash to the saleable point for better better than the saleable point for better better and, while offering nothing outstanding, collected a little better than average hand.

A virtue of the act is that it steps along at a nice clip, never stalling.
Horace Kola and Dorothy Rogers waltz at the opening and a one-step to close. Instead of the usual middle double to be expected, both sorve out singles, Miss Rogers an acrobatic number and Rogers, who's in with hocks and salutes,
An unbilled singer with a poor voice and not much selling technique does a pop tune, and the male planist carried breaks up the entertainment around with a very good plano solo.

# KAY HAMILTON Songs 10 Mins. 86th St., N. Y.

88th St. N. Y.

A pleasant looking girl with an appearant looking girl with an acceptance of the poor sense of coethers and Does three songs and a medley. At the show caught the fourth song was sung after the audience had politely offered to let it so at three.

She would do well to switch and use the last song for her three spot. More certain of a return in that event, since it is the best of the lot. Works in one, with a planist. No costume changes other than taking her hat off after the first song.

with better material and some coaching she should make an acceptable filler, but the act scores no great hit as it stands.

#### JOE BELL and SISTER

Hispaderome
Joe Bell is one of the smartest
wire-walking performers seen around
in some time. This boy can do most
anything on the wire, from simulating a stew's stugger to a complete
ing a stew's stugger to a complete
tion on the wire.
Girl in turn deesn't do much, but
her appearance helps. Does a few
study of the study of the study of the
util in allogether incidental:
Bell will have a smarter turn
when he cuts out all the talk. His
type of act doesn't need gap to help,
value of his wire feats, Act can also
be cut.

# PHELPS TWINS Songs and Dances 8 Mins. in One State, N. Y.

Two lookers who do not belie the twin billing. Open with a little har-monizing, so into a dance, another song and then discard their skirts for a second dance. Nicely costumed and a competent

singles from the initial half to the last. Either Norma Terris or Tess Gardella would have been the plci. Russ Columbo opens intermission, or the columbo opens intermission, or considerable of the misses and ampliners, even using them for a thank-you speech. Then the Eukawads Radio Revue, with impressions of Kate Smith, Bing Crosby, Boswell Sisters, Smith, Bing Crosby, Boswell Sisters, most entirely, as does Osborne. Petween Columbo and the Ed-

Amos "n Andy and others use it almost entirely, as does Osborne. Retween Columbo and the Edwards interdude, Rubin is on to do his regular act, which is cut to a mere five minutes and includes some mere five minutes and includes some the radio 'material almost together, with breakup only through Rubin's brief, single and some of the bits by Rubi. and Haley.

In addition to the clumsy arrangement of the show, so far as radio ment of the show, so far as radio the punch of the Haley-Rubin twain is in the first, half and early. Their routine together is in the third spot, where they do seven minutes with material that has the body of some-possibly a long with one of these blackouts, might do for the next to closing niche under a re-arrangement of the running order.

Haley and Rubin (New Acis) first

cosing inche under a re-arrangement of the running order to large
ment of the running order to large
appear following Roy Synack, who's
No. 2 with his instrumental act and
at the Saturday show over unusually strong.

The comedy team from there can
introduce acts as well as work interiudes in one' and blackouts in
teriudes in one' and and since the
terium of the show except that more punch might be desired following intermission, is of a
fairly sure-fire nature and admirably sold. The boys work effecsaturday hitches threatened numerous times. Some of this was due to
unexpected waits between acts.
A couple swell gags are unloseed

A couple swell gags are unloosed by Rubin and Haley, and there also are a couple that have been pulled before around eastern parts.

before around eastern parts.
The 19-act show, counting the
short singles by Haley and Rubin,
ran three hours and five minutes,
considerably overtime. Of the 10
there are planos in five acts, not
counting the Will Osborne orchestra. If Haley and Rubin had used
one too it would have been a full
afternoon of Steinways.

atternoon of Steinways.

Doc Baker with Flashes of 1932'
(New Acts) avoided a piano. The
quick-change expert opened the
performance, doing nicely, Smeck
going on next in 'one,' the first to
use the plano.

use the plano.
Following the short act by Rubin and Haley, Tess Gardella was on að the fourth attraction. Doing her same routine, topped with the 'Aunt Jemima' number, she proved a strong hit despite a bad cold.

the robust of the control of the con

#### STATE

STATE

Alice White is the name draw at the State this week, and drawing nicely. Built up into an act, are considered to the state of th

#### PARAMOUNT, N. Y.

So many people are in and out and so many rappings on and off, the current stage show confuses more often than it entertains. Color and that may or may not fool the audiences into thinking they're seeing something. However, the chief purpose was to find or build a proper apot for the current 'in personal than the color of the current' in personal than the color of the current' in personal than the color of the current' in personal decision blaced the

son name, Pola Negri.

The final decision pinced the Polish star in the Russian scene, which was okay since Miss Negri has played Russians before. At least it was okay until Miss Negri, during the dialog that makes up the bulk of her act, said 'Here in Montmartre'.

Presentation's title is Revue In-ternational, with Boris Petrofi Ilst-ed as producer, and the show is what the title implies. Germany, Ireland, France, Italy, Spain and Russia are represented. In the bill-ing 10 specialty people are listed, an unusually heavy line-by, and the one of the acts, the Yacopi Troupe, acrobats, is standard.

Troupe, acrobats, is standard.
Miss Negri makes a sole entrance
down a flight on center stage steps
and goes into a torch song in a
deep contraito. A hanging microphone overhead and a stationary
one at the apron pick up the sound.
Then a leading man, in evening
clothes, appears and goes into about
10 mixtees. Of and goes into about
10 mixtees. The second of the second
11 was audible in the mezzanine at the
Paramount, while what did register
back there was pretty blah;
The aketch appeared to be a dis-

back there was pretty biah:
The aketch appeared to be a discussion of their affair by two people
who had loved and parted. She asys
if she can't have him, she'll take
plenty of other men that she doesn't
like as well, and he says she should
out. Miss Negrt picks up the opening strain and exits doing a reprise.
From the distant sack Miss No.

ing strain and exits doing a reprise. From the distant seats Miss Negri's facial expressions were hardly discernable. Any emotional power she might have injected in the drab seen and her voice not heard. Miss Negri and the man were just two figures carrying on a vague conversation. Which makes the screen star a disappointment in her Partainment is concerned, and classifies her date as just as personal appear.

amount by pearance and an admitted her date as just as personal appearance for billing value. Her singing sounded much better than her lines, which should be the tipoff for any further personals by Mass Negri. No announcements, so many of the specialty people were not limas, adaglo trio, and Gypsy Markoff, accordionist from the nite clubs, were recognizable. Others billed are Melissa Mason. Sergel Ashgoff, Carmenelta, Paul Draper, and Edwards Draper, and Edwards The conserve (German) involves.

Brito.

The opener (Germany) involves a pedestal dance by a boy and some line work by the David Bines girls and boys. Italy contributes the shortest number, a tenor solo before a gondola effect. Spain comprises a castinet dance in front of the girls, the same set in the same set in the same set.

Yacopis in the same set.

The Climar apache, ending with both men bumped off, is rougher than the average dance of its school and grabbed a large hand here, giving the French sequence a strong the rench sequence as the sequence of the same and strikingly costumed Frenchy line number precede the apache. Leading up to Miss Negri in Russia is a knife tossing dance to the same sequence of the same sequence of

by a nock stepping boy and an accordion number by Miss Markoff.
Rubbioff and the pit orchestra
Rubbioff and the pit orchestra
Rubbioff and the pit orchestra
Rubbioff production expense in
that number and had the orchestra
doubling into the stage show from
the pit in place of its customary pit
overture. Rubbinoff topped the boys
with Kother Machree' on the fidde.
The side system of the country to
be illustrated, the producer either
gave himself away or showed a low
estimate of the mental rating of his
sudience. The slide system is eletrace and the show might get
on the audience by detracting the
auditors' interest.

The Jesse Crawfords, both on the

auditors' literest.

The Jesse Crawfords, both on the stage this week, face each other at opposite consoles in a pipe organ tribute to composer Harry Warren. They play Warren's best known pops and make it an interesting nusical interfude.

The Wiser Sex (Par), feature.

Bige.

CAPITOL, N. Y.

New York, March 10.

New York, March 10.

With Buck and Bubbles giving strength to the principal specialty spot and the balance capably carry the property of the rough specialty spot and the balance capably carry the property of the rough specialty spot and the balance capably carry the property of the rough specialty spot and the balance capably carry the property of the rough specialty of the rough specialty of the rough specialty specialty spot and slewhere. That you have not special specialty specialt

quence and the toy soldier idea that precedes it. In the latter a little sir! falls asleep and the impression is that resultant maneuvers by the toys is a dream. In the ballet the dancing master falls a sleep and also dreams.

the cancing master tails asteep and also dreams.

The third girl number is except.

The third girl number is except.

And the control of production spotting without changes. Fifteen of the Chester Hale girls remain stationary, attired in long white number of the chester Hale girls remain stationary, attired in long white number of the chester Hale girls remained to the control of the chester half girls and the control of the chester half girls and the chester half girls girls

At the linish glooes beneath the skitch light loss are among the speciality people listed in the billing, but not individually identified. The names are Mary Miles and Olive Sibley. One is a toe dancer and he could be supported to the state of the same and the country of the same and the country of the same and the country of the same and th

ing measter in the toe item.

Buck and Bubbles slammed across
their plane and hoofing routine for
the eustomary results and then
brought on a couple of kid dancers.
B, and B, sepecially Bubbles, who
steps until unconscious, work hard,
core. They're billed as Buck and
Bubbles, Jr., and when they start to
go to town, they reach their destination. Kids were always more efchanges, and when the kids are good,
like this pair, it's so much better.
Buster Keaton in 'The Passionate'

#### PARAMOUNT, L. A.

Current stage presentation is fair entertainment, but will do nothing representation is fair entertainment, but will do nothing fuzzy Knight, getting top billing, injects pep into an otherwise list-less show. Georgie Stoll band conributes a good novelty number. The Alpine Milkman, a Ben Bernie standby on the ain and Suber out manner to good returns, but everyone seems in that whot-does-it-matter mood. Attendance or the first performance on Thursday, opening day, was in the house at 1:30. That probably had a lot to do with the performers' manner. It's impossible to get hot in a 3,000-seater that is about one-tent filled. Los Angeles, March 10.

in a 3,000-seater that is about one-tenth filled.
Knight is on for 10 minutes, working in his usual floor-show manner. He managed to hold them with his nut delivery and earned an encore. Knight opens the new Frolles night club, formerly George Olsens, on March 17.

The property of the control of the contr

The DeCeclittios, Spanish dancers, trot out a tange which works into the finale with the line girls backing up the dance team with a hydrid Spanish dance that goes Oubs are the spanish dance that goes Oubs are the spanish dance that goes out the proceedings with a toe strut. The proceedings with a toe strut. The spanish of the park (Par) is the featured screen attraction, with a cartoon short and the Par News ellps filling. Call.

cartoon succellps filling.

#### Warners' Hollywood

Hollywood, March 10, Jack Crawford's stage band, three vaude acts and a line of girls sound like a lot of ment for half an hour's entertainment, but proved a rather

entertainment, but proved a rather meagre diet.
Audience response was heavlest for the solo vocal windup in the band's You're My Everything, the the tenor taking an insistent encour-Curiy white poodle dolled in long balliced skirts in George Cortello's dog act, drew the one hearty laugh of the bill.

of the bill.

House was about three-fourths
full Thursday, with 'Man Who
Played God' (WB) as the feature,
indicating that the magic ingredient
to stand 'em in line was lacking.
But fair business these days seems
good.

But tair numeros of the good.
Victor Vant, doing mild elowning with a cello, and three precision tappers celling themselv the Blue BlazBight kide in the aprighity chorus nicely held opening and closing the could be supported to the support of t

#### PARAMOUNT, PARIS

t PARAMOUNT, PARIS

New Paramoun Paris, March 1

New Paramoun Paris, March 1

The program one day earlier (Thursday) than is usual here (Friday), thus making Paramount a sure Thursday goal for opening fans, resulted in the house being paramount, Paris (Paris of the paramount), Paramount, Paramount, Paramount, Paramount, Paramount, Paramount, Paramount, Parte and Fox, followed by Pierre Millots 45-piece feets, giving first the classical Spanish Symphony of Lalo, followed by Pierre Millots 45-piece feets, giving first the classical Spanish Symphony of Lalo, followed by God-night, Sweetheart and Bayond the Blue Horizon' both celestra's planist, M. Moraweck.

This is followed by an animated Pielscher cartoon, in which a shot, made in the local Joinville studies, in the local Joinville studies, and botta fervends in the sure dience to take it up.

Feature, "I Est Charmant' (Fie Ta Charming,), which literally applies to the fins, looks like the big the first 100% French operetta, very well acted, and with some of its excellent music popular over night, but Meg Lemonnier and Henry Garat, the fature leads, appeared on the stage and received considerable appliaus.

ROXY

#### ROXY

New York, March 11.

New York, March 11.

It's anniversary week at the Roxy and the comparatively brief stage show is titled 'Anniversary Parade, which a repetition of the outside and a repetition of the outside and a repetition of the outside and an Iriah section sandwiched in because the bill closes on St. Patrick's Day.

It is a sumber is the ballet's Statust, in the sure fire combination of white and blue, with ellier times. The choroscraphy is nicely written and Patrickis Bowman continued to the comparation of the chory of

#### BEVERLY, L. A.

BEVERLY, L. A.

In a Los Angeles, March 9.

In a to moted for its cheapness in all things to me to the first of a surper to compound the compound of the compo

ling 25 cents.

Half the house is given over the logge, large indolence inducing leather pews that command an extra double jitney per rental. That tells the tastes of the neighbor-

leather pews that command an ex-tru double litney per rental. That tells the tastes of the neighbor-hood.

Beverly, nee Fox West Coast, ts now all ink in the chain called Holly-wood Theatres, Ltd. There are eight, all fairly new, well located, and, for the pass half year operated non-unloss. Beverly keeps its

chemicals handy having attracted several perfumed crystals follow-ing the ostracism of the labor guilds.

Opposition is Warners newer, larger, around-the-corner, similar-

Opposition is Warners newwingrer, around-the-corner, similarly priced, outpost billed in the community as 'the pride of Beverly Hills.' Business in both places was factories of the property of the property

#### DENVER

DENVER

Timehouse Nights' Idea, seene laid in Chinese section of London, and opening is dim behind serim with figures moving around. Don Carroll singing. The idea is ted together with a touch of melodrama makes love to immate of Chinatown, gives her presents and tries to persuade her to go away with him, but she fears her Chinese master, who comes on just before the seene chinese her Chinese and his slave girl, Armando and Lita, do a thrilling Apache adaglo. At the finish girl shoots Chinaman, and he, drawing a long dagger, stabs her. Some seen the control of the contro

tions are unique. The iden closes with the Apache adagio dance by Armanda and Litta. Fred Schmitt's pit crew play befred Schmitt's pit crew and creating the schmitter of the schmitter of

#### ORPHEUM, DENVER

ORPHEUM, DENVER

Denver, March 9.

Best bill since the house started a month ago—that describes the amonth ago—that describes the amonth ago—that describes the started a month ago—that describes the started a month ago—that describes the started that the four Covana, colored, with the four colored, with the four colored that the four colored the form of the form of the form of the four colored that the four colored the four colored that the fou

#### **OLYMPIA, PARIS**

- Paris, March 1. Olympia show. lasting slightly, over two hours, is on the usual policy of having an animated cartoon follow the mixed newsree; and showing a stage presentation between the orchestra number that follows and the feature. The musical part is 'Cappriccio Espagno' (Rimsky-Korsakow), done in the pit, by the Bailly orchestra, with considerable success, evidencing publics still go for good nusic.

Stage presentation holds over the

picture pursues.
Stage presentation holds over the
Stage presentation holds over the
In Mersey Girls with a new routine
12 Mersey Girls with a new routine
accordionists. The English girls
accordionists. The English girls
tuckly relieve by their liveliness
the somewhat dull routine of the

the somewhat dull routine of the Dutch.
Haik resture, Pour Un Sous DA Town The Control of Andre Bauge's over-abundant yodeling, especially in the first part. The singer, who is most popular, was the first to appear in French talkers.

#### 72D ST. PLAYHOUSE

Tucked away on the edge of Yorkville is this little \$60-scater which has long vexed foreign film folks in the United States. For over two years it has been the one consistent money-making theatre in the consistent work foreign week. Which, considering the many sad and costily failures in that filed, is quite a story.

Initires in that field, is quite a story. Whitney is the proprietor. He had either the good fortune or the foresight to go into a nabe foreign policy at about the same time as other foreign film men were trying to make fortunes with arty or Broadway theatres. There's nothing the same time as other foreign film men were trying to make fortunes with arty or Broadway theatres. There's nothing the same time and the same time and the trick, of course, in that last fact.

For almost the entire life of the House of the For almost the entire life of the House th

tie theatre.

tle theatre.

And next week a Hungarian talker is doubled with a German. It may be a new idea that sounds gooty, but the proof of something or other lies in the fact that the 72d Street continues making money every week.

#### MASTBAUM

MASTBAUM

Caught Philadelphia, March 12.

Caught a second showing or opening days a second showing or opening days as a second showing or opening days as a second showing days as a second showing the sec

#### MASTBAUM

(Continued from page 36)

(Continued from page 36)

always gets the laughs. Finish up
with a speedy brand of legology
that puts most Harlem steppers in
the shade. Boys can always be depended on for a good hand. Lots of
help from Line
sam, and an another control of the shade. Boys can
always be depended on for a good hand. Lots of
help from Line
sam, and another control
sam, prima donna in past Shubert
tevue days. High, ringing soprano
that registers neatly. Sedate strage
presence leaves everything to appeal
of voice and comes through nicely
with Tilver, Stay Away and encore,
Traded Summers and June, an eyemutifies that are cute, and no getting
away from it, on next and work up
to biggest hand of bill. Dancing solo
and ensemble with little blonde
barefooting in aerobating number
that scored heavily. These combine
control of the control
the sell merit and some fancy
tumbling at the end to rate three.

Number called Jazz Versus Bal-

hows.

Number called Jazz Versus Ballet next with the girls of ballet working on toes to jazz music. Something different, even to striking costume of male lead.

something different, even to striking costume of male lead.
Followed by Traham, whose act is well known and whose every moves well known and whose every moves of the striking of the ever got a chance, but instead, goes through rough-hou, but should here by line-giffs in especially attractive costume and, for the final punch, two horses on treadmill in background. Wonder why they didn't save them for a bill where it would Millon Charles has something new when songsters in audience render Snuggled on Your Shoulder. All lights out, but spotlight finalshed Capricolo Italienne with John McConnell subbing for David Ross.

#### ORIENTAL, CHICAGO

ORIENTAL, CHICAGO
Chicago, March 11.
This week's shown the Oriental stars is the last local production, for the time being anyway. Next week the Loew units move into the ace pop house, allowing B. & K. ample opportunity for comparisons. Meanwhile, the special attraction idea will by no means lose its foothold in Chicago as fast as Mod Adility on the comparisons. Or the comparisons of the comparisons of the comparisons of the comparisons of the comparison of rops this show, while at the Chicago it's Conchita Montenegro. No competitive angle here, just a coincidence that the two filmites are appearing in the same week. With the El Brendel, a local booking, That added attraction policy will prevail with both Loew and F. & M. shows, as long as suitable attractions are a with the control of t

as long as austable attractions are available.

While bidding a farewell to the Oriental, the departing production for the production of t

personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing, together some bits of content of the personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing, together some bits of content of the personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing, together some bits of content of the personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing, together some bits of content of the personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing, together some bits of content one personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing, together some bits of content one personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing together some bits of content one personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, stringing together some bits of the personality and plenty of talent.

Chorus on for finale, half of 'emerged about. Act is a composite one, and the personality and plenty of the limb of the personality and plenty of the person by the person by the plenty of the person by the p

lelujah Four, colored quariette, soundly supported the middle. Boys are California products and with several years radio experience over KFI. In a measure they recall the Miss brothers when doing instruction of the color of th

#### STANLEY

After last week's long, dreary eight-act vaude bill, current present that week's long, dreary eight-act vaude bill, current present that speed, atmosphere and entertainment value and at second Saturday show ran without a hitch. It's called 'Ship Ahoy,' and seafaring said costume and seafaring ship and seafaring ship and the seafar ship and whether acts were booked to fit this type of presentation was made to material ship and the state of the

acrobatic stuff being double high kicks. He was en only a few minlike the was en only a few minsydell does most of his act with
one dog, the animal doing a forepaw stand on Sydell's paim and
other balancing on Sydell's arm.
Sydell does not be animal doing a forepaw stand on Sydell's paim and
other balancing on Sydell's arm.
Suff. After the Sydel paim and
inside pocket for more of the same in minlature. Act was liked.
Dance routines were one, ni lissays
over the sydell of the syde

dress,
House was fairly full downstairs,
Inti balcony was weak. Arsene
Lupin (Metro) and a newsreel filled
rest of bill.

#### IMPERIAL, TORONTO

Toronto, March 11,
Palm for biggest punch in new
bill goes to Jack Arthur and ithe
pit band for their tribute to the
late John Pinlillp Sousa. Arthur's
spiendid conception is not particularily hovel, but sincerity of intent
tends a sock that is threat-lighten
late march king's most popular airs
and lights down as four fleures in
Marine Band uniforms, dimiy-lighted behind serim, carry major range
with piccolos and trumpets, pit band
coming in our resounding finals as
Sousa.

Sousa.

A cantial feet that had the old-Toronto, March 11.

with piecoles and trumpets, pit band coming in on resounding finale as white spotlight floods huge bust of switte spotlight floods huge bust of Switte spotlight floods huge bust of Switter services and the control of the control of



#### TRANSLUX

TRANSLUX

Pathe gives the Lindbergh case and depression bright fonches by consulting a Florida soothsayer. Gentleman She replies diffirmatively, considering a florida soothsayer. Gentleman She replies diffirmatively of showing stills of innerwood characters and the group of reporters, as does Fox, Pathe this week confines the labby hunt also to a but then a give the new confines the labby hunt also to a but then a give the high path of the formation of the labby hunt also to a full the labby hencited by this kind of cultival judgment. Universal slips was now character of the labby hencited by this kind of editorial judgment. Universal slips was now character and complete the labby hencited by this kind of editorial judgment. Universal slips was now character and explosions. Authentia of a publication of the labby had been and explosions. Authentia of a quickling a camera on the bot while, the bodles were being removed from the tank. U was a little late in arriving at Penns Grove, N. J., hur its oversace gave an excellent idea of Several of the reels have attempted highest allitude views of Man-

ing at Penns Grove, N. J., but its coverage gave an execution idea of Several for the recis have attempted highest altitude views of Manhattan. Pathe, however, copped tile record from a position four miles above the city. Two planes were come of the most inmusual clips, from the story and human interest, angle, was afforded by Universal's coverage of the operation on the Washington, D. C. gorillar. Weeve varied with close-ups of other members of the zoo. McNames's reporting provided the impression that all were concerned over the outcome of the control of

#### **EMBASSY**

Congress' youngest representative, the 35-year-old-Georgian, provides the most interesting clip in the Embassy's current, program.

While the Embassy leads off with incre Sino-Japaness clips', chiefly Jap naries, there is little difference Paramount which the Luxer is using. Both houses have the Japanesse using machine guns and field nieces and both show a couple of Jarab The death of Premer Britand is covered with new sitent filles. Embassy uses a League of Nation's speech in sound while the Luxer timpersum of the second of the

for three days. Germany is represented by another clip on beer testing.

In the control of the c

goose farm; Chinese being deported from U. S. after slipping over tex-ican border. Waly.

Trixie Friganza set for Fanchon and Marco units. Bill Periberg placed them.

Col. Merges Cycles
To join the trends for Hollywood
and Broadway columnist films, Columbia has one about a picture
chatterer. Sam Fuller writing it.

Theatre's Black Start
Fox-WC started paying rent on
the newly completed UA-Weishin
(near the Fox Ritz) March 8, but
is keeping it dark.

Wolins' 370 Weeks
Sam Goldwyn gave Jeanne Wolins, 19-year-old New York girl,
two contracts. First is for six
weeks at \$75 per from Feb. 22 to
March 31, Second is for seven
years, from \$75 to \$600.

Two Arctic Features
Universal and Metro will both
film Arctic stuff this June. U wants
tootage for Techeng and is bringing
Arnold Franck, the author, here to
adapt and direct it. Metro will
make a picture based on Peter
Freuchen's Eskimo.

Rubberneck Studio
SI Masters heads a syndicate to
operate a synthetic studio for
Olympic games visitors. Private
enterprise will have freelance players and charge 50 cents admish.
Everything will be technically correct except cameras, which will be
offerees.

the old LeBaron regime. Two are holdovers from Pathe and all others have been engaged since David Selznick took over production.

Seiznick took o'r.

'Shanty' for Epics

First feature picture for release
by Taking Picture Epics is Shanty, to be produced by John Cline
at National studios.

Academy will try out its own educational film on the art of cutting pictures at a meeting of the technicians' branch at Fox Hills Cafe de Paris March 21.

Standard Sound's Plea
Efforts are being made to bring
creditors of the Standard Sound
System in on a scheme to continue
operation of the indicate leasing lot.
Wage claimants are being asked to
wait 96 days for their money with
an understanding that a new board
of fine directors will be formed,
of them forcets will be formed,
there is the standard of them of them of them of them of them of them.

Wanger Stays Over
Waiter Wanger, scheduled to
leave for the east this week, will
remail, on the Coast another fortnight.

Franklin Sued
Three suits have been filed
against Hughes-Franklin for Interrupted theatre deals. Murray Hawkins and N. Y. Herond are asking
\$100,000 damages against the circuit which they claimed failed to
buy three theatres it contracted for.
Hawkins is asking \$50,000 on a sepHawkins is asking \$50,000 on a
National bank is asking \$2,100 on a
lease. Howard Hughes is named
jointly with Franklin in all suits.

Pending Coast Legits

Belasco & Curran aro dickering for Wonder Boy' for Coast production. Richard Cromwell, Columbia, juw mentioned for cast.

Deal for Henry Duffy to produce
Touter Henry Buffy to produce
and fox louding the play vice
and fox louding the play vice
and fox louding the play vice
due at the Biltmore April 18 for
two weeks. 'Wunderhar gets here
April 20 and lays off for one week
before opening at the Biltmore.

Horse Broke Leg
Cecil Kellogg is in the Hollywood
hospital with a broken leg result of
a trick horse klocking him while
working on Destry Rides Again at
Universal.

Golden Reinstated
Max Golden, former studio maninger of Fox, who left during the
recent upheaval, is incle on the lot
sgain as manners of the wardrobe
department. Jloyd Levy, former
wardrobe head, resigned through
illness.

READING
Astor
1st haif (19-22)
Colo Bros
M & A Clark Co
2d haif (23-25)
(To fili)
2d haif (16-18)
Geo Fawcett Co
Levan & Bolea

Stanley (19)
Watson & Cohon
Willo West & McG
(Two to fill)
(12)

Int'l 4 Hugh Skelly Mol Kleo Jean Callaway Or

Jean Callaway Or
WASHINGTON
Earle (19)
Renoft Renova & B
Remos Midgots
Geo Beatty
(12)
3 Cossacks
Lillian Shade
Jones & Lee
Chric Cariton

WATERBURY Strand (19)

WHEELING Capitol (12) rome & Ryan

At the PARAMOUNT, New York

**MELISSA MASON** 

Fanchon & Marco

Placed by

NOW

Wotson & Cohen 4 Sullys (Two to fill)

WILMINGT'N, D'L.

Queens
1st half (19-32)
Carlton Eniny
Lovan & Boles
(Two to fill)

2d half (33-25)

2d half (23-25)
Nat Chick Haines
Eddic White
(Two to fill)
2d half (16-11)
Colo Bros
Paxton
M & A Clark
Lifesavere

M. C. A. Clark

Strand

Int. Strand

Int. Strand

Int. Strand

Jones & Rea
Ebony Scandial

Color Strand

All Clark

Sol Palf (12-28)

Mel Klee

Don's Color Bros

(Two to fill)

Int. Strand

All Half wheele

Murray & Irwin

Nat Chick Ilaines

Freda Derkort Co

# Variety Bills

NEXT WEEK (March 19) THIS WEEK (March 12)

Numerals in connection with bills below indicate opening day of show, whother full or split week Jack Hendley 3
Dick Hendleys
Dick Henderson
Kramer & Hoyle
R. 100 A NUELES
Orpheom (19)
Jillistreet (19)
Jil

#### RKO

NEW YORK CITY
Paince (19)
Busice Shaver Co
Benny Rubia
Jack Haiey
Paul Whiteman
(Four to fill)
(12)
Doc Raker Co
Roy Smeck
Aunt Jemima
Jack Haley
Norma Terris

Do

You Need Ablott & Robey
Dave Harris
Babby Pittons
Mills Bros
2d haif (16-18)
Roger Bail Co
Hilda Glyder
H & D Downing
Gus Shy Co
Don Santos
Nevillandsoon Co
Nevillandsoon Co
1st haif (19-22)

GAGS? DANCE ROUTINE? SPECIAL SONGS? Consult HARRY PUCK
Tallor made song and dance material written especially to your style Boom 1014, 1560 Broadway, N. Y. Phone BRyant 9-5746

Boby Pincus
Dave Coulds
William & Roger
Barry J Contey
Mills AKRON
List Falsca 1-22)
William AKRON
List Falsca 1-22)
William AKRON
Milliam AKRON
Milliam AKRON
Milliam AKRON
Milliam Caron
M Colleano
M Caron
M Will Osborne Orch.

Will Osborne Orch.

Rada, Understudies
Beenv, Rubhn

iet half (19-22)
Texas Guinan. Orch.

Lois Torces.

Lits Water

Los James Jam 4 Cirillo Bros Murray & Allen Eather Raiston Co let haif (19-22) Joe Laurie

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN

## BEN ROCKE BROADWAY AT SOTH STREET

Irene Ricardo Wilton Sis (Two to fill) 2d half (23-25) Gloria Foy 86th 8t.
1st half (19-22)
Lois Torres
Aunt Jemima
Heary Santrey Or
2d half (22-25)
Annie Judy & Zek
Conlin & Glass
Gus Van Henry Santrey Or2d haif (22-25) &
2d haif (16-18) &
2d haif (16-

Two to fill)
2d half (32-25)
Choris Foy
Chick Foy
2d half (32-25)
2d half (16-18)
2d half (16-Tarzan
BOSTON
Kelth's (19)
DeW'if M'tc'if &
LePaul Geo Dormonde Co
Ashley Paige Co
DoW'ife M'tc'if & F
Carol & Stuart

#### CHARLES V. YATES AGENCY MATTY ROSEN, MGR.

Booking with Loew, F. & M., Warner Publix, Itadio, Talkies. ulite 701, 1619 Broadway, New York Pinne Columbus 5-0033 Associates: Phil Coscia—Bert Lawrence

Hippodrome Harrie 2 & L Joe Wong Art Henry Co Trini Co

Small & Meritary State of the Control of the Contro

ver wong.
Trial of the control of th 4 Ortons Frank Richardson Chester Predericks

Barry & Whittedge Ygstrs of Ystrdy 2 Acee & Queen Collette Lyons Mitzl Green Britt Wood Gracolla & Th'doro CLEVELAND MONTH OF THE COLLEGE THE COLLE

Alicn & Hoover
Rae Samuols
Bob Hope Co
(12)
Danny White Co
Rae & Harrison
Morton Downey
Tony Wons
Jacques Renard
105th St. (19)
Bill Robinson Co

Tokit St. (19)
Bill Robinson Co
Bob. RI (12)
Bob. Romance
Keldh's (19)
Robinson & DeWitt
Clyds Hager
For (12)
Lys & Wolf
Bob. Ricker
B

Keith's

1st haif (19-22)
Gresham & Blake
Harrington Sis
Coscia & Verdi
Lido Ladles

2d haif (23-25)

Ada Brown
Toto
All (21-25)
Frien Sis
Joe Termint
Joe T BLACKSTONE Booked Solid for REO Dir.: Wm. Diamend, James Plunkett Office

LeSalle & Mack
Marie DeComa
Lewie Mack
Benny Ross
2d haif (16-18)
Zeida Bros
Bernard & Henry
Seed & Auetin
Jimmy Burchill C
DAYTON
Kelth's (12)
Olsen & Johnson Victor Olivor Nan Halperin Cass Mack & Owen (12) Benny Meroff Orch NASHVILLE Kolth's (10) Kolth's (ID)
Jean Carr Co
Raymond Baird
H'b't G'idine & Vic
(12)
Erlen Sis
Marie DoComa
Fred Sanborn Co
Betty Jane Cooper

Betty Jane Cooper
NEWARK
Keilh's (19)
James Evans Co
Roy Smeck
beavitt & Lockw'd
Chas King
Humby & Dawn Sis
(12)
Texas Guinan Co

Texas Guinan Co
NEW OELEANS
Heith's (18)
Jack Hedny 3
Dick Honderson
Kramer (2) Oyle
Wallace Sis
Bob Nelson
Owen McGivney
Anger & Fair
Rimac's Orch

OARLAND Keith's (19) Keith's (19)

4 Casting Stars
Chas Melson
Teck Murdock Co
Lee Lee Leo & Leo
(12)
Deno & Rochelle
Ray Huling
Sunklet Nelson
Royal Uyenos

OMAHA Kelth's (10) Vardell Bros Yorke & Goldle Emli Boreo B Wells & 4 Fays (12)

Marcolla's Dancers
Vardell BrosForks & Golde
Brose & Golde
B Wells & 4 Face
LaSalle & Mack
Lewis Mack
2d haif (23-28)
Harrington Sia
Coscia & Verdi
Lido Ladies
Don Valerio Co
In Wrong JACK SIDNEY

In F. & M. "Manhattan Idea" Dir., CARGILL and DOBSON

DETROIT

DETROYE

DETROYE

Int half (19-2)

Bernard, & Henry

Volat Carlson

For Half (18-18)

For Half (18-18)

For Half (18-18)

Int Half (18-18)

Int Half (18-18)

Int half (18-22)

Int half (18-23)

In

Madie & Ray
Annie Judy & Zekc
Irene Rich Co
Eddie Stanley Co
N Thomas 5
BUFFALO
urianodrome (19) KANSAS CTY Keith's (19) 4 Covans Chas Carrer Jack McLailen

Smil-neared Pays

Well-Covers

(12)

Covers

Govern

Govern

Letter State

Lop Mosconi Co

Hutchina & Smith

Lop Mosconi Co

Lop IKE ROSE'S MIDGETS BOOKED SOLID FOR REO Dir., WM. DIAMOND JAMES PLUNKETT OFFICE

Irene Vermillion (2)
3 Lordens
Anita Caso
Brems Pitz & Mur
Ledova

Brenis Filz & Mur Ledova, Stuart (19) Sybilia Bowhan Lowis & Ames (12) Evans & Mayer (One to fil) LTTLL (19) LATELL (19) Lya & Wolf Bertolloo Sid Marion Earl Lindsay Rev

PHILADELPHIA Slim Timblin
Harry Savoy Co
(12)
Paul Remos Co
Weist & Stanton
Mills & Robinson

Mills & Robinson
PORTLAND, ME.
Keith's (19)
Fred Keating
Howard Fine & H
Mangean Ciris
Adelaide Hall
(12)
Dob Stockney Bob Stocknoy Maker & Redford Singer'e Midgets

FROVIDENCE

Keith's (12)

Jo. Founds C.

Jo. Founds C.

Jo. Founds C.

Jo. Founds C.

Keith's (18)

Keith's (18)

Keith's (18)

J. Millis & Robinson

Van Horn & Ines

J. Bredwing Whiteman Orch

2 Bredwins Madeline Patrice Harry J Conley

CHRISTENSEN BROS. AND CO.
"Peers of the Dance"
Dir.—Rogor E. Murrel Agency

Pearce & Velle
(12)
DeLong 3
Gracie Barry
Hilton & Garron
Bernivici Orch
TACOMA
Keith's (19)

ROCHESTER Kelth's (19) Morton Downey Line (19) Morton Downey Line (19) Morton Downey Line (19) Morton Downey Line (19) Morton (19) Morton

Edith Bow Dr Rockwell Electric 3 Mangean Girls Fred Keating Howard Fine & H Slamese 7 TORONTO Hippodrome (19) Selier & Vills Kea Murray Co Mary Brian (12)

#### ROBINSON & DeWITT

"Offer fast-moving, well-staped and colorful net:"-Kuneas City "Post."

sati "-Kennas Gity "Per This Kining and The Kining Kining and The Kining and The

Electric 3

SIOUN CITY
Keith's
1et haif (10-22)
Ebony Foilles
A & M Havel
SOUTH BEND
Keith's
1st haif (19-22)

## JEROME MANN

"Equally at home as a single or m.e.; provides the kick of the intact show."—Syracuse "Herald." Dir. Bernard Burke—Curtis-Allen Office

Bernard & Heory
Howe Leonard & M
Derece Co
SPEGFLD, MASS
Here House
Let Relit's Derece Co
(12)
Let Relit's Derece Co
(13)
Let Relit's Derece Co
(14)
Let Relit's Derece Co
(15)
Let Relit's Derece Co
(16)
Let Morse
Mor

4 Ortons
Jean Carr Co
Chester Fredericks
Frank Richardson
Morris & Campbell
ST. PAUL
Keith's (19)
Benny Meroff Orch

Edwards CoAussie C.C. Cook
Harry Savey
Lee Morse
'Sim' Timblis
Olivette Co.
YOUNGROWN, O
set half (19-23)
Danny White Co.
Hillton & Garon
Kay Kayes
Wilson Kepple A1
'O'Brien & Hewitt
Fred Sanborne
Maurice Callean
Gene & Glenn

#### Loew

NEW YORK CITY
Capited (18)
DOB Barciay
t Carlton Bros
Oscar Rogland
Bob Pitkin

Rublo Sis
Delivery Boys
Davis & Newton
Sid Whito
Bernice & Emily Co

OFFICIAL DENTIST TO THE N. V. A. DR. JULIAN SIEGEL

Radio Announcers: James Wellington, Pat Kelly

Redis Assessment Passes Wellington, Park Kelly

Marguerità & Oili

Gatéa Ava

Gatéa Care

Gatéa

Picture Theatres

NEW YORK CITY Paramount (11) Pola Negri Yacopi Tr Melissa Mason

Melless Mason Climas (Apply Markoff Climas Gyppy) Markoff Carmencitis Paul Draper Eduardo Brita (Markoff Carmencitis Paul Draper Honores In Dark Maring Of Pead Waring Of Pead of the Climaton Musketere Bellin Musketere Control (Maring Maring Maring

Dancer in Love
BUFFALO

BALTIMORE Century (19)

Century (18)
3 Gobe
O'Hanion & Z'ni
Jack Reid Marton
O'Hanion & C'ni
Jack Reid Marton
O'Pobean
O'Pobean
(10)
Janet May
Clark & O'Noil
H Bergman Co
Dillion & Control
Dillion Callor
O'Potential (18)
El Brandek
Flo Mayo
Miles & Kover
Lucky 7-3 AND

Miles & Kover
Lucky 7.3
Lucky 7.3
Lucky 1.3
State (19)
B Murphy Co
Johany Hynian
A & R Skimuels
Dave Tannen
COLUMISUS
Ohie (19)
Af Wohlman
Darlone Waiders
Mulroy-McN' & R'

CHESTEE
Stanley
Let haif (19-22)
Nat Chick Haines
Rome & Gaut
3d haif (21-25)
Ferdies Cadets
Jones & Rie
Ebony Scandals
(One to fill)
2d haif (18-18)
Rath Bros
3 Sunshine Girls

Carlton Emmy
Archer & Jackson
Lon Lockott Co
OHICAGO, ILL,
Stratteri
2d half (16-19)
Armand & Perez
Frances Kennedy
Calla-Rini & Sis
Ross & Bennett
Vanderbit 4

Calla-Rini & Sis
Ross & Hennett
Vance & Hennett
Vance & Hennett
Vance & Hennett
Vance & Hennett
Int half | 164 Per
Angel Co | 167 Per
Vance & Hennett

Wnrner (19)
Joe Marke
Ray & Harrison
(One to fill)
(12)

Roy & Romero
Milt Dougias
Willie West & McG
HOBOKEN
Fablan
1et haif (19-22)

Connie & Bonn
Barry & Lancaeter
Local Show
2d haif (23-35)
Angel Co
(Two to fill)
2d haif (16-18)
Wood & Duthors
Eddle Conrad Co
Dorothy Co

LANCASTER, PA Capitol (19-22) Mel Kloe Dance Aristocrats (Two to fill) 2d hair (23-25) Ferdios' Gadete

MERRY MAKER Care of LEDDY & SMITH

King-King & KingSack North & Bry
Sack North & Bry
Sopile Tucies Co
NEW ARK
Maxine Lowis Co
NEW ARK
Real Little
Reculted France
Fragal Little
Reculted France
France HARRY SAVOY RESULT GETTER GOOD 'OLE

Wynne Wayne
Hector Co
Berlind & Charlot
DETROIT
DETROIT
BOTTROIT
BOTT FORMAN
6 Galence
Dugan & Hadley
MERSEX CITY
Loew's (19)
Elgins
Trank Melino
Pog Ratce
MONTREAL

WARNER

RYAN and NOBLETTE

Barte & Arden
4 Flash Devlis
La Vernes
Paul Kenst
George Kiddon
Gene Dupont
3 White Flashes
YONKERS

YONKERS
Loow's
Loow's
1st haif (19-22)
3 Slate Bros
(Four to fill)
2nd haif (23-25)
4 Wileye
G Griffen Co
Frank D'Amore Co
Vanessi Co
(One to fill)

King & Burnett
Bob Carney Co
Marcus Sis Co
LAWBENCE
Warner (12)
F X Bushman
Reynolds & Wal
Jean Bedini Co
NEW LONDON
Garde (12)
Margie Coates
Parker Weinberg
(Two to fill)

NEW HAVEN Sherman (19) Stuart & Lush Bon John Co (Four to fill) (12) Johnny Pastine

Johnny Pastine
Davey & Rosemaric
Abbott & Robey
Will Marstin
Cohen & Roche
Babe Egan Co
PHILADELPHIA

DATE OF THE ACT OF THE

Talent & Merit
(Two to fill)
2d haif (32-25)
Hibbit & Hartman
(Two to fill)
2d haif (16-18)
100 Robison
Rolsman's Ala
FITTSBURGH
Stanley (18)
Cherry Blosom & J
Sannty Cohen
Jean (18)
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LEW YORK CITY You's Yong Aerdsmy of Maske Jan Laid (19-22) Blook a White John Charles of Market John Charles of Ma Faradise (19
Carmensque I Faul Halla
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Jos Pop Jones
Sunkist Ens
Uptern (19) Sunkist Ens.

Uptown (19)
'Around World'
H & F Usher
Nord & Jeanne
Tex Morrissy Co
Phyllis DuBarry
Globe Trottors Lamberti J & H Griffith Buster & Brown Dorothy Thieme

## Frace Eline TOILETRIES

Are Available at VANITEE MAKE-UP SHOP, 166 West 46th St., New York Try My Liquid Sun Tan-\$1.00

Collenette Ballet
ATLANTA
Fox (19)
'Modern Minstrels'
Tyler Mason
Brute Jordan
Harry Van Fossen
3 Page Boys
Mark Nelson
Eather Campbell
Sunkist Ens DALLAS Palace (19) Palace (19)
'Hacienda' I
Sue Russell
Hinky & Dinky
Doyle & Donnelly
5 Geme
6 Gordonians
Adriana Adriana

DEFROIT
For (19)

Stitch in Time I
Earl LaVero
T McAuliffe
Thelma Tompie
5 DeCardos
Fred Suilivan

unkist Ens BILLINGS

BILLINGS
2nd hair (12-24)
Chaine (12-24)
Chaine (20-24)
Googrape & Hayney
Googrape & Hayney
Googrape & Hayney
Googrape & Hayney
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G

FORT WOETH
WOETH
2nd helf (23-24)
'Hot Java' I
Caligary Bros
Armanda Chirot
Norse

#### **SNAPPY**

Syncopation and Smiles Suggest LEDDY & SMITH'S JACK POWELL

Sunkist Ens BBIDGEPORT Poll (19) Fox Poll (19
'La Piaza' I
Les Gellis
Brancei & Pals
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Accident Wood Printages (17)
Chicago Fairest Inges & Bacck Nadine Dogs Beth Lewis Carlyte Bennet Leutile & Internet Leutile & Internet Inches Carlyte Bennet Inches Carlyte Bennet Inches Inche

(Continued on page 62)

# WHY B'WAY IS A MIDWAY

# A Columnist's Wife Mustn't Talk. Says Mrs. Sullivan, Who Has Her Say

of having the first and last words and all that lie in between-is lost when she marries a columnist. Her days as a conversationalist are over. Gossip surrounds her, but she musn't talk. Her last words must remain the 'I do' that sentence her to a life of painfully discreet

remain the 1 to that sentence feet a life of painfully discreet street as the control of the con

#### Phone Calle

for Ed to go over when he awakes

for Ed to go over when he awakes at the time most husbands begin to think of their pipes, carpet slippers and a quiet evening at home. The world's topay-turry for a columnist's wife, says Styvia Sullivan Ed's day starts at 3 or 4 p.m. lowing morning. Durint that time he covers show and combs the town. Mrs. Ed can't stand the pace for more than three or four nights a week. Other times, she reads the papers and waits for. Ed to come home, weary and battle scarred or jubilant over a piping hot scoop. They have an early morning sandwich and, wait for. Edty, the baby, to awaken. Mrs. Ed proudly proclaims that not many N. Y. parents (Continued on page 63)

#### **CLUB HOLDS UP TRUNK** OF DELINQUENT ACTOR

Although theatrical clubs, among others, have had finance trouble this season, the limits to which some have gone to force payment of dues and house charges, has come under criticism. The Lambs is not the only club that seeks to collect from suspended members for non-payment, by getting court judgments. But the squawks continue from both members who are in a good standing and those who are in arrears.

Recently one actor, who had been living at a club, was denied admittance and his truth held for money owed. He had one engagement this season but the show lasted but three weeks on Froadway.

#### woman's prerogative—the right Bob Murphy's Objections Halt Daughter's Marriage

Pittsburgh, March 14.

Bob Murphy played with a Loew unit at the Penn last week, staged an old-fashioned melodrama right down to the rousing climax here when he stopped the elopement of his 17-year-old daughter, Dorothy, and Al Samuels of the dance team of Al and Ray Samuels, also on the Penn bill.

The couple took out a license at city hall and went back to the theatre where they announced their intentions. Murphy went up in the air.

air.

A hurry-up call brought Mrs.
Murphy, the girl's mother, on from
New York. They were scheduled to
talk matters over when she got to
Pittsburgh and if she gives her consent it's likely the couple will wed
in Columbus this week.

#### **MARY NOLAN GETS 30** DAYS IN COAST JAM

Los Angeles, March 14.

Mary Nolan got off with a sentence of 30 days in Jail on a verdict of guilty of not paying wages on nine counts. She could have begiven six months' jail and \$500 fine

on each.

Before Miss Nolan came up for sentence, Municipal Judge Clement Nye received word from the Labor Burcau that 3700 had been deposited to pay all labor claims against Iner. Judge Nye thereupon handed 30 days each to Miss Nolan and to her husband, Wallace T. Macready, Jr., on one count and 99 days suspended on each of the other counts. Making them liable to 720 days additional if ever falling to pay the help again. Both ahnounced they would appeal and deposited \$200 ball.

Nolan Denies Interect

Noian Donice Interest
Claims were of employees of the
Mary Noian Gown Shoppe, which
Miss Noian insisted was none of
her venture, but an enterprise condicted by her husband with some

ducted by her husband with some partner.

Another jam in Beverly Hills over two wages claims a year old resulted in a warrant for Miss Nolan's arrest being issued by Justice Billings last Thursday. Everything was okay Friday when a friend of Miss Nolan's brought \$25 to the court for one fine and promised to be backen to the second of the second promised to be a second with the second promised to be a second promised to

#### Guild's Free Meals

By arrangement with the Jewish Theatrical Guild the O. & W. res-taurant on West 49th street is serving a full meal nightly without

cost to professionals.

Identification cards okayed by the
Gulid's secretary, Loney Haskell,
are required.

#### Rudolph Benoit Killed

Syracuse, March 14.
Rudolph Benoit (Benoit and LaPoint), brother of 'Happy' Benway,
was accidentally killed when a 32caliber rifle which he was carrying discharged as he slipped on an los patch while hunting near Warren, Mass, Surviving are his parents three brothers and a sister.

#### DANCER'S DIVORCE DENIED

DANUER'S DIVORCE DENIED
Springfield, Mass., March 14.
Mrs. Rhea Martens Sanjiyan,
dancer, had her petition for divorce
dismissed after it was learned she
is only 20 and therefore a minor.
It was indicated that a new petition will be filed with Mrs. Sanjiyan's father appearing in her behalf.

Vanishing \$5.50 Theatre Scales Reflected in Bargain Eateries - Couvert and Minimum Check Al most Gone - Atmosphere Feederies Crowd In \_

#### CHOW, SHOW FOR 90c

priced entertainment made Broadway the midway it is Formerly a far famed sector of eo-celled 'lobster palaces,' the cham-pagne aura clung to the Main Drag even for a decade after the enact-ment of the Volstead act.

even for a decade after the enactment of the Volstead as the second conditions changing the economic norm, the amusement caterers in Times Square event-caterers in Square caterers in Times Square for the cause for Broadway standing still for a year or two during shifting times and tides. The restaurants, inte clubs and speaks, finally got hep that with the shifting population of people in the Square of the square o

which have high and fancy scales certainly only appeal to a c minority who, like the picture and perhaps more so, are conser-tive in their expenditures.

#### No Couvert

It was from this scheme of things that the no-couvert gag sprang up in the nite clubs. With it has come in the nite clubs. With it has come an assortment of eateries in the heart of Times Square which for-merly were scattered all over town

(Continued on page 62)

#### Freak Promotional **Enthusiasts Swarm** To Coast Olympics

Hollywood, March 14.

Frivilege of having a tree planted and named after them for only \$500 per saping is offered picture stars locally. That's just one of the Olympic promotion stunts growing more numerous as the influx of big-muscled gents looms.

There are 20 'official' programs around selling advertising and five History of Los Angeles' books with the same idea. Ostensibly stars would be contributing toward the entertainment and shelter of the visiting athletes.

Amusing is the suggestion of one promoter that stars authorize their photographs to be printed as labels on canned fruit.

#### Free Layoff Theatre Gets Ads, Donations

Ceiver City, March 14.
Free picture show for the unemployed, also to help raise funds, is being given here at a make-shift theatre on property formerly holding the old Romaine studios. Pictures shown are old silents, first two being Barbara Fritchie' and Man of Action' donated by Mrs. Thomas H. Ince from the Ince H-brary.

Thomas H. Ince from the Ince B-brary.
Theatre is being operated as the Driftwood by a number of citizens headed by David E. Clark, former commissioner of police. Income is derived by selling space in pro-grams, paid for either in cash or merchandise. Contribution box also is a part of the theatre for possible donations from patrens.

# SHRUNK PURSES No Booze, but Air-Mailed Beefsteak RULE NITE LIFE At Coast's New Pet Resort, The Dunes

#### BARING GENIUS

Steno Who Wanted Pay Spoils Promoter's Gratis Gag

Los Angeles, March 14,
Shoestring promoter had a scheme
whereby his secretarial work cost
him nothing. He rented an office
adjoining a business college and
whenever he had a few letters to
dicate he would stop a girl on her
dicate he would stop a girl on her
little practice.

One night with rush letters to do
he found only one girl left and she
refused to work for nothing. Promoter said he'd pay her anything
she liked if she's only handle the
job. She took 36 letters, bought the
stamps, copied a mailing-list and
sent him a bill for \$8.

After trying for a year to collect
she complained last week to the
Labor Bureau, and tipped the bird's
system of saving on office overhead. Los Angeles, March 14.

#### NOT MUCH DOING, SO ZITTEL SUES 'VARIETY'

Business being as bad as it is and with his favorite girl musician not working as steadily as formerly, C. F. Zittel has sued 'Variety' for \$500,000. It could have been a million but the cipher key on the typewriter went bust.

writer went bust.
Zittel cries in his legal document
that 'Variety' slightingly hammered
his general reputation in a story
some time ago, though Zittel's name
was not mentioned in it. Nevertheless, Zittel squawks he has a reputation to defend and that his rep
was bumped by the unnamed reference.

In his day and in his own way Zittel has been in numberless ven-tures, usually in the Broadway style and without emerging brilliantly tures, usually in the Broadway style and without emerging brilliantly from any of them. His most successful engagement appeared to be as an advertising solicitor on a Hearts paper, besides his peculiar capacity as a personal representative for W. R. Heart. When Hearst tossed Zittel he left Zittel harsting.

Hearst tossed Zittel he left Zittel hanging.

Expectant of the \$500,000 or so he is to drag out of 'Variety,' Zittel is reported about to open another night club.

#### Nickel Roll Captivates Corner Store Sports

Los Angeles, March 14. This town has gone mad about a new nickel game, known under varlous trade names but comparable to roll-down or tip-up, on a smaller scale, with a spring release for the balls, and pegs to divert them from the winning holes. No uniformity, with a dozon companies hereabouts making the tables and installing them to boot every clags after, clags after, clags after, class after a continuous and drug store in southern California. Different scoring for every brand, but all have the psychological trick of making it easy to roll up an imposing total. Creates the winning holes. No uniformity. psychological trick of making it easy to roll up an imposing total. Creates rivalry between the boys dropping in for eigerets or a soft drink. Thus the tables are almost continuously crowded.

crowded.

Terms under which the games are put out are almost invariably 60/40, with the distrib on the long end. A large proportion of the tables are locally made, with no apparent patent holder restricting the easy manufacture of them.

ufacture of them.

Some of the spots are grossing as high as \$35 daily, which means a lot of nickels in the slot. These are in the busy spots where there's a group always waiting to beat the last player's total. Severul stores have four and five tables going all the time. Low grossers hit around \$15 daily.

Los Angeles, March 14.

Easily earning the distinction of the most unique road house in America, The Dunes, in the sand,

the most unique road house in Annerica, The Dunes, in the sand, continues to add to the weekend and translent population of Fairn Springs and surroundings. The novel resort is two months of age, opened by Al and Lou Werthelmer. The clubhouse is but a dot on the extreme western end of the great Colorado Desert. The place is, two and a half miles off the main highward that the second of the se

the table curves, kitchen.

In The Dunes a meal costs \$5.
There is no cover charge. But at 4 p. m. tea is served, chargelesa.

(Continued on page 63)

#### 'COFFEE DAN' SETTLES MARITAL TROUBLES

San Francisco, March 14.
Final settlement of the Johnny
Davis-Ruby Adams marital trouble
came last week when Judge Graham granted a divorce to the crippled dancer and Davis withdrew
his suit for annulment of the mar-

riage.

The Coffee Dan operator agreed to pay Miss Adams \$200 a monta alimony for two years and to give her a job as cashler in his cellar night spot.

#### 'Death Valley' Farnum on Postcard Royalty Basis

Hollywood, March 14.

Even as the sands of the desert shift in the night, so does its nobility bow out to new blood. Weatherbeaten, sun-dried Death Valley' Scotty, long the legendary king of Death Valley's barron wastes, has the standard of the second of Hollywood, March 14.

unan the legendary Scotty.

In 10 Posse

Capitalizing on this interest, a Death Valley morchant printed as collection of 10 photographic post cards showing Death Valley. Farnum in various poses, examining desert objects. Captions are:
Death Valley Farnum looking at covered wagon he discovered; protein covered wagon he discovered; protein etc.

Sales of these recent

Death Valley Farmin modified in a cratery set.

Sales of these postcards have been so great at desert reports that the later of the crater set.

The sale of the crater set of the crater of all cards sold.

And while visitors mall photos of Death Valley Farmin to all parts of the world, Death Valley Saroum to all parts of the world, Death Valley set.

The crater of the crater of the crater of the more set of the world, Death Valley set.

# **News From the Dailies**

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

#### East

Ed Wynn honorary Collie of the Lambs for the public gambol;

Metropolitan studios to light un for production of 'Warning Shad-ows' with Dita Parlo.

Dimitri Ostrov acquired ored.' by Conrad Seller, whi

Andre Lefaur has purchased the French rights to 'Marching By.'

Helen Westiey, of Wild Waves, who is not the Helen Westley of the Theatre Guild, in a critical condition in Bellevue hospital, following a suicide attempt.

Douglas Comar, Allen Goldsmitt and Roscoe Dillon are held in \$3,000 bail each for action of the grand jury in Plainfield, N. J. All are house managers for a theatre chain but are held personally responsible for Sunday shows. Action followed repeated arrests on consecutive Sundays.

Galveston beauty show to be limited this year to Texas, Oklahoma Louisiana and Arkansas entries Directors of the show lost \$20,000 last year and cutting expenses.

Fire in Gotham theatre, buriesque house in Hariem, badly burned Loules Swift, chorus, whose legs were scorched. Fire broke out in chorus dressing room. Was extinguished without turning in an alarm or informing the addence.

Somerville, Mass, has a police ra-dlo system. Mayor Murphy had set installed in his private auto. Last week Mrs. Murphy telephoned the police that the Mayor's car was stolen. Thieves picked up the po-lice alarm in the Mayor's car and decamped. It saved the car.

Edward Huser, 22, had all his clothes when he entered a Columbus Ave. restaurant, but he had them under his arm. So they took him to Bellevue to see how he got that way.

John Philip Sousa buried with military honors in the Congressional Cemetery, Washington.

Ann Ayers plans to produce in-stead of publicize shows. Pauline Frederick will stage for Miss Ayers a play by Gilbert Emery.

Cop pinched a man at B'way and 42d street for trying to borrow \$60 charge disorderly conduct, but mad drew a suspended sentence. It wasn't the touch but the loudness that constituted the offense.

Cilve Brook back from England without any trouble with the Im-migration officials. Will spend a few days here before going west.

Maude Adams reported to have decided on Maria in Twelfth Night rather than Portla when and if she comes to Broadway.

Veronica's Veli, Union City's Lenten drama, to be radlo broad-

Florence Wayne Foreman, former film actress and widow of late Windeld A. Foreman, refuses to accept a \$60,000 trust fund established in livell and will fight for her dower film to the former former

Max Rudnick announces 'Black-berries of 1932,' a revue, to follow 'Elonde Captive' (film) at the Lib-

'Birds in a Bush' new known as 'Angels Don't Kiss.' Coming in March 28. New title purchased from Barry Townley, who had a play of that name.

N. Y. Opera Comique group takes first trip out of town when it sings 'Chocolate Soldier' at Westchester County Center March 26.

Fay Marbe settled her \$50,000 breach of contract suit against Prudence Pictures for \$5,000. Her companion suit for \$100,000 against Samuel Zierler, charging that her coldness against his attentions was the cause of the breach, was postponed indefinitely.

Alice Fox has sued out a warrant for her husband, Aaron, brother of William Fox and former treas, of Fox Films, charging desertion and non-support. Married in 1924, when she was a secretary to one of the Fox exces, she charges that he abandoned her Oct. 28 last, since

which he has not communicated no

John Golden back from Florida.

Louise Brooks, who rece sought bankruptcy, examined referee.

Serge Elsenstein given permission by authorities to remain eight days longer in Mexico in the hope he can enter the U.S. by that thine.

Majestic theatre, Brockton, Mass., destroyed by fire March 9. Loss about \$35,000. House empty at time.

Tom Manahan, technical director of Metropolitan Opera, is suing his wife, Annabel, for divorce, charging dalliance with Fred Rose, She retoris that he is living with Mary Bell Graham, wealthy widow 15 years his senior.

Lawrence Languer announces he is through producing for the season. Will open at Westport, Conn. in June with summer stock.

Warner Brothers have engaged William Faversham, once matinee idol, to conduct a stock troupe at Montciair, N. J., as a training school for screen talent.

'Park Ave., Ltd.' coming uptown to take a chance. Opened and closed at Provincetown.

Elizabeth Mlele announces a sum mer stock at Sharon, Conn.

New York City making a drive on trucks used as ballyhoos. Also after signs on Am. Railway-express wan and 5th Ave. buses. Signs to be confined to trucks engaged in 'usual regular work' of owners.

Otto Kahn files in White Plains court his answer to suit by William Renwick. Denies he ever guaran-teed the Russian bailct. Theo. Dreiser, who organized All Russian Ballet, Inc., also being sued by Ren-wick.

Society of European Stage Au-thors and Composers, a N. Y. corp., is suing NBC for \$105,000, alleging infringement on European copy-righted works. Complaint is based on broadcast of Paganin! last June. Asking \$5,000 for each of the 21 stations on the broadcast.

Royal Box, nitery, in involu-ankruptcy on plea of trio of

Louise Groody is guest starring in 'Church Mouse' at the Riviers (stock) in New York.

Club Richman to be known Folies Bergere. Will copy origin Paris establishment.

Petit Riche, in the Park ave, sector, raided Saturday and about 200 chased to the street without their dinners. Agents held 13 employes. Furnishings costing \$50,000 will be a total loss.

Florence V. Eames, actress, and awrence W. Eames, promoter, di-Lawrence W. Eames, promoter, di-vorced in Pittsburgh Saturday (12)

Marc Connolly joins Edward Childs Carpenter, Philip Barry and others in the group of authors which plans to produce their own works. Scheme for operation now being worked out by Jos. P. Blokerton, theatrical lawyer.

George S. Kaufman glving first aid to a play by a Mr. and Mrs. Op-penheimer, which may be given a spring tryout by Sam H. Harris.

Arthur Hopkins plans a summer tryout for 'The Love Life of the Tiffy.'

Anne Russell makes a brief re-turn to the stage March 29 when she gives three performances at the theatre named in her honor at Rol-lins college, Winter Park, Fla. Theatre was donated by Mrs. Ed-ward Bok.

Arch Selwyn considering produc-tion of Take Two from One! Span-ish play adapted for the London stage by the Granville-Barkers. Jane Cowl will be offered the lead if plans mature.

William A. Brady is trying to per-suade Billic Burke to co-star with Grace George in 'Mademoiselle, French play which he plans to pro-duce next season.

Arnaldo Lindl, tenor at the Philadelphia operi, held a recoption following his initial performance

and shook a lot of hands. Last guest proved to be a process server, who slapped a warrant on him for back allmony. Three months in arrears. On his explanation that he had been in lad, where so not be exported, Lindi was released.

Rolland theatre, Yiddlsh house in Brooklyn, reopens after closing due to labor troubles.

Shuberts planning a series of usical revivals in Boston Operationse, 'New Moon' first at \$1.50

Fire in a shoe store at 50th and Broadway Friday night (11) sent smoke curling into the Winter Gar-den, Garden ballroom and Mont-martre, all in same bullding, but no panies

Dirk Foks in court again. Former Consuelo Flowerton turned up in Supreme Court all set to argue for a split against the Dutch orch leader and to tell why his aiready obtained decree should be quashed. But the judge had other things on the data was to come back Monday (vesterday).

Heien Henderson, former chorus girl, was turned down by clerks of four Jersey cities when she sought four Jersey cities when she sought care and the state of the

'Mourning Becomes Electra' and anities' to suspend for Holy Week

"Trick for Trick' hopped to the Cohan yesterday (Mon.).

Three men entered the office of the Selwyn theatre and ordered Jack Wallum, treas, to stlok up his hands. Clock showed 6:01. At 6:04 police came in answer to an alarm but the trio had made off with about \$1,000.

Antonio Ferrara and Frank Fer-rante, owners of the People's thea-tre on the Bowery, and Jos. D. Ser-video, contractor, all of whom had been held in \$12,000 bail each for General Sessions on a second de-gree arms others since 1929, are quashing of the indictments.

John McBride, ticket broker, sailed for a vacash Frida, (11).

Josef Hoffman, who is taking a year's rest, will break his vacation to appear in concert April 8 in a benefit concert for unemployed musicians at Carnegle Hall, New York.

'Happy Landings,' which closed in Boston a week ago, may be brought to B'way for a post-Easter effort.

N. Y. Public Library exhibiting the Belasco collection. May be seen in room 112 from 9 to 6 weekdays and 1 to 5 on Sundays.

Paramount Astoria studios finally losed down.

Jeanne Aubert asks court to give her back her pearls, valued at about \$5,000. Were a present from her husband, Nelson Morris, Jr. Selzed husband testified he had given her the money to pay the bill. She asserts that he merely gave her the coin without stipulation as to its disposal, Asks that he be compelled

Earl Carroll in a second jam with 7th. Av. Corp. Latter asserts he was to have met all construction expenses but that \$385.82 has piled up in mechanic's liens and other claims, which they ask Carroll and Edrington be required to pay.

Old 5th Ave. theatre will reopen 21-unit tablold drama on a grind policy.

Lora Baxter, principal in 'Anima' Kingdom,' Broadway iegit, to wed William Rose Benet, poet, March 15.

Day Tuttle, manager of soveral little theatres in New York, files claim in Los Angeles against Robert Montgomery for \$300. Tuttle charges he helped Montgomery be-come an actor.

Milton Aborn announces he's going back to Newaric, N. J. where he
started reviving operatus last year,
this time to revive musical comedles
First to be Trene. Bobby Watson,
James Liddy, James Moore, Houston
Richards, Alice Mackanyle, Beatrice
Kay, Laine Biaire, Fiorence Herbert,
Jame Waterous engaged so far.

While her husband continued Har-vard studies, Romaine Fleming Car-lisle, his wife, continued her work as a taxl dancer in a Broadway dance spot. Now she charges the

# 'Round the Square

#### Telegraph Co.'s Racket Warning

Telegraph Co.'s Racket Warning

Western Union last week sent a bulletin call its registered customers to warn them of a gang operating 'the liquor and oriental rug swindle.' Mimeographed warning outlined the following procedure:
The gang obtains information (usually from the sailing list) of the names of persons of means who are sailing; or in other cases learns that some well-to-do man is slopurning at some coast resort. The names of confidential employes, business associates or servants are obtained by take telephone calls or otherwise. After the ship has sailed or the intended victim is at a coast resort, a bogus cablegram or telegram purporting to be from the individual who is away is delivered to an associate employee or servant.
The following is a sample: Have wired Mr. Ward to deliver five tapesties to you arrange to take care of same at three hundred and ninety-five seach. Hold intact till I return. Mr. Ward has instruction, kindly follow same; treat matter personally and strictly confidential; pay in cash, no questions.

pay in cash; no questions.

"The fake cablegrams and teleg one are well prepared and they appear The fake cablegrams and teley-ms are well prepared and they appear bonafied to anyone not familiar v.f. the telegraph business. The bogus message is usually dropped in the letter chute or the addressee's office. After suitable time has elapsed, the swindler will cail on the telephone asking if a message has been received concerning the delivery of some merchandiss. The secretary or assistant after answering in the arm tive is instructed to obtain the chash, place it in a scaled envelope and hand it to the man or boy who delivers the packages. When the packages are opened it is found that they contain water, ginger als, or rugs.

#### Million Monthly Overhead

One of the newer hostelrles is said to be running an overhead of around

One of the newer investments is said to we are suffering, with attractive rates obtainable generally to the right people. Suites are being leased for less than a former single rate.

boy's father with trying to break

Dan Jarrett in Riddle Me This,

Margaret Sullavan and Catherine Dale Gwen to be featured in 'Happy anding' opening March 28.

London Sunday 'Chronicle' reports hat Tallulah Bankhead will marry 'oel Macrea. Reprinted in New York.

'Mary Sees Red,' title of Glibert Emery play Anne Ayres, femme p-a., is producing, Opens around April 5. Pauline Frederick staging.

#### Coast

Mary Nolan in court ordered to pay \$50 to Louis Elst, musician, and \$46 to Phoebe Knudsen, nurse. Act ovo to Phoebe Knudsen, nurse. Actress also appeared to face charge of violation of state labor law. Got 30 days.

Frank Borzage sued for \$45,000 by Garhard Pinnen for 'doctoring' s cocktail, which Pinnen charges he tasted. He charges he became im-mediately ill.

Roscoe Ates filed papers to adop 18-year-oid Marcella Adrlan, his wife's daughter.

Mrs. William LeBaron and her escort, Max Ree, robbed of over \$600 by two well dressed thugs as they were icaving the entrance of the Town House.

Alleen Pringle will seek a Mex-ican divorce from her husband, Charles Pringle, son of chief coun-selor of Jamaica, after an eight-year separation.

Victor Varconi granted final citl

Arletta Duncan, actress, recovering from a tonsil operation. Actrejust returned from location (Callente.

Winifred Westover Hart, flir sowboy's former wife, arrested fo peeding on Wilshire blvd., will ap lear for hearing March 16.

William Reynolds, actor, suffer-ing from a fractured jaw dealt him by his companion while walking along the street. Cause for assault unknown.

Florence Eidridge (Mrs. Fredric March) recovering from an opera-tion at the Cedars of Lebanon Hos-pital.

Matt Moore in court to identify clothes, shoes and jewelry taken from his home by looters.

William R. Fraser, chief aide to Harol. Lloyd, improving at his home from an attack of influenza.

Loretta Young, in the Queen of minor operatio Juliette Compton resting at her ome following a minor operation.

# **Mid-West**

Capt. Billy Fawcett, Minneapolis fan mag publisher, won a point in the legal skirmlaines with his wife the legal skirmlaines with his wife sion to inspect the boats of Fawcett Publications and denied an order restraining the company from going ahead with its business in that state. The Fawcetts are in the midst of divorce proceedings.

Chicago electricians union took a voluntary wage cut ranging from 12½ to 26%. It affects 5,200 men.

Nebraska's state fair opens Sept. 4 for a six day stretch, lowest in years. Ucually eight days. Also cutting down on attractions.

Police chief Aliman of Chicago

Fire spreading over No Man's Land, Chicago suburb, caused \$150,-000 damage and included the Mira-laga cafe, roadhouse.

Claiming injury to her plane edu-cated fingers is worth \$25,000, Grace Nelson, concert planist of the Chi-cago Symphony orchestra, is suing the Slater Rug Co. Miss Nelson charges a Slater truck knocked her down severely injuring her left hand and shoulders.

Chi boxoffice robberies still on the go. Recent victims of stickups are the B. & K. Senate and Yiddish Lawndale theatres, within two miles of each other. Jobs were done the same night at both places. Next night the Blograph was nicked. Losses not heavy.

Harry Molr, Jr., was in and out of court again and once more dis-charged on charges of being an ac-complice in robberles in Chicago.

Blaze at the Froites cafe, Chlcago, caused much commotion but little damage. Fire started on the balcony and was quickly extinguished. Show on at the time.

Dr. Carmen Ferraro, head of the International Grand Opera Ass'n, Chicago, sentenced to two years in Leavenworth on charges of using the mails to defraud.

#### MARRIAGES

Richard Shamis, manager of the Colonial, Bethlehem, Pa., and Rose Kress, daughter of Jack Kress, married in Philacelphia. Shamis formerly at the Earle, that

Anthony Morelli, RKO orchestra conductor, secretly married Helen Collins of New York at the Actor's Chapel on December 23, 1931. Cou-ple now living in Albany, where Morelli is leader at the Palace. Zoe Akins to Hugo Rumbold, Pasadena, Cal., March 12. Groon is an artist. Dorothy Manners, acreen mas reess, to Walter Ramsey, film wood.

#### NEW ACTS

Delvina Tebeau and Bros (4). "Tomorrow's Revels' (Frank Gallo and Clark Sisters).

# I'm Telling You'

By Jack Osterman

All right, so I'm held over.

#### . 140 Pounds-Beside

Trying to keep abreast of the times, this columning neophyte confined to his bed last week with la grippe, a doctor's way of making

gined to his bed last week with la grippe, a doctor's way of making a cold sound like a visit is worth \$16. I read some of the local columns dictated from bed and theyturned out just as good, if not better, than from the office.

A relief and pleasure to be confined home and to get away from Broadway which is rapidly beginning to smell like a pop corn factory. I never buy it. I stand in front, inhale twice and I'm full. I gradually read to the standard of th

#### His Favorite Story

ris Favorite Story
Les 'Doc' Michel when asked to
tell a story, always relates his pet
age.—A legit was leaving the Lambs
Club when a kid ran up to him
crying, 'Please Mr. McCormack, autograph my book.' The actor incrying, Please Mr. McCormack, au-tograph my book. The actor in-slated he was not John McCormack while the fan insisted he was, Doc. Attraction selected for the occa-arrived on the scene and the em-sion is "How Can I Get A Wife?"

barrassed artist asked him what he could do to prove to the boy he was not McCormack. Tt's a cinch, sing for him,' snapped Leo.

In These Hard Times

In These Hard Times
Schulte cigar stores have gone
back to the old days of issuing
coupons with every purchase. I am
now buying my cigars there. Upon
leaving a store the other day three
kids pursued me yelling. Please
Mister, give us the outpons.
Ton't be silly, I answered. Tm
saving up to get a knife to stab
myself.

Ostermania

Benny Davis' suggestion for an income tax theme song—Why not take all of me?...Fats Waller, Harlem's hot planist, says the other night he augmented his band to 20 men—no worse, no better...To-day's important question, 'Is she fat enough to go on the air?'...And fat enough to go on the air?'...And original as possible you will notice there hasn't been any reference to Congressman Sirovich...Are you reading?

#### Dare Devil Stage Stunt

Manny Fleischman, orchestra leader at the McKinley Square, Yiddish legit in the Bronx, will be married on the stage of the play-house to Lillian Green March 28, following the regular performances, audience to sit in as wedding

THEATRES

#### Breadline Irony

Even the breadline in Longacre Square provided an increditable bit of irony. Last week a sandwich man advertising a nearby dance hall paraded along the line, a man with him passing out handbills of the joint to the down and

#### RAN RAN BACKWARDS FROM BAT BATTALINO

By JACK PULASKI

Because Billy Petrolle wrenched his neck, Eddie Ran, the hard-hit-Pole from Cleveland, subbed for him against Christopher Bat Battaline at the Garden Friday (11). He took plenty from the sturdy fellow from Hartford, much to the surprise of the betting guys.

Judging from the count of one round, Ran backed around the ring more than six times and in the 10 rounds traveled at least 60 laps. It wasn't exactly the bicycie, because this Battalino is a mugg who bores in continually. An astounding fact was that Ran was eight pounds heavier than the former feather champ, who weighted 138 pounds. He champ, who weighted 138 pounds. He champ, who weighted 138 pounds. He champ is made to the champ who weighted 138 pounds. He champ is made to the champ with the champ with the country of the champer of the ch wasn't exactly the bicycle, because

style. Insiders picked nim.

Bat walkied in head on, half crouched toward the circling Ran, the little egg holding his left mit up to cover the jaw. That gave Eddle little chance to get in his right cross which had toppled plenty of muggs—except Petrolle, who kayoed him recently.

recently.

In the fifth round things looked bad for the Clevelander, whose right eye dripped claret. Bat could not put the finisher on, but he continued to muss up Ran from them on. Coming in close, he slammed the clare glove down and got he come of the continues of the continu

socks to the damaged peoper.

The match makes it all the better for the Petrolle-Battalino scrap which is now carded for next week (23). House last week was amazingly good. The sale for the original card indicated capacity and apparently few refunds were asked. Balance of the card not so hot. Semi-final went on last as a chasert, which was not been considered to the card of the card not so hot. Semi-final went on last as a chasert, arm from Brooklyn, boxed Johnny Pena of Harlem. After the first round they started walking out and before the match was over the Garden was practically deserted.

# DIARY OF A STOOGE

By Claude Binyon

Milwaukee, Saturday.

Everything is great. I stood in the wings last night and watched Moe Bower's act and it was swell, and after the show Mr. Bowery put me in the act and we acted through it again so I would know what to

me in the act and we acted through its again so I would know what to a Today I acted, in every show and people laughed and clapped all the time. It is a great act, much bet the control of the control o

Minneapolis, Sunday. We did the act today and we are sensations. Mr. Bowery told me I was okay and I asked him could I please wear my own suit off of the stage instead of the big purple one

with the tomato juice all over it.

He said all right.

I don't think Scaramouche is good in his heat. He scares me when I'm in the hotel room alone with him his awful him and face. He laughs all the time but it doesn't look much like a laugh.

This evening Quantreill and me and Scaramouche had dinner in an Italian restaurant and Quantreill olded real pretty. She talked to loked real pretty. She talked so a. t. eigner and it made Scaramouche mad. "Then we got back to the hotel tonight I told Scaramouche Inda my own girl in Peorla named Tillie and he shouldn't think I was trying to beat his time on Quantreill. Got one same we a look and the control of the same was a look and to the same was a look and the same was

#### RADIO IINIMPORTANT AT SPORTING B. O.

Los Angeles, March 14.
A test of the theory that broadcasting a sporting e ent injures the
box office is being tried here by the
Olympic Auditorium, which has
taken away permission given to
KFWB to broadcast boxing events.
KFWB had been etherizing the
glove events for over a year, and
had a verbal agreement with Jack
Doyle, aports promoter, to continue

Doyle, sports promoter, to continue until April 1. Privilege, which caruntil April I. Privilege, which carried no money arrangement on either side, was denied the station several weeks ago. Understanding between Doyle and KFWB is that the privilege to broadcast the fights will be granted again if the box office isn't improved by the radio's absence.

Based on figures so far, it is reported the Olympic box office hasn't changed either way.

Question of radio's influence on ticket selling came up on the coast

Question of radio's influence on ticket selling came up on the coast several months ago when several colleges at the annual meeting of the Pacific Coast Conference tried to obtain a ban on broadcasting of next fail's football games. They were unsuccessful.

#### Havana Track in Red

Havana, March 14.
Treasury Department inspectors almost put an embargo on the mutuels and books of the Cuban American Jockey Club, operating the race track and the Nacional Casino when they tried to collect \$30,000 due to

they tried to collect \$30,000 due to the tourist commission as luxury tax for this season. Kaelker Bros. had been in arrears, but made a down payment of \$7,000 and promised to pay the rest with-in the week, and the embargo was litted. lifted

The races will close Sunday (13) in the red.

# Herbert MARSHALL

YORK

NEW

There's Always Juliet A Comedy by John van Druten Utlerly delightful. John Mason Brown, Post, EMPIRE Theatre, Broadway and 40th 87 Eves. 840. Mats. Wed. and Sat., 2:30.

#### HELEN HAYES THE GOOD FAIRY

—Gilbert Galyriel, N. Y. American. HENRY MILLER'S Thea., 124 W. 43d St. Evs. 8:50. Mats. Thurs. & Sat., 2:40.

#### LESLIE HOWARD THE ANIMAL KINGDOM

"The season's most gratifying adventure."—
Percy Hammond, Herald Tribune
Staged by Gilbert Miller BROADHURST Thea, 44th St. W. of B'y. Eves. 8:40. Matinces Wed. and Sat., 2:30.

THE CAT and THE FIDDLE

#### EARL CARROLL VANITIES MONTH

with WILL WILLIAM MITCHELL
MAHONEY DEMAREST & DURANT
Company of 20-60 Gilleting Sceens
75 of the World's Most Beautiful Girls
44th St. 51-52.0
ALEXANDER MCHAIG presents

ERNEST TRUEX ... WHISTLING THE DARK

The PASSIONATE PLUMBER with BUSTER KEATON—Jiamy
"Schnezic" DURANTE
Poly MORAN
ROUGH STREET

AT Seth STREET

The Beast of the City Irving Foy is evidencing a quick recovery at the home of relatives and an analysis of the convery at the home of relatives and an analysis of the convery at the home of relatives and the many return to stage with the property of the summer. Irving was ordered to rest while appearing with the Foy family for RKO in the northwest. He is 28. WALTER HUSTON, JEAN HARLOW, WALLACE FORD & JEAN HERSHOLT. FRED WARING and his Roxy Theatre Orchestra of 60 Arlista. On the Stage: Fifth Anniversary Show, "PARADE OF ROXY HITS."

# MAYFAIR Broadway and THE LOST

SQUADRON RICHARD DIX

BOBERT ARMSTRONG DOROTHY JORDAN

PALACE B'way & 47th St. Mats. Dally 2:20 NORMA TERRIS

RUSS NORMA
COLUMBO TERRIS
JACK HALEY
Aunt Jeminns, Will Observe &
Orch., Gus Edwards Revue with
Eddie Brece
and BENNY RUBIN

86th ST. Bet. Lex. 4 3d Aves

6 Friday Mar. 18 to 18
CHARLEY CHASE
in Person

"A Woman Comman

81 ST ST. Continuous Shows

POLA NEGRI BASIL RATIFONE
Roland Young—H. B. Warner
'A Woman Commands'



#### Irv Foy's Recovery



Who Lives at The Park Central?

> MONG guests at The Park Central A 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 patios for private functions.... Swimming pool...Golf....and other features equally unusual and desirable.

Largest Single Rooms in New York

PHONE CIRCLE 7-8000

56 St. at 7th Ave., New York City

H. A. LANZNER, General Manager

## London

Ann Suter back again Flu litting most agents.
Fencing threatens a rage here.
Alan Grogan buying a new auto.
Hugh Perceval abed with a cold. Peter Burnup now fully recovered. John Thorpe Savoy grilling again. Harry Lachman to do another for

Par. Edward Laurillard ready to try Parties at the Leicester Square

theatre. Swaffer taking raps at Corinne Griffith. Cilori: h. da Swanson admiring the

scenery. Ernest Fredman back from the Menious got together with

The Menjoring got together with assil Dean.
Betty Stockfeld back from Paris nd a play.
Corling Griffith getting all the alker offers.

John Payne preparing for the spring floods. Hessell Tiltman getting American

Hessell Tiltman getting American book reviews. Swaffer spoiling the effect by wearing glasses. George Banfield and Joe Sachs

George Banfield and Joe Sachs have teamed up.
Molly Lamont, the talker protege, abed with laryngitis.
Rumors of plenty of people leaving the A. R. P. unit.
Lady Alexander Haig, Earl Halg's daughter, off the 'Mail'.
Fignit Stammore around town again, Latter than ever night club giving aword exhibitions.
Perry Allus: Retraits's heat college.

iving sword exhibitions.

Percy Alliss, Britain's best golfer, ack from Berlin for good.

W. A. Wetherall has tied up with.

N. for his latest travelog.

Val Parneil down with flu, with enry Sherek at his bedside.

Vai Parnell down with flu, with Henry Sherek at his bedside. Redhot wreatling may get set as a cabaret turn supper places. Sol Newman-personally peddling the next Gracie Fields picture. For the property of the control of the red by A. B. C. for pictures. Pat Mannock says he set the red pullover fashion before the Prince. Owen Nares doubling between the Eating studios and the Harrow golf cub.

Rumored merger Rothermere and ilied Newspapers chains denied John Loder getting a talker lead immediately on his return to Eng-land.

Gilbert Milier surprised to find he Embassy Club practically cath

pacity.

Mary Charles after playing Pic cadilly hotel cabaret now at Cafe Paris.

de Paris.
Sam Eckman, Jr., will reissue
Broadway Melody' here for the Revival of the short-lived Punch-inello' reads 'Putting the Punch in Punchinello'

Collseum management giving au-ditions for chorus, with the side-

talk packed.

Colonel Bromhead in his bestorm at stockholders' meetings. Just ke old times.

White person was the control of the

again.

The press boys have discovered a marvelous English singer in Dartmoor—who'll be released in 10

years.
W. P. Lipscomb has just bought the Prince of Waies' Bentley racer, and the police salute him every-

where.

An admirer threw Chita (Duffin and Chita) a black cat from the stage box after her performance. It was stuffed.

stage box after her performance. It was stuffed.

Arthur Riscoe leaving the cast of for the Love of Mike, 'claiming the management has no written content of the leavest of

#### Havana

By Rene Canizares

Getting cold here.

Montmartre closing.

Dave Taylor was around.

F. H. Furay of United Press in

# CHATTER

soon for tour of vaudeville in States. States, Station CMW now with 5,000 watts.
Cold weather bringing belated tourists

Ricardo Cortez and George O'Brien In town.

Races and Casino closing Sunday (13).

Kid Chocolate-Petrone fight was

Kid Chocolate-Petitone ngit was success financially. Fowler and Tamara going back soon, after whole season at Casino. Sloppy Joe is not with Sloppy Joe any more. Sold out to his brother and son. Now vacationing

in Spain.

Don Axplazu organized orchestrato take north, but wanted boys to advance their own round trip ticket and four weeks' stay in New York so now it is no go.

#### Paris

Susan Glaspell here

Robert Graves to Spain. Robert Graves to Spain.
Zaidee Jackson has a hit.
Raquel Meller going on road.
Whit Burnett leaving Vienna
Edna St. Vincent Miliay over
Peggy Riddell doing left bank
Congrete Indiana on wiread Pegsy Riddell doing left bank.
Gangster influence on upgrade.
Gracle Flelds through to source
Gracle Flelds through to source
Gordon Pollock wants to go home
Polly Walker over from London
Phillips Oppenheim may do play
Bob Wyler looking for a-backer
Night clubs opening and closing
Gaby aloriay looking over-author
Gentla Cloria a newcomer in

filr Peggy Meehan of Hollywood in town.
Dinah closing after managerial ows. Johnny Macklin back in good

Gilbert White looking for an Irish Anny Ondra coming back to

Paris. Cecil Sorel listening to Lucienne oyer. Erich Pommer lunching with Dulac. Mrs. Richard Tauber over from

Berlin. Michael Arlen back to Riviera

tennis.

American biz men swamped by quotas. Some new Viennese singers around.

Gordon Fulham over looking for scripts.

Maurice Rostand cancelled London trip.

Barbette telling about South

America.
Richard Hughes to Tanglers with new wife.
Norman Matson recovering from

angovers. Joan Keena dancing at the Boite

a Mateiots.
Old restaurant Jouven now a
dance hall.
Moe Messeri over from Barcelona
for a week

for a week.

Ruth Putnam Mason once taught
at Sargent's.

Bill Carney greeting his wife back
from America.

Bill Carney greeting his wife back from America.
Russell Lewis to Munich for national fetes.
Izzy Percival writing notes justifying probibition.
Jack Kahane looking for dirty back the second of the

Pirandello having his toes stepped on by American actress.

Saint-Granier denying he will be a candidate for parliament.

Harry Reiser and his orchestra doing some local recording.

G. W. Pubst on his way from Parliament original Belie of New York, 'in Cannes. Ina Claire back to N. Y. to get permission to return to London. Hairdesser sued for telling mald that her mistress' suitor wears a wys.

that her mistress' suitor wears awig.

Joe Seidelman hoiding a Paramount chieftains' conference at the George V.

Manager Granoviski, of the Moscow Jewish theatre, coming to Paris to produce films.

Earl Lestle converting the Perrometer their tests were the Control of the Con

to produce films.
Barl Lesile converting the Perroquet night ciub, over the Casino de Paris, into au intimate 250-seat

F. H. Furay of United Press in house.

town.

Mrs. Sarah Jenning Burns of Kanasa City reported by the Palals again.

Havana Casino orchestra sailing \$3,5000 at baccarat.

#### Australia

'Palmy Days' high. 'Charley's Aunt' (legit) again.
'Alexander Hamilton' smash lit.
Greater Union using radio to
cost attratcions.

boost attractions.

Greater Union's newsreel theatre is gradually building.
Fullers will revert to pictures at Religious on the up grade with Lenten improvement expected.
Ben-Hur doing well for Greater Union and may get four weeks.
Dracoult will follow 'Unban Love Statement' will follow 'Unban Love Trankenstein' passed okay by the censor and will be road-ahowed.
Fullers have taken Royal, sydney, for musicals with Ada Reeve.
Hugh McIntosh attempting to established.

Hugh McIntosh attempting to es-ablish Sunday boxing in Sydney, W. T. have two Sydney theatres ark, but reopen with legit Easter. Doris Fritton presented Middle Yatch at Savoy, Sydney, inde-endently, Gilbert and Savoy

pendenth and Sullvan revivals in New Zealand tremendously successful for W. T. say they will produce Waltzes from Vienna: this season. Except at the Comment of the Comment

ment expected to take action this month.

Hoyle will bring in Yellow Passport. (Yellow Ticket) for run at mow advertises all it's nabe programs in dailies.

Regent doing business with dual weekly change features for Hoyle. Are playing only extended runs, thus giving Hoyle a great break.

Current pictures in New Zealand include Daddy Long Leag. Water-lon Claudet, Millionaire, Palmy Days and Monkey Business.

Fullers refuse offers for their St. James, Sydney, for musicals. St. James, Evolucy, for musicals, only the property of the propert

#### Toronto

Tito Schipe strolling. Claud Pascoe dabbling in oils Mayor Stewart's life threaten Roly Young and Augustus Bridle fling. Arno Jones is really Gregory

Clarke.
Granite Club ice carnival being rd Rutsey's mystery play Howard Rutsey's mystery play-ts yanked.

'Telegram' is only local rag print-

Trelegram is only local ras prist-ing film calk of his theoriewing flowed MoN 1 ght increasing the most of Border Cities Star fets press-gallery job here. N. L. Nathanson is im Mismi and brother Henry is in Bermuda. Will hold re-union here next month, Mary Coo setting her picture in the local raga. Grace Beale ditto, Mark Hambourg authors From into to Forts. Cassielis publish-

ing. William Heuchan of 'Good Com-nanions' new in all-British vaude

biil.

Buffalo ladies' polo team due here
March 18 with Cap Paton getting excited.

Bruce Campbell, ex-ad. mgr. for Toronto "Telegram," joins the pub-

Erice Campbell, ex-ad. mgr. for Toronto "Telegram," joins the publicity ranks.
Clarice Goldner of the Roxy is another home-town product trained by the state of t

killed here with load of films when car strikes hydro pole. The mysterious (here anyhow), and fan-malied Tom and Mary, CPCA headilines, are really Raiph Turnour and Eunice Hand. Exchange situation leaves Britlah companies clear field. Percy Hill pa.ing Colbourne-Jones Company; Les Appleby ditto for Sir Britled (Strike Head or Charlet Galeson). Alfred Head for Durtlese for Sir John Martin-Harvey; and G. G. Garrette for Dumbelis Revue.

#### Montreal

Sult pressed while you are being shaved is latest gag here.

Charlie Dornberger orchestra

comes in to Mount Royal.

Gene Lipsett-Skinner improving
in hospital after operation.

George Nicolas reading local bitzzards with giee in West Indies.

Eugene Maynard raises prices to
meet theatre tax, but bis dropa.

Some main stems and fock of
nabes trying two-for-one trick.

Leo Edel, sans beard, back in town again after three years of Paris.

'Sports Review' folds after second sue. Ted Harris gets from under, Standing at \$1.65 and all seats taken at Paul Robeson concert Sun-

B. M. Garfield opens dance hall aturday (12) in conjunction with

Jack Denny given big hand on last night at Mount Royal Wednes-day (9).

Golden Dome cabaret gets break tith college boys' dance on Thurs-ay (10).

ay (10).

Grippe epidemic all over city and amateur theatrical outbreaks combine to hurt grosses.

Bill Lester, off to general conference Toronto, following Famous Players' victory in suit.

Main gierns getting some week-multiple of the property of the p

First Sunday closing actior against Amherst and Rivoli, nabe movies, gets setback when judge

movies, gets setback when judge throws case out. Phil Maurice going ahead with new cabaret where former Venetian Gardens, well known to U. S. tourists, used to be. Opening scheduled May 1.

The control of the control

Negro on local depot concourse causes sensation Thursday morning (10) Turns out to be baby on way to the concourse causes and the concourse causes are concourse causes and the concourse causes are concourse causes and concourse causes are caused to the cause causes and concourse causes are caused to the cause causes and most independance of the cause causes are caused to the cause causes and most independance causes are caused to the cause causes are caused to the cause causes and cause causes are caused to the cause cause cause causes and cause causes are caused to the cause cause causes and cause cause causes are caused to the cause cause causes are caused to the cause cause causes are caused to the cause cause cause causes and cause causes are caused to the cause cause causes are caused to the cause cause cause causes and cause causes are caused to the cause cause causes are caused to the cause cause cause causes and cause cause causes are caused to the cause cause causes are caused to the cause cause cause causes and cause cause causes are caused to the cause cause cause causes and the cause cau

#### Ottawa

Only two theatres in Ottawa of-fer single-feature bills during past week.

week.

Jackson Booth says he 'is happy
to serve' when appointed Federal
District Commissioner.

Daylight Saving scheduled to
open in Ottawa May I, moving day,
and continue to Sept. 25.

Capitol Theatre went to top of
Theatre was to be of
feating Imperial squad 5 to 2.

Eacher's Essewood, author donated

Robert Sherwood, author, donated royaltles for wolfare of local disabled and unemployed war veterans. Morgan V. Russell, well-known restaurateur and sportsman, died. Was known as Shag to theatre

Rt. Hon. R. B. Bennett, Prime Minister of Canada, attended per-formance of 'The Queen's Husband' at the Embassy.

at the Embassy.

Canadian Government doubles annual license fee for radio receiving sets to \$2 to obtain \$750,000 more revenue.

andria hangs up house record for non-misdfal show. Snaffice \$37,500 in fortnight.

In fortnight.

William Lindrum's phonograph will and the billiardist about 156,000 miles.

Harry Thurston, original 'Old Bill' in Bairnather's Ester 'Ole, dickering for m. c'ing at new rarisan night club.

Therefore, and the billiardist of maintainer's cath, dickering for m. c'ing at new rarisan night club.

The state of th

#### Riviera

By Frank Scully

Literati Majorca-bound. of Majorca-sound.

Sheehan not here.

Calve singing for blind.

Cochran coming or not?

Wodehoused toward Grasse.

to Canarsie: Mrs. Syd

Cannes to Cunarsie. Mrs. Syu Chaplin. Frank Harris's anni passed un-observed. Night retakes on **Le** Fille du Montmartre. Franco Film studios still stalling

on reopening.

Betty Compton wants Villa Vari-

on reopening.
Betty Compton wants Villa VariBetty Compton wants Villa VariBob Brown sold his Beerhood
Days to Menck's Merk,
Chateau Madrid has folded and
its turnishings auctioned.
Rosie Dolly and Irving Netchercan't find a place to get married,
can't find a place to get married,
fracture is considered a lucky
break.

vatures now 30 attered a simple fracture is considered a lucky. Believe the simple state of the simple sin simple simple simple simple simple simple simple simple simple

Easter.
Snow, or silver sunshine, as it's called in Cai, ushered in March.
Flips calling Cote d'Azur Overcoat

Advanta Alex Berkman's Mobody wants Alex Berkman's translation of Goethe's last love affair. Not sexy enough, say publishers. Friends are urging him to retitle it 'Getting Goethe's Garter.'

#### Salt Lake

By Philip G. Lasky.

Gas war renewed, and with 14c

gas.
Police department going into short-wave radio system.
Dave Simmons joins KDYL as announcer, coming from KLZ, Den-

ver.
Town beginning to liven up.
Green Dragon putting on new floor

from beginning to liven up. Green Dragon putting on new floor show.

Green Dragon putting on new floor show.

Conversor Dern announces selfordered sit in salary of 190%. Orders all state salaries cut likewise.

Fights revived at McCullough's arena after four-month layoff. Wreatling remains as pet aport of city, however.

Or however.

Or however.

The fraterond-looking girls helps the top with \$180,000. Last-minute to top with \$180,000. Last-minute over by committee headed by Fred Hamlin, ex-Public publicity head.

Mananger Harry Golub of RKO Orpheum screened Lost Squadron' premiere in Hollywood style with mayor, local military and navai heads.

U. of U. 75-voice giee citb, which

heads.

U. of U. 75-voice glee ciub, which which wade big hit at Paramount, Los Angeles, few months ago, reports offer for engagements in St. Louis and Chicago. Trying to get Chamber of Commerce to underwrite experience.

#### Elmira

By J. Maxwell Beers

Vaudeville doing well at Keeney

Vaudeville doing well at Keeney last half.
Capitol operating two-for-one through local dairles.

The state of the state of

#### Broadway

Zieggy better: Arthur Lubin west: Bolle Bennet is in New York. radie Hitcheock's S.A. trek off. Mickey Neilan making rounds. the Golden is home from

Leon Netter Insists he never was

yery III.

Punch boards for prizes and eash
around again.

Mrs. Ira Gershwin sunning herself at Nassau.

elf at Nassau.
Kiviette studying the summer nodes at Nassau.
Mary Pickford still looking at hows and scripts.

Gabby Padney back in the Boule-vard pit after illness.

vard pit after liness.

Louis K. Sidney is vacationing in the south for a month.

Art Jarrett, CBS tenor, didn't make the glee club at college,

make the glee club at college,
The Billy Diamonds celebrated
heir 22d yesterday (Monday).
Louis K, Sidney and family to
soca Grand, Fla., for a month,
The Louis Research

The Larry Pucks' baby just fits he bassinet presented by the Harthe bassine

Paul Small has switched mon-icker to Paul Little, a change but not a reduction. Arthur Moskowitz' Loew pals tossed him a bachelor feed, gag booklet included.

article accessing Loew pair activity and the control of the contro

surage service, with attendants to take cars back and forth for pa-trons.

Gene Fox is seeing the country with Publix. Transferred from Buffalo to Minneapolis and now to Des Moines.

with Publik. Transferred from Buffalo to Minneapolis and now to Des Moines. Oi three to ride on trains, flew back from Washington, after campaigning on an RKO-Radio picture.

Trank Merlin. In an argument shoul legit and banking, claimed shoul legit and banking, claimed the shoul legit and bankings this year than among banks. Charley Levy pulled out for Mismi Beach with Sid Harris as a bodyguard. They'll have the sand and solf courses to play with. Charley Levy pulled out for Mismi Beach with Sid Harris as a bodyguard. They'll have the sand and solf courses to play with. Charley Levy pulled out for Mismi Beach with Sid Harris as a bodyguard. They'll have the sand and solf courses to play with. And the solf of the should be shou

#### Detroit By Lee Elman

By Lee Elman

Lou Frieberg of Mctro in town for a wedding last week.

Benny Zapp opened the new DuoHenry Zapp opened the new Julia 
Bynamic Dave Davidson going 
straight—down the wedding siele.

Billie Hammond married to Bill 
La Rue shortly after her 18th 
"Margart Ride of the Coop office is 
Margart Ride of the Coop office is 
for Coop office with 
her name on the door.

Cliff Gleschan used to be a telegraph operator and is keeping in 
Break for the Strain Sallet. 
Moved out to the Fisher theatre 
and only three shows a day.

Walter Norris moving out in the 
Open spaces near a golf 
course open spaces near a golf 
course open spaces near a golf 
course open spaces one 
Well of Chicago is taking over 
the last check concession at the 
look-Cadillias since Raip Hitz got 
the flock.

# CHATTER

ing F&M units to find out what they need.

Jack Collins, World Wide camera man, was shot in the hand while taking pletures of the Red riot at man, was shot in the halm white taking pictures of the Red rlot at the Ford plant, Bernie Cobb went to Cleveland last week to get lifs wife but had to drivo because the weather was too bad for flying.

#### Hollywood

Harry Spingler with the Small ffice. Cy Kahn warbling over KFWB

Mary Kahn warbling over KFWB mikes.

Marquis de la Falaise à Hearst ranch guest.

Mary Kay returned from yeahs and years in N. Y.

Sam (Blood) Kramer specializing in the state of the stat

terrier pup 'Socks' after Bob Steele's horse.

Clara Bow shipping the furniture from her beach home to the Nevada ranch.

ranch.
Mae Clark, on sick leave from
Universal, is bordering on a breakdown.
Claudia Deli plenty nervous first
day as a waitress at the Assistance

Claudia Dell plenty nervous first day as a waitress at the Assistance League.

H. N. Swanson, 'College Humor editor, brought the bride west for the first lime.

Elton Britt. KMPC hillbilly, scooted back to the Ozarks to see his sick mother.

He ltalian Village, L. A., now twice daily over KMPC.

Arthur Sheekman, who ean't play.

his sick mother.

Bill McGees create a riced from Bill McGees created a live with the second of the

week's special a nickel.

Couple of bioto beauts huddled over a night club table. Says one, slightly raising her voice: 'Say, he's the nicest guy I ever stammed a description of the nicest guy I over stammed a description of the nicest guy I over stammed a description of the nicest guy I over stammed a description of the nicest guy I over stammed a description of the nicest guy I over stammed a description of the nicest guy I over stammed a description of the nicest guy I over th

silghtly raising her voice: Say, he's the nicest guy I ever siammed a Bird' of Paradise' company returned from Honoluu last week, telling of plenty of rain encountered in the islands, with some rain.

One of the youngest players to get a publicity buildup will be George Robert Phillips McFarland, three-year-old who appears in Sanaky, as the kid is billed, is a mild sensation on the short lot:

Barbara Weeks, on Samuel-Goldwyn's contract list at \$10 a week, is mild sensation on the short lot:

Barbara Weeks, on Samuel-Goldwyn's contract list at \$10 a week, is will sense the short lot:

Barbara Weeks, on Samuel-Goldwyn's contract list at \$10 a week, is will sense the short lot only be short lot only by this month, with that time tacked on the end of this period, As Miss Weeks is only 18, superior court had to okay the vacation.

One result of the advent of the that when anyone calls a F-WC house now, the manager answers the phone himself, no matter how early in the day it is. Previously it was almost impossible to get some of them, even during show time.

#### Loop

Fred Stone's game leg is still bothering him.

Peck Gommersoil taking his game arm to the doctor.

And the doctor.

Man to be well by the doctor of the take of the doctor.

Man to be well by the doctor of the doctor.

Werna Burke recovering from a nervous breakdown.

Howard Way concoting a comedy, script for the ether.

Al Dezel back in own to reopen to the doctor of local Club Artists' Protective Asg's.

P. A. Tabot, mgr. of KOA, Denveru and out of the NBC plant in Max Balcham recovering rapidly

Max Balcham recovering rapidly

Max Balcham recovering rapidly

F. A. Taibot, mgr. or no., exver, in and out of the NBC plant in
a dax: Balaban recovering rapidly
and expected back at his desk
shortly.
Joe Abramson has left Publix-B.
& K. He was helping to manage'
No bear to be to be to be to be to be
a covery.
Stool doing the guiding
hand for Morton Downey while the
air singer was in town.
Louie Lipstone has been going to
Posti's for a year, but so far only
he donore Wayne been
effects expert since climbing into
the radio disc recording end of the
biz.

biz.

Paul Mali jumped from New York
to Hollywood and back here again
to join the F. & M. 'Carmenesque'

to join the F. & M. Carmenesque in Will Higsle miscued on a step while on the Stratford stage and took an eight-foot nosedive. Just a couple of bones rattled. Jules Greengard has been glvling Lindy's the double-of for a week, York to talk about the details. Soon after Bill Roche was appointed custodian of the Selwyn he tore the Shubert ads out of the house program and substituted the house program and substituted had put his managerial title under the program's massthead, something

#### **New England**

No letup in double feature pro-

No letup in double feature programs.

The state of the st

field Branch, Professional Enter-tainers of New England, Dr. I. R. Calkins president,
The Warner Memorial Audi-torium, a git to Worecester, Mass, Academy from Harry M. Warner, will be dedicated April 19. It is in memory of the film magnate's son, Lewis J. Warner, a member of the class of 1928, who died soon ofter leaving ethool.

#### **Minneapolis** By Les Rees

More below zero weather and low storms. snow storms.

Ted Colvin back with Publix. City
job proved a fizzle.

Bill Tilden's tennis match drew ,200 at University. Harold Kaplan suffering from slight attack of flu.

Joe Mannix, veteran newspaper nan and globe trotter, dead. Police are picking up newsboy ho yell misicading headlines.

who yell misicading headlines.

Newsstands defying mayor's order banning 'Ballyhoo' among others.

Gene Fox, local boy, going to Des Moines for Publix publicity assign-

ment, David Ackerson, local planist, go ing with Fiske O'Hara as accom panist.
'Buzz' Bainbridge elected first vice-president of the Midwest Shrine council.

council.

Mayor starts morals body to safe-guard youths' morals, including pe-riodicals.

Mayor starts morals body to safeguard youths' morals, including periodicals.

Mickey Coep. 4r., sold George
Mickey Coep. 4r., sold Coep.
Mahendra, 'mystic' of the radio, a
beiween the acts' attraction with
Bainbridge stock,
Article on 'Behind Scenes at the
Minnesota' in Faweetts' 'Amateur
Golfer' this month; local \_youth,
with Warner Brothers' scenario department at Hollywood.

Hal Young of New York office of
National Screen Service visiting local representative, Ed Burke.

Former 'barmaids', driven out by
police, now using 'laundry agency'.

Newpapers publicity story says El
Brehdel will cop 44,000 for week's
personal appearance at Minnesota.

Newpapers received more calls in
one afternoon re Lindbergh baby
than in five weeker se Fa East war.

Twin City dancing masters puttion, at large Folles, with Caut
fit.

Jack Partington, Harry Singer and

efit.
Jack Partington, Harry Singer and
Doc' Hall of F-M staff hero to give
'deas' playing Minnesota the once
over.
Al Anson, Publix northern Minnesota district manager, sings and yodels to keep awake while driving at
hight.

sota district manager, sings and yodeis to keep awake while diving at
Inght.

Plorida and Cuba. Harold Finkelstein going to hospital for atomach
trouble.

Regular exercisers at Y. M. C. A.
Include Joe Padiove, Fox booker, and
not go Padiove. Fox booker, and
of Publik.

In poll conducted by KSTP, local
radio station, 400,000 voted for retention of Father Coughlin talks and
only 500 agoinst.

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radio station, 400,000 voted for retention of Father Coughlin talks and
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radio station, 400,000 voted for retention or Father Coughlin talks and
only 500 agoinst.

In poll conducted by KSTP, local
radio station, 400,000 voted for retention of which the coughling the coughling
land only the coughling the coughling
land sught by pollec.

Theodore Hays and Bob La Piner
of Publix make contribution to Jewison Federation campaign in memory of
the coughling at State
through Shoppers' Guide coupons,
through Shoppers' Guide coupons,

for 15 Massachusetts state Institutions, including Insane asylums.
Hesson is unavailability of silent
Ellera manual and the state of the state of

## Miami

By Beachcomber

By Beachcomber

Iviling Berlin is at the Nautilius in Minni Berlin is at the Nautilius in Minni Benth Minni Minni

salary 10% from the top on down isat week. One of their best men gets eight months vacation without partial and the salary and

#### Long Island By Joe Wagner

10 cent shaves in Astoria. Huntington taboo on carnivals. Queens speakeasies in a bitter

war.

Robert Rodger golf pro at Pomonok Country Club.

Robert Rodger golf pro at Pomonok Country Club.

Herman Poll going strong at the
Merman Poll going strong at the
Norman Brokenshire at the Forest
Hills fashion show.

Texas Guinan bought her mother
a house in Flushing.

Frace Brudey opened a singing
German pics at Lindy in Lindenhurst going over big.

Golf course omitted in Rile Park
burns plenty of folks.

Torona is I. Upeles,
Denny Locoard packed them in

burns plenty of folks.
The golf champ of Loew's Plaza in Corona is J. Ureles.
Benny Locard packed them in at the Ruigewood Grove.
Benny Locard packed them in at the Ruigewood Grove.
Benny Locard packed them in at the Ruigewood Grove.
Act the Ruigewood From the Ruigewood Grove.
Act the Locard From the F. A. B. column in the Jamaica Press.
The Judges are slapping big fines on the slot-machine operators.
The Judges Lengther House of the Ruige Ruige

Toledo By Dick McGeorge

O. K., Usilton. Fiesh shows draw weak trade. Loew's held their housewarming. Ray Allison still works carry and

Dance hall at Irish Illis leveled

by flames.
Earl Estes, Rivoll organist, moved
to Chicago.
John Habb, Cincinnati, joins the
Blade' staff.
Rarry Shedd still around town,

Blance State.

Barry Shadd still around town, littles \$58,502 and no newest but han plans but han plans but han plans to minute to minut

join the burleys.
Wally Caldwell is .nicely situated in his new offices.
That draught in the Pantheon should be remelted in the Pantheon should be remelted

row 'Variety' now.
mall.
Nanette Sargent, Montpeller girk,
picked by Lilyan Tashman for her

revue.
With the closing of the Empire,
Bernie Lustig has but one job, p.a. With the cuonic state of the control of the control

newest nitery.

Dick Richards, 'Blade' d.e., cracks those who charge critics with ruining the theatre.

Ken Benson, manager Avalon, the control of the contr

#### Oklahoma City By George Noble

Freezing weather, but 11 above prevailing.

Double runs not here yet, but maybe soon.
William Noble was out of the hos-

William Noble was out of the hospital in nine days.
The first girl minus stockings for 1932 was seen on the street.
Oklahoma City Craint oury went fishing, but caught rothing-fest lead show at Morket Anditorium.
Spectacular fire near theatre district, but the shows not hurt.
Jerry Chazen, Fox home office auditor, moved here from Kansas City.
How Market Stammen and Horry Stammen and Horry

auditor, moved here from Kansas City,
Joe and Harry Silverman and
Book Commons journeyed to New
Howard Savage seen inspecting
the Milowest and Cecil Hail the
Criterion.

Efficient arrangement: The same
filling station bootlegs liquor, gasoline and used crank case oil.

There is so in continuon yournent
Wrightman will deelder Charlie
Wrightman will deelder Charlie
Wrightman will deelder Charlie
New \$4.00,000 26-story Oklahoma
Biltmore Hotel opened. Marion
Mackay's Hollywood Orchestra furnished the music for opening banPaul Christensen and his litudes.

quet.
Paul Christenson and his 11-piece
Paul Christenson and his 11-piece
orchestra replace Honry Lange and
his orchestra at the Skir-in hotel
roof garden and will broadcast daily
over WKY.

over WKY.
The Oklahoma State G. O. P.
Committee selected Oklahoma City
as the place and April 25 as the
time for the state convention, to
elect delegates to the National Convention at Chicago in June.

#### Syracuse By Chester B. Bahn

Franklin H. Chase, dramatic editor of the Journal, back on the job following illness. Jack Pendergast doubled.

doubled.
All holders of season passes to the Paramount received polite notes from Mgr. Jones suggesting they see. Broken Lullaby early and boost the

By Chester B. Bahn
Franklin H. Clase, dramatic editor of the Vournal, back on the job
lilowing illness. Jack Pendergast
billowing illness. Jack Pendergast
billness illness ill film.

Snow-clogged streets and a snow-bound countryside cut grosses throughout central and northern New York. Trolley and motor serv-lee was demoralized.

# CHATTER

State; house also has her on the screen in 'Reast of the City.' The plathnum' blonde is doing a duestions and answers column for Hearst's Journal.' Morris Fitzer, one-time operator of the old Savoy, filed a voluntary petition in bunkruptey, with littles 35,503 and no assets. There are present is employed.

Mayor Roberts seizes opportunity to recite an original poem at the-tre opening. National ski contest at Tahoe Tovern draws thousands, including

National
Tayern draws thousands, modCalifornia governor.
C. A. Tompkins, local T. & D. Jr.
manager, spends busy week completing finishing touches on Matastic.

jestic.
Jimmy Needles, ex-football coach
at San Francisco U, in Reno, considering spot at University of
Nevada.
Anita Page, crowned queen of
winter at Lake Tahoe, departs for
sumny L. A. thirty minutes after

sunity 1. A. The state of the core of the

# Milwaukee

By Frank J. Miller

Coldest March in 41 years. Lee Tracy came from Milwaukee. Home Show Week at the Audi-rlum. torlum. Mayor Hoan and his son are au-

Mayor Hoan and his son are autograph collectors consist how, spends his vacation at Engle River.

Prices up slightly in most theatres. Nobody can find any reason.
Mrs. Franz Winninger, mother of five Winningers, died at home of daughter.

Don Ameche was born in Kenosian and attended University of

Don' Ameche was born in Keno-sha and attended University of Visconsin. Otts Skinner and Cornella Otts Skinner in town the same week at different theatres. Edna Ferber got a flying start to-ward writing as a reporter on the Manual Cornel of the Start to-ward writing as a reporter on the Assanding tribute to John Phillip Sousa was part of every program at the Alhambra during the past-week.

Sousa was part or every program at the Alhambra during; the past with the same and the control of the same at the

#### St. Paul

Alky \$4 per gal., new low.
Dept: stores teaching bridge.
Candy popcorn wave hits loop.
Herman Fields here from Iowa.
Bert Lown held over at Lowry.
Dick Cook selling Auto club mem

riships. Private preview of Eeast of City ops. Rosenfield moving to north

do not be a construction of the construction o

#### Washington By John Daly

Ccorre O'Leary departs for Charteston, W. Va. Howard Ralph leaves to make his headquarters in Cincinnati.
Andy Kelley, muster of ceremonles at the Press Club's St. Pat's party.
Jim Lundy, pa. at the Palace, turns in his resignation to Carter Barron.

time tuning hearantee to Carter Barron.

Frank P. Morse back at his old job, reviewing plays, this time for The Start Start

bag of crawfish from Ernest Lee Jahncke, ass't secretary of the navy. The property of the navy. The control of the Skillet', at White House Correspondents' dinner, signs the act up for a week at the Fox.

For the Friendly Sons of St. Patrick banquet, March 17, George O'Coinor's new song it They Were Civic Opera Troup lost \$800 reviving Gilbert and Sullivan's The Gondollers', at the Balasco, but are coming back for more. Two revivals set for April.

Charlie Kurtzma George Wilte's 'Sandals' at the Auditorium during Holy Week—at an \$1,800 rental with Good Friday out.

Florence Yotum, soilst at Station WOL, the only non-screen person ture Owners, with 800 invitations out and room for only 500 in the Mayflower.

Bebe Danlels and Ben Lyon, her

out and room for only 500 in the Mayflower.

Bebe Daniels and Ben Lyon, her hubby, call on Speaker of the House Garner, start a new Garner-for-fresident Club, and almost make Jack faint when photographers Katherine Cornell threatened to forego playing in the Belasco because of the cold, but Stoddard Taylor got out the old stoves and the play went on, to a record breaking opening, with \$36 for standees.

#### Louisville By M. W. Hall

Al Zutt, Gayety box office man, divorced on cruelty charge. Helen Savage and Helen Nait added to cabaret bill at Kentucky

Nite Club Gov. Sa

Nite Club.

Gov. Sampson sent Clyde McCoy,
Louisville native orchestra leader,
colonel's commission.

Competish working hardships on
downtown theatres. Walnut advertised for rent for other purposes.'

Fred Hurley pulling low comedy
at Gayety in place of Kane
Brothers. First week's showing

good.

Harry Martin still bravely strug-gling to get subscription list big enough to warrant 30-week stock season. ason. Times'' staff members contribu-

'Times' staft memoers contributing paragraphs to editorial page following death of columnist Raymond Daumont.

Maj-Gen. Hugh A. Drum, commander, Fifth Corps area, okays erection of \$20,000 War department theories at Camp Knop.

erection of \$20,000 War department theatre at Camp Knox. Battle of nite clubs goes on as Madrid adds Geraldine and Hotel Secibach Club puts on review. Mc-Coy replaces Eddle Nelbaur at

#### Duluth

By James Watts

By James Watts

Week series of Lenten meeting held at Lyric theatre.
While the March lion vorshockey, fight curds draw big for the meeting held at Lyric theatre.
Duluth's emergency job campaign more than quadrupled its quota of \$500,000. Total was \$2,169,110,33. Eugene Shakespeare, at liberty since the closing of the Auditorium Yusich and the state of the control of the Auditorium August and the state of the control of the Auditorium August and the state of the Auditorium August and the state of the Auditorium August and the August and the

two wallops to the jaw in the first of a 10-round bout.

John Phillp Sousa's death recalls that the March King drew the record audience for all time in Duluth, playing to 19,005 people during two performances at the Amplitheatre during the Exposition of Progress in 1926.

#### Philadelphia

Copy desk on the 'News' down to

one man.

Mark Wilson pricing new straws
to Atlantic in June.

The Pearl is packing 'em with
clored name bands.

Both morning and evening 'Ledsgra' took a 19% pay cut.

Beba Danlels gues opera with
Elste Finn of the Record.

Beba Daniels goes opera with Elsle Finn of the Record. Queenle Smith showing what per-sonal popularity can do in this

Bill Balley, formerly WPEN chief announcer, now a radio 'ad counselor.'
Frank Ackley, manager, Carman, home from Bermuda with the missus

nissus. Eric Knight, Ledger, introduced b. W. Griffith at Keith's opening

night of 'Struggle'

Harry Smith back with 'Little
Racketeer'; Pete Davis with 'Ii
Booth Had Missed.'

#### Lexington, Ky. By Charles G. Dickerson

Winter three months late. Exteries are offering full dinner ourse for 30 cents. Ralph Lewis, new m.c. at Ken-ucky, is entertaining at lunch

clubs.
Burning Blaze is best liked Derby candidate in training at Lexington

cack. Laverne Fator here looking over ne horses. Rode for E. H. Bradley

year.
year.
umors get around that change
ownership of two local theatres

last year.

Rumors get around that change in ownership of two local theatres is now the second of th

#### Westchester

Spat-wearing hobo jailed in Mamaroneck.
Local volice enforcing 12 o'clock closing for speaks. Theatre annual drama tournament, week April 18.
Walker Whiteside taking vacation at his Hastings-on-Hudson home. Dorothy Thompson (Mrs. Sinclait Lewis) speaker before New Rochelle Y. H. Tatton new manager of Victoria, Ossining. Ile comes from Crotona. Broonx.
Washington bi-centennial exercises held at home of Messmore Kerdali. Dobins Porty, ses burned at many politis in Westchester on eve of Washington's birthday.
Barrett H. Clark, Britzeliff, represented Westchiester at National Theatre conference at lowa City. Ida Mettus, Schwidte, tried a the morning and was sent to the loosegow.
Annual rental of county-owned.

Lodiya act in white Plains enty in the motiving and wits scot to the hannual rental of county-owned hotel, White Plains, out from \$10,000 to \$1,500 on application of Manager K. 1900 on a publication of the state of the second of the secon

#### San Francisco

Dr. William Beebe lecturing here. Walter Armstrong up from Holly-

wood.

Ronald Colman docked here after trip to China.

Ronald Jonson rep for Ager, Yel-

trip to China.

Romald Jonson rep for Ager, YelRomald Jonson Romald R

Bonnie Carroll to KFRC as con-tinuity writer. Bill Goodwin new mc. of 'Feminine Fancies' over that station.

station.

Fred Johnson taking bows as cupid after having introduced Rufé Blair to his future bride, Helen Pachaud.

cupid after having introduced Rufe Blair to his future bride, Richen Pete Barlow, driumner and Swede characterizer on KPRC, to Hollywood for a part in Paramounts Phantom Express.

The Barlow driumner and Swede characterizer on KPRC, to Hollywood for a part in Paramounts Phantom Express.

The Peter State of the Peter State of Paramounts Phantom Express.

Warners out of the act will a word polinoin in their advertising.

Marjorie Warner (Franklin & Warner) out of the act will a surface of the peter state of the peter state

#### Seattle

By Dave Trepp

Gals working with bank bandits. Violet La Plante, sister of Laura, has part at Moore.
Ed Cooke to Spokane to look over road show situation.
Siamese' usherettes good for the eyes at the local auto show.
eyes at the local such show. Partiage for short spell again.

and the state of t

Totally, Drother of String, Fifth avenue with Jules Buffano band.

Sam Silverman here on advertising campaign for hat store also taiking about doing Eyes of Fathy.

Gratter Athlette dub has sell-out, grossing \$1,000, when Jack Reynolds, welter champ, wrestled with East and Singh, Mindoo grappier.

East Crabb. and Col. Dow staterighting Fire Year Plan' and Ten Night's in Oregon, Wash, and Ida Billel McFurland, Tacoma b. o. eviert, tend cashier for auto Coyne, from Hamrick theatres, aldes.

Francis Savugo in N. Y. from Francis Savugo in N. Y. from

aides.
Francis Savago, In N. Y. from
Parls. noted sculpiress, former
Scattle girl, and sister of John Sayage, operator Butler hotel and
cabaret.

cabaret.

Local gas war brings retail down to 11 cents gailon, five of while! Is state tax. War is between the big ones, gas pumper getting two cents margin.

Scarce of the care of the c

margin.
Schiemler Morn pose on bill-bonris ordered deleted by Scattle Censorship board for Teray Gullt. Strips of paper pasted across fix-ure of woman attracted that numb more attention.

#### Birmingham

By Bob Brown

Sunny South, ha-ha! Jack Murphy in town.

Doc' Waddell in town recently. tudent Prince' roadshow a sell-

seldom sees George Steele

Octavus Roy Cohen and frau in

New Orieans,
Buddy Linthicum, now in Florida,
s coming home.
Did John Douglas ever violate a
aw of any kind?

Marie Elliott reported accepted by CBS for New York. John McCormack booked in the

Auditorlum Sunday (12).

Ben Sims got a Job and then came a one-weeks' notice.

D. S. Campbell walking around, waiting, waiting, waiting, waiting, waiting around, a whole week passed without a newspaperman becoming a father.

Stock opens at Jefferson Monday (14) by John Sullivan. One buck top.

Public Improvement: firing of of the city censors due to depi

Vernon Reaver is in Gotham try-ng to arrange to reopen Pantages

Fred Webber, NBC exec, in town conferring over WAPI's increase in power.
Carnival guys were expecting an early get-away until this cold

carrival guys were expecting an early get-away until this cold weather.

Carrival guys were expecting an early get-away until this cold weather.

The providing for a gross sales as may be introduced by the Legislature at the next session.

Dame Rumor has a new spring hat. This time it is due to talk of the old Princess reopening as a Trans-Lux loues.

Trans-Lux loues.

All the market for 10 portable sound machines and a small army of salesmen are about.

New books by Birmingham authors released last week are by James Saxon to wife, her Lopes.

Joe Alper actually played golf that cold Sunday morning. Since he bought a flock of new balls with his name on them, try to keep him away from the club.

#### Spokane By Ray Budwin

William Gillette in 'Sherlock Holmes' did poorly at the Post Street.

B. Head, advance of 'Crazy Quilt has followed Ned Alvord in to com plete show ballyhoo.

plete show ballyhoo.
Stench bombs, recently distributed in pix houses, have extended to non-union bake shops.

uted in pix houses, have extended to non-union bake shops.
Resale of Liberty pix has been ealled for March i, following court dismissal of \$50.00 bid by Four acts closed the Orpheum, which will go to straight pix temporarily, while St. Paul-Scattle lap for intact shows its being rebooked.
Ernest two Payers, arranging act schedule through northwest. Expect stage shows to resume about April 8. The pix of t

names into Spokane to break to 18 days' layove.
Edward Cooke, Seattle rep. of Erlafter enterprises, has announced the tentative booking here of Al Jolson, Maude Adams, Oils Skinner and Walter Hampden. "Green Pastures' also on spring calendar. All at Post Street.

#### Galveston By George A. Seei

Harry Levy, Jr., promoting the Klwanis egg hunt this year.

Del Pratt, local Texas League club manager, conducts school for rook-ies.

Russell Lewis and orchestra playing five nights a week at Galdo's on the beach

the beach.

Kenieth Cantrell and players take over Royal, Houston, presenting altock and pletures.

Eggs three-duzen for 27 cents and taxi fares to any part of the city.

Same abovest neer in crars.

Open Virginia Inn.; just outside of city, with Bruce Olds and orchestra.

# CHATTER

Thompson's, one of largest department stores here.
Day, after James Cagney in Taxis speared at Quesne didne tan superior at the superior of th

#### Albany, N. Y. By Henry Retonda

Sam Aaron, manager American at Troy, resigned. Lou Golding, zone manager of RKO, on the sick list.

Charles Derry opens new house at Port Henry about April 1. Harry Zimmerman, organist at RKO Palace, has resigned.

State theatre has closed. Talk about putting in burlesque.

'Emma' was brought back to the Abe Stone, manager Eagle, is Hal Kemp orchestra opens at the enmore hotel 15th, succeeding Tal

Henry.

Theatres dropped to new low during the recent snow storm. Film deliveries by truck were delayed. Harry Bassett, Paramount booker recently operated on, has returned from and due at his desk soon.

Sunday shows to help the unemployed have been discontinued. Some exhibitors are trying to bring them back,

Bloyed analyo been discontinued. Some early living to bring a compared to the compared to the

#### Fort Wayne By Robert Baral

Shrine goes into receivership Burlesque-type tab shows are at Hippodrome.

German talkies really draw at the

AND Jenerson.

Friars' Club bringing Ben Pernie
to atty for dance.

Frank Richardson did not like the
cold weather here.

old weather here.
Rosannc, new WOWO feature
ith the Wanderer,

Public clamoring for more film.

news in local dailies.

Bobbic Grice and her 14 red heads are playing a night spot.

Clyde Kraft left KTAT to go to KFJZ as studio manager.

KFIZ as studio manager.

Harvey Cocks, likes to talk over
the wire from New Haven.
Fox and Craikord's weekly wrestling cards still drawing well.

As the control of the control of the control

Harvey Cocks.

Frank Roberts breaks through
with a column in Journal-Gazztef.

Florine McKinney. Fort Worth
girl, cast in The Miracle Mam film.

In Jobby to exploit one of the air
epics.

Keniati Cantrell and players take from the control of the control

#### Canton, O.

By Rex McConnell

Wrestling a flop here.
Plenty park talk hereabouts.
Ren Bernie due April, 8; three
slows and a dance.
Doc Perkins band just made two
discs for Brunswick.
Jack Denneyey draws at Akron.
K. O's two in less than four min-

utes.

Mozart theatre cashler stuck up and robbed. First theatre job here in months.

Dramatic stock for Akron likely next season, Charlie Smith, Colonial

Dramatic stock for Akron ilkely next season, charlie Smith, Colonial manager, says.

In the season of the season o

Five Fearless Fivers aireasy con-tracted. Company at Cron and the Cron alated to hold on till May 1, then will go under canvas in a spot near Canton. In sixth month and still cicking. Airent breate managers fighting. Airent breates man and have interested Chamber of Commerce.

men and have Interested Chamber of Commerce.

Local dance bands find going tough with traveling bands in everywith a light of the control of

## **Des Moines**

By R. W. Moorhead Fare to Chi by air now as cheap

Fare to Chi by air now as cheap as by rail.

Dovothy Brandvold had a great time in Hollywood.

Frances Dale plays ping pong in sweat shirt and shorts. made annual appearance March 2.

Auto show huge success. Attendence better than last year.

Raymond Blank's Interviews with the big boys in Geneva in loral rag.

Marguerie May greeting friends.

Marguerie May greeting friends.

Judies.

Name your own price goos for Name your own price goos to

from Statendam on cruise to West Indies. Indies. Journal of the goos for hotel rooms. A buck often rates a room with private bath. Dus McCurdy managing Golf and Country citub. Dorothy McCurdy Branch at the Philes both Manager here, to Indianapolis. Will have Millon Sold for his boss agrin. Al Barris from New York to present inogram at Jewish Community Manager Millon Sold for his boss agrin.

#### Dallas By Rudy Donat

Sunset, habe, reopened.

Bill Wolfson's father dead.

Jack Underwood greets a new

nko gang cutting down office l'aul Short recouping from op-

eration.
Frank Harting trying post cards Frank Harting trying post eards for a plug.

Frank for a plug.

1. C. Young in for a get-together with Wally Walthall.

Spanky McParland, new Hal Boath gangster, native.

Paul Jones blames towns legit Jinx on poor exploitation.

Alex Lowe Palace watchman, factuly injured in traffe mishap.

Tho. Kosloff coupled with local spanky for his musical 'Chipha Monorles'.

from neighboring town who left home for flagpole stiting.

Sam Bernant dance teacher, says he has a sporkler which belonged to the late Charles Frohman.

Charles Wagner dickering with state fair (Tex.) for 13-day opera this fail. That would be a record for the condition of the

#### Newark By C. R. Austin

By C. R. Austin

Richard Riley is the manager of the Mosque on its reopening. German films for a while this month and try. The Five-Year Plan.

Eddle Snidorman indignantly denies that in his speech from the stage at Proctor's he passet himself of the stage at Proctor's he passet thimself of the stage at Proctor in the Mosque on its last week of vaude, then played Hahne's department store a week for free admissions. Then went to the litte, Blizabeth. Then went to the litte, Blizabeth Eann has been promoted from the Central to manager of the Cranford, Cranford, while Eddle Milstein has grone up from assistant at Mosque crantord, while Eddic Milstein has gone up from assistant at Mosque to manager of Central. Path were ushers with the same group five years ago.

## St. Louis

Season's coldest cold snap helped theatres. Emergency memployment relicf fund, with \$600,000 as the goal, has pussed \$1,000,000 mark. Theatres

pussed \$1,000,000 mark. Theatres did their bit.
Much interest in tabloid musical comedy "clin" Cusuy" at the Ambassador. House apending big sum to advertise feature.
Group planning experiment with Russian talking pictures. To use Liberty, former burlesque house.

Liberty, former buriesque widel is to be renamed World Theatre.

Symphony Orchestra ending season this week considerably earlier than usual. Music critics call it most successful artistically in history or organization.

William A. Kelsoe, St. Louis' olderst active newspaperman, dies at \$1. Worked on all papers here at one time or another and was head of press bureau during World's Fair.

#### Connecticut

Ru Klux Klan seeking pernit for field day in Darlen, June 4.
Consider the field of the field day in Darlen, June 4.
Consider the field of the field

and Anna Timan marries at Pan-bury. Direct Party colobrates 50th Gerhay with quiet party at home in Ridgeteld. John Rosen, entertainer, Torring-ton, suing lus company for injuries sustained in collision. For investigation of the party of the party of the party of the roll theatre, Waterbury, and son, Samuel, injuried in gutomobile ac-oldent.

cident.

Alan L. Steinberg, song writer and Evelyn I. Schaeter, both of New York City, file marriage intentions at Greenwich.

#### Portland, Ore.

Local quotations: (ias, 10 cents; moon, 32 qt.; alcohol, 48 gal.; heumo, 10 cents; crank case service free. Cas were in the lurg again and gas with the lurg again and gas in the lurg again and gas in the lurg again and the posticion of the large services of the large services as the la

Pittsburgh By Hal Cohen

Harry Brown's stogies talk out

Blizzard last week a stiff joit to

Blizzard last ween a summer sold winter golf.
Harry Marx back on the job after a stepe of fine.
Idob MacGunigle ahead of Too True to be tood.
True to be tood.
True to be tood.
Couple of the state of t

ing.
Count Dick Powell in whenever there's a game of hearts in pros-

there's a game or nearts in poper, the Egan back as convention. Manager for the local Chamber of Commerce.

Bill White doing a series of stories on famious kidnapings for the Press.

Stanley had a private screening of Lost Squadron for all the fliers.

Sammy Wolsh sending his local. friends huge chunks of sugar cane from New Orleans.

Stanley had a private screening or Loss Equatron for all the fliers or Loss Equatron for all the fliers. Sammy Welsh sending his local-friends huge chunks of sugar cane. There's a new class speak in the Third of the control of the

#### Tacoma

By Harry T. Smith

Vets hold big torchlight parade urging bonus legislation. Selling more canned crabs than tresh right out of the sea.

No answer pob answer, no rob.

Local scandal sheet weekly ed pluched no charges of criminal libel, allinoad advortining dollar days, Raliroads advortining their Raliroads advortining their selling their sea.

100 miles \$1. Nature autos.
Former chain afternon sheet reporters trying to get ad writing jobs with stores.
News Trib' cooking school packs; big auditorium for three days and

big auditorium for three days and weather bad.
Former Weaver moving picture studio now the big shot as dance the studio now the big shot as dance have been supported by the studio of the trial here in Federal court for nur-der of friend. Acquitted. One may a by ocean to Frieno One the studio of the studio of the turnished. Cheaper than staying home.

home.
Carl Relter, formerly of Orpheum,
Scattle, split the sides of Rotarians
at 22d anniversary here. He stole
the show.

#### Indianapolis By H. Gene Haynes

Nickel brend is back. Homer Skillion back at the In-

itomer Skillion back at the indiana.

Milton Ryron, old stock player, Joined Berkell's stock for revival of Missic Xuster.

In the Xuster, of the stock player, Joined Rerkell's stock for the past year.

Electric to be presented at English's in May. Early announcement had it here this week kiddle companied by the past player of the past year, only the past player of the past year.

Bohumir Kryl, bandmaster, was arrested near Indianapolis by state cop, and warned of speeding. No the

arrested warned of specume.

op and warned of specume.

fine.

Palace has moved up its opening day from Saturday to Friday, leaving only the Lyric opening on Saturday.

## **Uncommon Chatter**

By Ruth Morris

Par Scrambles Nations
The Paramount is a littis mixed
up in the geography of 'Revue International.' Rubinoff goes to Erin,
lustily proclaiming the beauty of
his silver-haired Mother Machree.
Spanish Carmenotia doubles as a
Venetian lady, a-ficat 'Irra static,
Italian gondola that is visibly supported by a sturdy American stage
brace. Polish Pola Negri earns the
sub-title 'Russia' by appearing in
a French cabaret.
Of all miner discrepancing Miss

Of all minor discrepancies, Miss Negri's is the least, Ali good Rus-sian emigrees flock to Mo'mar' to sing their melancholy ballads.

sing their melancholy ballads.

Miss Negri's personal appearance bears the stamp of prestige that audiences expect but seldom receive from picture stars. She dramatizes a glorified torch song strengthened by emotional dislog. She reads lines with authority and distinction, working up to one of distinction, working up to one of those hysterical laugh finishes that

those hysterical laugh finishes that draws sure-fire applicable.

Her gown is a white satin, combined with a henna velvet jacket fitted too abruptly for her particular siyle. Careless folds of soft material would be more flattering. A long bob, curling only, at the ends, is too sleek and flattly pressed to frame a broad face whose only make-up is of powder and deep eye shadow.

When the 'Revue' touches at Germany, France and Spain, it discovers customs that are not new to picture house presentation. Me

picture house presentation. Me-lissia Mason and the Bines Girls and Boys tap, and go in for eccen-tric dancing in Germany, the Climas stage grand Apache rough-house in France and the athletic Yacopis defy whatever law of grav-ity prevails in Spain.

Miss Colbert's Romp Claudette Colbert must have enjoyed her assignment in 'The Wiser Sex.' Illustrating the theory that women are much more cleve

wiser sex. Interrating the theory that women are much more clever than men, she plays one of those actressy parts that needs neither actressy parts that needs neither actressy parts that needs neither carries and includes in a comping masquerade. For the first part of the film Miss Colbert represents a society girl, very chic, very sporting. She dashes around in Packard roadsters, grows giddy over two cocktails, but always keeps her head. When yillainy thwarts the most brilliant masculine minds, the heroine shows her metal and comes through with a flourishing display of feminine shows her metal and comes through with a flourishing display of feminine shrewdness. Assuming of feminine shrewdness. Assuming the colffure, clothes and manner of a fly woman, she outwits a baf

the colfure, clothes and manners of a fly woman, she outwits a baffiling murdere and everybody's happy. Miss Colbert plunges with assurance into both aspects of her part, screening best in saucily cocked brimmed hats that relieve here. The summer of the

#### Picked Polly

Polly Moran has been signally honored by MGM. Of all the la-dies in Hollywood, she was singled out to be Jimmy Durante's sweet-

heart.

Norma Shearer couldn't come up to requirements; Joan Crawford wasn't the type: even glamorous Garbo couldn't approach Mr. Durante's ideal. Langorous beauty doesn't move him. Chic and sophistication in a partial to the complete of the country of the coun Norma Shearer couldn't come up

uniform that fairly bristies with indignation.

Irene Purcell is at a disadvantage in a film that thinks slapstick belongs in the sophisticated background of The Cardboard Lover. She's too well groomed to be a boner fide pile-thrower. Her speech bone fide pile-thrower, Her speech to woomed y tellet. Yet she represents a nonsensical heroine who acts as though she doesn't possess sents a nonsensical heroine who acts as though she doesn't possess an ounce of brain. She strains credulity to the breaking point. Mona Maris' large eyes and exotic halrcomb and speech serve her well in the part of a Spanish vixen who files into spasms of rage at the very sight of Gilbert Roland. Maude Eburne, in a pitiably brief part, is as good as Maude Eburne always is.

#### Sightly Monotonee

Most production ideas filter, sooner or later, into picture house presentations. But when a picture house originates a ballet that would

not be out of place in one of the snootler revues, that's news.

The Capitol's done it this week in Dance Dreams. Throttling its flair for minute ornamentation, adhering

(Continued on page 62)

Irene Riccardo.... 7

6 Little Redheads. (Esther Ralston

Jennie Rooney.... Mise Martin..... (Art Frank)

Esther Ralston.... 9 10

10

10

#### Did You Know That

Harry Archer is cruising to the West Indies...Ted Wing and Frances Shields were married recently in Georgia... Pola Negri looked very striking in a white gown worn with a short red jacket embroidered In gold (appearing personally, last week, at the Paramount ...Tom Rooney sailed for Europe with Earl Carroll on the 'lle de France'...Ona Munson leaves for Washington, in two weeks, to fill an engagement there with the Cochran stock company...at the May-fair were Bert Lahr, Dudley Field Malone, Peggy Joyce, Louise Brooks, Fannie Ward, Louise Brooks, Fannie Ward, Lupe Veles (wearing a lovely gold and brown costume), Georges Metara, Bobbie Perkins, Herb Harris, the De-Marces, Evelyn Hoey and Dorothy Hall, in white with ruby jewels. Dorothy Brenner is critically ill at the Polyclinic hospital. Marilyn Miller visited Palm Springs recenting. Peggy Fears has a magnificent new sable coat... Kitty Watts is a grand pal to her son, Dick.

# Going Places

By Cecelia Ager

Roxy'e Birthday Party The Roxy's birthday party is a quiet affair this year. Nobody's invited save the immediate family. The Roxyettes and the Ballet Corp. entertain; the folks with numbers that have found high favor in the past, and Beatrice Belkin and Papast, and Beatrice, Belkin, and Pa-tricia Bowman, the head ladies of the staff, take charge of the solos. Wisely, the guests have all de-cided to do stunts most suited to their individual talents. The Ballet Corps has chosen the "Stardust" ballet. This shimmering aftar has the girls, tremulous in mists of white net over blue foundations

the girls, tremuous in musts of white not over bine foundations sparkling with stars, appringing this way and that, light, dainty, graceful the start of the star

comedienne whose material

doesn't measure up to her natural ability for clown-Vorks with surprising ver-satility, surrounded by handsome production, but

looking and well select-

Daintily feminine trapezist. Fails to surmound act's taste-less material

numbers overlong.

ed line-un.

doing the most incredibly difficult

formations

formations.

On stairs, you see, everyons in the audience is able to note for himself the silent through those Roxyettes might make. But the code of the Roxyettes offer only undying disgrace to any girl who commits the grave sin of individual movement, the audience watches is vain. It's a very pretty party—as home-like.

Homebody Plays Siren
Does 'The Lost Squadron' want
all the lovely actresses in Hollywood to be mad at it? It says not
very nice things about them, cerwood to be mad at it? It says not very nice things about them, certainly, as it offers its version of the inside on film making. Marry Astor, its example of a screen star, climbs to her marquee lights over mounds of broken hearts. She wants fame beyond love, and marriage only if it's to a picture director who can further her career. Just a base betrayal of all those publicity pictures of Hollywood stars baking cakes in their spotiess kitchens; just an affront to the glamor of Hollywood sizens, presenting good but unexciting Miss Astor as the sensation of Grauman's Chinese.

Let Miss Astor play a fine sister, a splendid wife, a noble sweetheart, a splendid wife, a noble sweetheart.

a splendid wife, a noble swe a spienata wife, a noble sweetheart, but not a picture star. It's not right. If a picture wants to tell all, it should east for a picture star someone radlant, glorious, intoxicating—not a nice homebody like Miss Astor.

Miss Astor's earnest personality and hum-drum volce receive no fascinating allure from her costanting allure from her costumes. Her metal broade negligee is so assiduous about enhancing her figure in some places and masking it others that it ends up just a lot of drames.

of drapes.

There's another actress, Dorothy Jordan, in 'The Lost Squadron' who Jordan, in The Lost Squaaron who doesn't play an actress She really is somebody's sister, and proves it by wearing a girlish flowered dress with roses around its She discrect round neck

# 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 opposits each player Slight comment is added.

#### 11/1/1/1/1/// Hefty, good-humored songs-Toss Gardella.... tress puts over numbers in fine style. Gleaming gown admits she's stout and proud of it. Delivers clever character studies in a modish gown that should be duplicated in first relief Norma Terris.... 9 10 in fresh velvet. Soprano, with pleasing ap-pearance and manner, should guard against flat Leota Lane..... 7 4 Albee Sieters... 6 Versatile 4-tette capable of more chic than is achieved 10 by modest gowns, closely waved coiffures, and pink-and-white make-ups. Flo MacFadden... 8 10 Doesn't aspire beyond as-sistance to comedy sketches. 10 tout singer capitalizes over-weight with an anusing high-kick routine. New costumes Improve the flash of a Protean act and help to sell its novelty finish. Doc Baker'e Revue apable dancer cheapened by rhinestone - and - ostrich feather dressing. Helen Stone..... Alice White..... 9 Fetching to look at, with a pert personality perfectly attuned to vaude. Jerry and Her Baby Grands... Excellently produced act needing one sock new num-ber for finale applause. ompact little figure attrac-tively costumed for whiri-wind skating. Mary Mason.... Kind to the eye, but no op-portunity to establish whether talented. Phelpe Twins.... SOTH STREET

Modelling in Police Line-U.)
When modelling in Police Line-U.)
When modelling in the police line-u.)
When modelling in the police line-up. Jean Jiaclow reminds us. a dame should never forget that she's a lady. She points out in The Boast of the City, the police line-up with its flattering lighting and interesting black and white striped back-drop really offers a striped back-drop really offers a free line-up with its flattering lighting and interesting black and white striped back-drop really offers a remained display. The strong the striped back-drop really offers a remained display. The strong the striped back-drop really offers a striped back-drop really offers a striped back-drop really offers a striped back-drop really offers and the striped back-drop really offers and the striped back-drop really offers and cringer. Miss Harlow is as an antice, the striped back-drop really offers and cringer. Miss Harlow is haughtly yet sinous, cool but promising. She presents valuable pointers in the lady-like line-up manner, nicely contrasted against the gaucheries of her companions. When she's ordered to turn around, she obliges with the langourous technique with the langourous technique with the langourous technique with the langourous technique swith the langue swith the lang

#### ONE CUSHMAN CLUB

Charlotte Cushman Club, in Bos-ton, is the only organization now bearing that name for women in the theatrical profession. Club provides complete living fa-cilities inexpensively.

Mary Sheldon's Travelog
Pages Out of A Diary, biorraphical travelog by Mary M.
Sheldon, who is really Marie Bercovici, will be published this fall
by MacCauley,
Mra. Bercovici is now on the
staff of Arthur Lubin, legit pro-

Trade Mark Registered ed Weekly by VARIETY, inc Sid Silverman, President New York City 364 West 46th Stre

120

No.

#### 15 YEARS AGO

(From 'Variety' and 'Clipper') Managers' Protective Assn. war

agents they must not book black listed White Rats. Acts were taking assumed names to beat the boycott ew home was being sought for

Gene Buck was busy. Writing neously.

White Rats and agents gathered at Grand Central station every Sun-day. Agents waited to see their acts off for Boston. Rats sought to pre-vent. Harsh words but no fisti-

Reported that the government was about to investigate an alleged theatre trust in Philadelphia. Nemans mentioned. Stanley circulwas meant. Never felt the joit

Newsreels were under U. S. Navy

State of Virginia was after cheating exhibs. Tax was \$10 on dime theatres and \$15 where more was charged. Some theatres charged lower price only part of the time, but paid only the \$10. Even one vaude act upped the tax to \$90.

Epidemic of scarlet fever in Chicago caused board of health to issue an order that all floors and walls must be scrubbed with antikentics

First ban on bare legs on Boston

M. Witmark & Sons advertising all the world will soon be singing, There's a Long, Long Trail.'

Only one act arrived in Minne apolis and St. Paul in time for the Sunday matinee due to heave storms. Orpheum theatres in both cities hard put to find show, but used acts unable to leave town for

#### 50 YEARS AGO

(From 'Clipper')

J. K. Emmett lost a date in Mem his. River at flood and no mean f transportation from New Orlean

Callender's minstrels traveled in a special car the roof of which was a bandstand. Troupe entered towns doubling in brass. Each of the fifty men given free costumes and trunk apiece. Outfit owned by Gus tave and Chas, Frohman.

Veterinarian was trying to sell a live dog with a silver plate in his stomach to some showman.

Henry Abbey had taken over grand opera at the Metropolitan. Later Abbey, Schofield & Grau. Lasted nearly a quarter of a

'Clipper' was wondering how long t would be before half a dozen men ontrolled all the theatres.

'Streets of New York' was revived at Niblo's Garden. Recently revived again by Languer.

Fund organized Actors' Fund organized and was planning a series of benefit performances in N. Y. Lester Wallack was elected Pres. and A. M. Paimer treas. The fund was to be tried for one year and, if successful, continued. Cilipper feared professional jealousies would wreck the

Hibernian Blondes was the title w touring attraction

Managers were warned not to hire Mrs. H. Woods without her hus-band's consent. She was out with an 'alleged barn-storming, show.' Second or third time the ad had appraced, but he couldn't get her

## **Inside Stuff—Pictures**

A legit leading man with his socially elect frau dropped into the Hol-lywood column and the lap of a femme chatterer. They were pie for the lady paragraphers. She saw in the Mrs. a new society circle for her-self and in the leading man another payroll prospect, or at least the wedge through advice for the social-select wife's certain position. The husband made a picture, but, over-estimating his stage standing. It idin't start the fans toward him. His chatterer-advisor got right on the foo and told the studies he was enormous—one of those kind of the studies.

panies that if the studios didn't pay him at least \$3,500 a week, to hell with the studios. With some brain power still left, despite the social and newspaper flatterers, the legit actor asked his agent about it. His agent, knowing of the chatterer's inreads, merely stalled, telling the performer when he wanted to hear the truth about himself to come back. And back he came—in about a month—and heard plenty.

Among the things he heard was that if he made five more pictures and showed anything by then, there might be big money in sight; otherwise at present \$2,000 a week top and lucky if he got another picture, not on any popularity of screen renown, but merely on his work as an actor in the first film. And the legit, somewhat toned down, accepted. His legit aslary, tops, had been \$1,000 and his least legit pay \$1,000 per. With the funny part that it appears neither the leading man nor his wife informed the chatterer at once about his newest engagement. She continued to splurge and blurb about the actor.

That the heavy fines for exhibitors who bicycle and hold-over pic

That the heavy fines for exhibitors who bleycle and hold-over pictures are more a hammer than a reality, and that few such alleged violators ever are compelled to pay the fines, is the stand taken by producers in their plea to the Government that copyright laws, as they pertain to film, remain unchanged.

Investigations into bleycling are costly, even though conducted by the distributors organization. When such evidence is corralled, suit must first be filed in the Federal court. Such filtigations are seldom resorted to because of the expense. Only when an exhib offends repeatedly and the evidence is all-sustaining for a large judgment do distributors avail themselves of the present copyright provisions, it is claimed.

Some strain at the Publix-B. & K. offices currently over a question of policy in the plugging of a furniture company for the use of props in the Dorothy Mackaill act at the Oriental. Karpen Co, donated the Grawing room set in exchange for a production-trailer noting the gratis

courtesy.

Understood that the higher-ups in the theatre organization burned prenty when they got a peek at the trailer, feeling that the plugging was exorbitant and out of place. In the past B. & K. rarely used this form of reimbursement for such courtesies, usually paying for the props, or handing out passes. But since the drastic cut in free ducats, the firm has had to dig other angles in order to try to save \$\$\sigma\$ or \$\$10 on the

Small town exhib with a 330-seat house in New Jersey was complaining that false economy by the film exchanges might be construed as reacting negatively for the entire industry whenever a poor print is wished onto the small exhib. He cited the many jumpy, streaky, dirty prints sent him, with dialog portions terminating abruptly. Claims that his patronage prefers to travel to the nearest larger town and pays a few cents more admish rather than experience such poor exhibition. His periodic squawking to the exchange managers servicing him are of little avail. They don't consider his 316-325 daily rentals anything to concern them, but this exhib takes the position that the smaller houses, being the gravy for the producer, merit important

Local protection-clearance agreements between distributors and exhibitors in every exchange territory, of which there are 32, is being forwarded by zoning experts as the best solution to an intricate situation. These men view a national plan as impractical because localities and conditions differ to too great an extent. Nearest approach to national zoning would be the figuring of protection on a basis of admission prices, a policy being advised for all zoning plans worked out on a local territorial basis. Zoning plans in effect in Chicago and Los Angeles are both predicated on the admission scale, with protection to the highest boxoffice levy.

Son of a prominent Hollywood writer is being given credit for writing n original story, although the story has all the earmarks of the father fork. Script, still unsold, displays so much craftmanship and experince that those reading it are unwilling to believe the youth is really the author.

Reason assigned for the father throwing all the credit to his son Reason assigned for the latest throwing and the Carlo has because pop is under contract and whatever he writes belongs to the studio, Another reason, thinks Hollywood, is that the parent wants to build up his son's name by having him sell an original. After the ice is broken, the boy may then be able to sell stuff of his own.

Taking the stand that all large theatres throughout the world are equipped with sound apparatus Western Electric, in its annual report issued Monday (14) to stockholders, brushes past its aubsidiary, Electrical Research Products, Inc., giving it less than a page in a 16-page

booklet.

What shapes as a warning note to stockholders regarding future income from theatres for this electric is the comment: "The market, however, for installations in theatres is approaching saturation." This is the first time Western has officially conceded this on the record to its holders.

Film Boards of Trade are starting to arouse competition among sales forces by plitting exchanges against one another in various cities. Following the challenge of the Los Angeles F. B. T. that it would stack the L. A. Radio-Pathe exchange against any in the east, the Chicago Board immediately accepted. Challenge covers general exchange opera-

Board immediately accepton.

By a coincidence, the Chi board picked the Radio-Pathe branch in that city. Chicago issued its dofy to L. A. through the Hays' organization which fathers the Film Boards.

Stories previously placed in the horoor class by Universal are now being defined as 'welrd mysteries' by this studio, which for a while was wild about horror yarns. 'Cagliostro,' once spoken of as a 'horror story to end horror stories,' is now tamed down to just a mystery. Same for 'Invisible Man,' 'Empty Chair' and 'Suicide Club.'
Studio feels that gruesome films from other producers will take the edge off the boxoffice for horror stuff before U can get under the wire with another potential nightmare invoker. Its only production now in this class is 'Old Dark House,' which James Whale will direct.

The Fox home office claims it is now being provided with a record of every move made at the studies on the Coast. This record is to show who is responsible for even the purchase of props as well as for the signing of a new player or the acquiring of story rights.

Allocation of responsibility is the idea, although in the event and in the country of the country of

of responsibility is the idea, although in the event of a dis-

agreement by the studio production board, from which members cannot disentangle themselves, the court of last resort is the Pox New York office. The studio board, by a vote, can overrule any one member.

The most complete picturization of Madison Square Garden yet re-corded was made last Friday (11) during the professional boxing show. With at least a dozen cameras grinding, many scenes of the crowd entering and leaving the Garden were illned. Inside the battery of lamps frequently flooded the fight fans, while the match between Bat Battaline and Eddie Ran was taken in its entirety. Film probably taken for Charlie Rogers' picture titled, 'Madison Square Garden.'

New objection to Hollywood made Spanish versions in Mexico is the lain that they are deliberately cheapened and made poor entertainment an attempt to later foist English dialog pictures on Spanish peoples. The work of the control o

Mexicons.

Mexico is now trying to climinate English signs and other evidences that English is still spoken there. It's a strong nationalistic movement.

Warners' battle with Western Electric is nearing a close after four years of off and on star chambering. WB has completed its complaint, and now W. E. is winding up with its defense.

J. E. Otterson, ERPI head, was on the private stand last Thursday (10). It is reported that he will feature in the equipment company's testimony which is construed in electric circles to mean that he may be answering questions until the end of March.

Although Nebraska has only two towns which figure importantly on protection, Omaha and lincoin, eastern information is that Nebraska exhibitors from all over the state are contributing to a special fund of \$15,000, created to push the Junciaus case against distributors. Junciaus, a Lincoin exhib, has been fighting the major producer-distributors for a long time against what he alleges to be the unfairness of protection booking on pictures.

This month will see the final payment by Fox Theatres to Harold. Franklin in the approximate \$500,000 settlement of his contract with

FOX-West Coast.

At the time of the split between the circuit and its head operator,
Franklin had around 14 or 15 months to go on his agreement. Fox has
been paying off at the rate of something slightly in excess of \$30,000
monthly ever since.

Ranks of Hollywood freelance fan magazine writers and press agents are being swelled by the many newspaper and studie publicity people who have lost regular jobs. It's a possible means of ekeing out a living until a new berth comes along.

Upheavals in Hollywood and cuts on the dailies have built up the group of temporary free lancers more than ever.

Fox-West Coast's Ad Manual, weekly exploitation guide which is taking the place of the old house organ, is costing \$50 a week in comparison of the peak price on the old 'Last Word' of \$1,000 and more. This is exclusive of salaries, with formerly 12 people charged against Word' and one man, Troy Orn, doing the work at present. Ad manual confines itself to campaigns and does not attempt any house organ efforts.

Hays office again has blood in its eye from looking at limbs in fau mags. Current cop of exposed gams has set an all-time top temperature mark. It's an old complaint.

Mixing in of Broadway choristers with the screen girls poses in what are supposed to be all-picture mags, and use of semi-nudes of big femme

has brought the Have holier.

Olympic games are not easily written into a script Hollywood scenar-ists find. Ticklish questions of national pride intrude. Shall the kero be an American, and thereby unpopular with all other nationalities, or a member of a visiting team and an outsider to the Americanos. That's

Pass system has again come up for scrutiny by Publix-B&K in Chicago, checkup revealing an unsatisfactory high mark of Oaklies.
Publicity department is now down to a minimum of 100 passes a week.
It used to hand out between 100 and 175. B&K passes run in series form and still carry a 10c. tax charge.

Publix-Balaban & Katz last week talked to Charles Purcell and Vivian Segai, in Chicago with 'Chocolate Soldier,' regarding the possibilities of spotting the musical in E. & K. deluxer as a tab version.

Deal was cold from the start as concerned these two players, these having expressed a distinct unwillingness to do four a day.

With all the world fighting amusement taxes. Germany gets itself into a tangle because it cart make up its mind whether to include talkers or beer, or both. Angle is that picture people in Germany are calling beer an amusement and fins an educational necessity, brewers putting the proposition in exact reverse.

Will Hays, while on the Coast, is reported to have ordered 1,000 copies of the Academy's booklet explaining its conciliation machinery for distribution to leaders of American industries. Booklets will be presented as an example of what an industry can evolve to iron out its internal

Studio sent slips to its employees with the text: Be loval. Be honest with yourself and company and success in your work will follow.

Director used the slip to write the word 'jousy' on returning a script previously okayed by one of the relatives.

Sign on the Criterion, New York, for 'One Hour With You' (Par), indiacting picture was coming in there, does not mean it will play that house. With the Criterion dark Publix has decided to use the space, figuring it more valuable than the chain could go out and buy.

The RKO Mayfair, New York, probably holds the high and low gross Saturdays records for any 1,700-seat house in the country.

The bottom Saturday registered at \$385 for 'Way Back Home,' and the top was \$13,100 on Frankenstein.'

On the new Fox list of executives and contract people the announce ment carries a notation, 'Official-W. C. Michel, vice-president.' Firs instance of New York's okay on Coast studio matters.

Radio studio on the Coast pepped up by reports of Lost Squadron' rosses. It's real enthusiasm on a lot that hasn't felt the champagne grosses. It's real enti

Warners now has a house organ out in mimeographed form filled with definite suggestions for promotions, etc. Edited by Al Zimbalist.

# Coleman Solo Star in Critic Quiz: His Ma and Pa Set His Writing Ideals, Dr. Sirovich Lauds Him

Washington, March 14.
Robert B. Coleman, drama critic fit he New York Mirror, appeared in setar performer before Dr. Sirolich and the House Committee on the Washington Strike State their profession serious-tritics take the of the New York Mirror, appeared as star performer before Dr. Sirovich and the House Committee on Patents, a John the Baptist from Broadway who came down from New York voluntarily to testify.

At the conclusion of a good natured grilling, Coleman expresse the opinion that all his confreres would have met with the congress man had the critics known the mild temper of the committee. He then extended this blanket invitation:

extended this blanket invitation:
It would give me great pleasure
to have the chairman of this committee, Dr. Sirovich, with the other
members of the committee come to
New York and follow, as my great,
the work of this critic from the
opening of a play until the issue of
the criticism in the final edition of
the paper. It would be an especial
pleasures to have the chairman of
this committee act for me as a guest

Dr. Sirovich accepted the invita-

For two solid hours Coleman sat and answered questions. Some of them irrelevant, defending his pro-fession and stating his own stand-ard of criticism. 'My mother and father read everything I write, he said,' and that is why I try to set a high standard of dramatic criti-cism.'

'Only God can make a dramatic critic," Coleman said dramatically, paraphrasing Joyce Klimer's line. 'Critics are born—not made.'

Even through study, a critic cannot always attain the stature of an Aristotle. Every barrister is not an Oliver Wendell Holmes, nor a Benjamin Cordoza. So, every critic is not a George Bernard Shaw.

Congressman Sirovich produced a letter written by one C. G. Stewart, of the Friars Club, which excoriated the critics and stated Coleman had written a play that had been in and out of every producer's office. Coleman denied he had ever tried to get a play of his

#### Fishing Trip?

The investigation led all over the lot. Congressman Cole asked: 'What is this, a fishing expedition?'

Coleman was asked and answered these questions: a good idea for producers to invite critics to rehearsals, before the public sees the plays?"

'It would, and that is a construc-tive suggestion.'

'What is the cause of the decline in the theatre?'

It has not declined like other industries. The steel industry, with-out criticism, is doing only 40% of normal business. The theatre is off only 50%; the hotel bus' less. to 25%. So the theatre is in a relatively healthy state. There has been overproduction of theatres just as of automobiles.

Congressman Rich, of Pennsyl-

Congressman Rich, of Pennsylvania, took up the question of ticke speculation. And wanted to know how the scalpers affected show

business.

"Ticket speculators finance producers, in some cases," Coleman sald. 'Also, producers sometimes figure they have an assured guarantee for their plays when the speculators get behind them, buying big blocks of seats.

"Exponsible for the practice as ticket speculators?" Rich asked.

"The nublic C."

The public, Coleman replied. Congressman Perkins, of New Jersey, wanted to know if any good drama was ever destroyed by dra-

continued by procession are nowcontinued by procession and the second of the second

out.

'Ah,' said Dr. Sirovich, 'you represent all the qualifications that a dramatic critic should have.'

Exemplification of profound etiquette:

Coleman the Type

Coleman the Type
T can see, Dr. Strowtch said,
that you are a fine citic the type
of critic that I should like to see
oftener in the theatre. You are an
honest, fair-minded man. You are
not like those critics who have pillorled and excertated me as chairrear of this committee. but we will loried and excoriated me as chair-man of this committee—but we will go on in spite of them, because we want to write a copyright law that will stand the test of time. This committee is trying to wipe out incompetency. Strowled stated. There are shysters and quacks

out incompetency. Sirowich stated. There are shysters and quacks among the critics. 'Yes, of course there are,' said Coleman. Just as there are in other professions. There are shyster lawyers and shyster politicians. In the theatre, fith, indecency and non-sense must shyster businesses.

sense must always be condemned.'
This committee is with you 100
percent in that,' said the chairman. percent in that, said the chairman. We want to eliminate mud and dirt from the theatre. Now, to do this, should there be a limitation imposed by law on dramatic critics? 'No, sir,' retorted Coleman. Sirovich contended that critics should have more time in which to write that critics gridely and the contended that critics should have more time in which to write their criticisms.

write their criticisms. Coleman did not agree. He argued that some of the world's best work is written at

'But there are samples to show that the reverse is true,' Dr. Sirovich

protested.

The hearing ended with a beer rally, Sirovich saying he had converted Congressman Perkins from a dry to a wet—and the committee then went to vote on the question before the house.

pefore the house, Support For Sirovich Four witnesses appeared esses appeared before tee of Patents on the Committee of Patents on Wednesday: Saul E. Rogers, form-erly with Fox Films; Peggy Fears, recently a Zlegfeld celebrity and now a Broadway producer in her own right; Professor Hatcher-Hughes, of Columbia University and Harry Hershfield, the cartoon-ist and columnist. They all he do a to the cartoon-Committee

They all had a tale to tell in sup

They all had a tale to tell in sup-port of Representative Sirovich's charge that the Bradway drama critica and columnists had put the show business flat on its back. While this quartette agreed that some of the drama critics are a help result of the second of the second that the second of the second of 'wise-cracitery' as being the bad boys of the business. boys of the business.

boys of the business.
Peggy Fears, whose play, 'Child
of Manhattan,' opened in New York
March 1, took John Anderson down
the line, saying that he had devoted
almost his entire review to Dr.
Sirovich rather than to the play itself. She said that former Gov. Al.
(Continued on page 56)

#### Batchelor Reinstated

Jersey, wanted to know if any good drama was ever destroyed by drama the sever destroyed by drama the sever destroyed by drama the sever destroyed by drama the second of the second of

#### Shows in Rehearsal

Bloodstream ' (Harmon) Times Square.

'Danger Line' (Gerton) 140
W. 42d street.

'Confidential Service' (Co-

han) Galety.
'Olivia Bows' (Shuberts)

Elliott. 'Angels Don't Kiss' (Dalzeil)

Lyceum V Wild Oats' (Forest Prod.) Forrest. ,"Intimate Relations" (Forbes) Ambassador.

#### **VAUD-REVUE IN B'KLYN** TO TRY FOR B'DWAY

Vaude revue to run one week at the Majestic, Brooklyn, beginning Mare' 28, is being assembled. House is producing, with Louis Werba, who books the theatre organizing; the troupe. After the Brooklyn date a Broadway booking may be sought.

Revue will run on a two a day an 2 top. Understood performers at \$2 top. in on guarantees and percentage. Two film names tentatively lined up,

Take My Tip, Nat Dorfman's play Mack Hilliard and Sidney Phillips are producing, goes into the Majestic April 4 after one night in Great Neck. April 11 Vivlenne Segal and Chas. Purcell in their own reviewl of the Chocolete Soldier. revival of the 'Chocolate Soldier' go into the house and may come to Broadway.

#### Equity's Council Slate

Equity is holding a special meet-ing Monday (28) to select a nomi-nating committee. Latter will chose ten names to become members of the Equity council. No officers will chosen, since the present inars at the June 1931 meeting.

Term on the council is for four years. Regular meeting to vote on the nominees is held during the last week of May.

#### Pass Buck to Shuberts In Claim on 'One Man'

Claim of a \$1,300 haulage bill involved in the production of 'This One Man' is to be settled by arbitration Wednesday (16). Tait tration Wednesday (16). Talt Transfer Co. lodges the claim against Arthur Lubin, who, with Richard Krakeur, was the nominal producer of the show.

producer of the show.
Lubin & Kimkeur put on the show
with Shubert backing through the
Saul Productions Corp. All bills
were to have been paid by the Shuberts, it is said, with those taken
care of settled by checks signed by
Ira Helstein, Shubert treasurer.
Tait claims Lubin is responsible, i rait claims Lubin is responsibel, with the producer stating Shuberts agreed by contract to shoulder financial responsibilities.

#### **ENTR' ACTE TOPS SHOW**

Type For 'Seen Bainbridge Current Play

Minneapolis, March 14. At the Shubert, Bainbridge stock, Mahendra, 'seer,' who answers is Mahendra, 'seer,' who ans' queries put to him by auditors.

He is being featured in the bill-ing above the current play, 'The Vinegar Tree.' Mahendra and his company 'work' between the acts.

#### Birmingham Stock

Birmingham, March 14.

John J. Sullivan reopened the
Jefferson here yesterday (Monday)
with stock.

Company was organized in New York through the Wales Winter of-flee, Cast includes Alney Alba, Evelyn Wade, Emily Smily, Kati-crine Meskyl, Kenneth Dalgneau, George Taylor, Jerome Collins, Fos-ter Williams, George W. Smith.

#### Two Stocks South

I wo Stocks South
Knoxville, Tenn, went into the
list of current stock Monday (14),
March 28 another southern company
opens at Louisville, Ky,
C. D. Perutchi Fas the Bijou in
Knoxville. Town is one of the producer's former stands.

[Harry Martin's Louisville troupe
swithling tra. National on a subswithling tra. National on a subswithling tra.

## Critics Not So Tough

#### SIROVICH ON AIR TO **HELP MATTERS ALONG**

Sirovich in his campaign against dramatic critics continued in the limelight for the second week The climax came Sunday night (13) in New York when over the radio he in New York when over the ratio he crystalized his views, then hurried to the midnight train for Washing-ton, to be on hand to interview the critics, invited to appear before the Patents Committee Monday morn-

He was not aware that only one first string New York reviewer pro-posed to make the trip to the capi-tol. There was nothing to deter them, there being no openings Mor day. day, (14) and only one new show is carded this week.

The Congressman in his radio ad-The Congregaman in his radio address somewhat revised his rating of the crities stating that some were well qualified for the job. At station WOR he concluded his remarks saying George Jean Nathan and the standard obtainable in the spoken drams, the high priest of the intelligensia of the theating the standard obtainable in the spoken drams, the high priest of the intelligensia of the theating the standard obtainable in the spoken drams, the night priest of the intelligensia of the theatre' and called on him to chase from the critical ranks the mountebanks, shysters and pre-tenders.

the mountebanks, shysters : nd pre-tenders.'
Touching on gossip columnists some of whom are previewers, the doctor said they represent a 'pass-ing phase of depravity that all men in and out of the theatre hope and pray will soon pass out of the ple-ture.'

The Congressman said the snoken The Congressman said the spoken drama has been assalied on many fronts. He mentioned that plctures had taken authors and actors away from the stage and since managers are in or on the verge of bankruptcy, the situation should be well alread. well aired.

Peggy Fears who entered the managerial field recently with Peggy Fears who entered the managerial field recently with Child of Manhattan went to Wash-Ington last week to see Dr. Siro-vich. Resultant publicity was even more than anticipated. Idea arose because the doctor was mentioned frequently in an adverse notice on the play. Miss Fears is said to have the script of a new play written by the Congressman and aims to present it shortly. to present it shortly.

to present it shortly.

Dr. Strovich is reputed to have said; Every critic is seeking to sell a play to a producer. When their plays are rejected they are naturally resentful. Robert Coleman of the 'Mirror' was mentioned as one. He angrily telegraphed the doctor denying he ever submitted a script to any manager and demanded a retraction.

#### Jed Harris Off to Do 'Uncle Vanya' in London

Jed Harris is giving up Broadway production, temporarily at least, he being slated to sall for London this week to produce 'Uncle Vanya' for the London West End. It is stated that should Harris' London production click his plan is to remain on the condition that we have been appropriately the plan is to remain on produce there exclusively. Buth Gordon removed ender over

duce there exclusively.
Ruth Gordon reported going over
to play the femme lead in the play.
Charles Laughton, English actorrecently in several Broadway shows
with the latest Hartis production,
The Fatal Alibl.' said to be set for
the part Waiter Connolly played in
America. Lillian Gish played Miss
Gordon's role on Broadway.
Harris is expected to sail, together with the players, tomorrow
(Wednesday).

#### Cochran's Stock Cast

Summer stock opens ay...
the National, Washington, under
the direction of Steve Cochran, who
has maintained a similar policy, at
the house for the past seven years.
First show will be 'A Church Mouse.'
Engaged for the company are: Ona
Munson, Nancy Sheridan, Donald Summer stock opens April 18 at the National, Washington, under

Engaged for the company are: Oma Munson, Nancy Sherldan, Donald Woods, Kathryn Glvney, Raymond Bramley, Owen Davis, Jr., Burke Clarke, Forrest Ore, Adelaide Hib-bard and Edward Poland. Ciliford Brooke will again be the strager.

#### Setting Elitch Stock

Denver, March 14.
Arnold Gurtler is lining up a stock company for Elitch's Gardens.
Being organized in New York. Opening date June 11.

(Continued from page 1)

licity given Congressman Sirovich's charges against critics. It seems curious that several shows given favorable reviews just before the doctor blasted have promptly flopped.

Gilbert Gabriel of the 'American'

Gilbert Gabriel of the 'American' leads the critical circle of 10 with a batting average of ,850. Ue the 85 flops, he caught 60; guessed right 57 times, wrong twice and evaded the issue but once. Running second and third are Coleman of the 'Micror', 221, and Anderson of the 'Journal', 511.

Same and the second of the Volume 3.1 and some omits opinions rendered on successful opinions tendered on successful opinions tendered on successful opinions that the second opinions were severed by the York reviewers to productions which have falled. A total of 548 opinions were expressed by the 10 first-string critics on the 56 flops.

24% Wrong
In 129 instances, or 24%, the critics were wrong by expressing fav-orable opinions on shows which did not last. While a perfect batting average would have involved 548 bad notices, the boys only turned their thumbs down 419 times, Other information is that of 86 only

Other information is that of 86 shows that falled at the box office but four received unanimous paralings, or 10 had first string notices out of 10. These were 'The Man on Stilts,' Steel,' Jewel Robbery' and The House of Doom.'
That 'Singin' the Pro-

That 'Singin' the Blues,' 'Wonder Boy' and 'The Inside Story,' all flops, each received seven favorable criticisms out of 10 is another

fact.
In contrast The Left Bank, a moderately successful opus, drew seven bad notices, two no opinions and only one favorable mention, and

#### Only Flops Rated

Only Flops Rated
The critics' standings in the current score do not point to how they
may finish at the end of the season
in June, since successes are not
counted here and the season still
has 10 weeks to go. However,
Gabriel also led in the mid-season
score, which included all shows that
had opened up to that time.
Brown ('Post'), holder of first
place for the past two season, is:
down to the fourth spot in this score,
though in the running at .82 with

though in the running at .862 with last season's second placer. Atkinson ('Times'), at No. 5. A new-comer, Ed Sullivan ('Graphic'), is sixth on .765, only five percentage points in back of Atkinson.

points in back of Atkinson.

Lockridge ('Sun'), standing eighth
caught the most flops, 65. Mantle caught the most nops, so, manner ('News'), was wrong the most times, 19, and Atkinson chalked up the most 'no opinions,' as usual—12,

Variety's' staff reviewers saw all
the flops and are gazing at the helo
of three individual daily catchers
on an average of .884 for 76 rights

on an average of .884 for 76 rights and 10 muffs, the Air Bide Dudley, the first radio legit critic, who broadcasts his reviews over station WMCA, New York, has caught 32 productions since starting caught 32 productions since starting his ether comment on Dec. 25, and is batting .625. He was right 20 times, wrong 7 and delivered 5 no

opinions.
Dudley, a vet newspaper man and legit critic and reporter, broadcasts his review the same night the show opens, going on the air about an hour after the final curtain. In a few instances his reviews were not aired until the second or third night, due to simultaneous openings and the necessity of catching shows the noxt night or later.

#### 6.500-Seat Hall Built Sans Show Facilities

New Long Beach Civic Auditorium's capacity of 5,000 will be of little use to legit productions, since the hall has a flat floor that almost puts the matter of stage shows out of the question. Civic Orbital ways and the guestion. puts the matter of stage shows out of the question. City fathers were more interested in renting floor spaces to exhibits during conventions and expositions than in leasing the house out as a theatre. New auditorium, which replaces the old wooden structure, also has a 1,500-seat theatre of the usual type.

Star Directa Husband
San Francisco, March 14.
Ruth Chatterton set for an April
showing with Belasco & Curran of
Let Us Divorce' in which she will
direct her husband Ralph Forbes
and Rose Whoart and Rose Hobart.

Chatterton herself will not appear

# SUBSCRIBER GROUPS UNITED

# 65% Wage Slash To Return Men To Theatre Pit

The unemployment relief committes of New York's musicians' union started a drive to increase the field for jobs. A principal objective

neld for jobs. A principal objective is to re-establish the four-plece orchestra in Broadway legit theatres, houses which discontinued pit music some years ago. Managers are being offered a band for almost \$5% under the scale.

Managers solicited were told that the union would work for below cost. Proposition is for a wage of \$20 per week per man, a total of \$80 weekly. Usual scale for the small orchestras is \$16 per man, but the leader gets \$85 and the total is \$523 per week. Understood the difference would be made up through the re-lief und an absolute the second property of the second pr orchestras is \$36 per man, but the leader gets \$38 and the total is \$523 per week. Understood the difference would be made up through the relief fund and prief fund has been exceeded from the prief fund has been exceeded and prief fund has been exceeded by the fund has been exceeded he fund has been exceeded has been exceeded has been exceeded his proposed to the fund has been exceeded his proposed to the fund has been exceeded his proposed his fund his pr

#### Passes Up B'way Role For Place in Stock

Owen Dayls, jr., cast for the juve lead in 'Danger Linc,' Broadway production, turned in his notice in order to go with Steve Cochran's Washington, D. C., stock company, to open shortly.

Dayls arrangement understood to be for eight or 10 weeks with the Washington troupe.

#### Move for Law to Admit Minors to D. C. Shows

Minors to D. C. Shows

A bill being considered by the combined congressional committees which legislate for the District of Columbia aims to have the obsolete child labor law revised. The law prohibits minors under the age of 18 to be engaged in gainful employment after 7 p. m.

Because of that restriction a num—

Because of that restriction a num—

Because of that restriction a num—

The Green Pastures, which has been cleaning up on the road. Legit interests in the capital have been aware of the law, but not until lately did they act. Tastures' uses-half a dozen pickanimies.

#### ARBUCKLE GUESTING

Seattle, March 14.

Seattle, March 14.

Ferry Askan, guest star with
Moore Players, at Moore theatre
last week in 'Ladies Lie' topped
gross under new policy, getting
around \$6,000.

Research

Roscoe ('Fatty') Arbuckle next as guest star, in for two weeks.

#### MORRISSEY STOPPED

Equity Calls Cast Out Because of No Bond

Equity stepped in Wednesday (9) and said nix to the cast rehearsing in Will Morrissey's musical, "The Croon Prince,' resulting in the piece halding. 'Prince' was booked up

Croon Frince, resulting in the piece halting. "Frince' was booked up both as a legit and vaude candidate, in both of which fields Morrissey and Bobby Sanford, co-producing, hoped to show it.

Trince' was to have opened in vaude form within the fortnight, vaude form within the fortnight, wande form, the cast was called out because no bond had been filed.

#### EARL BACK AT CARROLL IS NEWEST B'WAY HINT

Broadway has an idea that Ear Caryoll will be back in the elaborate new Carvoll theatre from which he was ousted by dispossess process recently. If that happens, there will be new lease terms and new rental figures for the coming seasons. Understood the trouble hinges on Carrollie shape to get the controlled hinges on Carrollie shape to get conserving on

Understood the trouble hinges on Carrolle aim to get concessions on the rent, said to soale upward after a period of years.

Carroll claims to have an edge 'in the dispute with the landlords through his possession of a brownstone house on 49th street, partially used as a fire exit required for the theatre. Landlords contend the theatre. Landlords contend the lease on that property should have passed to them, whereas it appears to be in the names of Carroll's brothers, James and Norman.

Several suits are pending against Carroll and his backer, E. R. Ed-rington. One concerns mechanical lease of the concerns of

rington. One concerns mechanics liens of \$167,000. The liens are said to interfere with the landlord's free-dom in handling the theatre.

#### **Event' Spurs Phillips**

Sidney Phillips, co-producer with Harlan Thompson of Blessed Event, 's taking another fing, this time with Mack Hilliard, in showing Take My Tip.' by Nat Dorfman, pa. Understood that Hilliard, who is manager of 'Event,' will be the only one billed as presenting. Melville Burke is staging with Donald Meek and Helen Lowell co-featured. Others tentatively cast are Florence Shirley and Ida Mulic. Plece will open cold on Broadway late in March.

Another show by Dorfman may

Another show by Dorfman may also be produced shortly by Arch Selwyn.

#### But 38 Stocks Running:

New Low for All Time

Operating stocks are down to be-low 40, first time that's ever hap-pened. About 38 companies are re-corded with no closing heard of Saturday (12) except that at the Majestic, N. Y. No closing event also unusual.

unusual. There are half a dozen openings listed for the next fortnight, but they are likely to be balanced by a similar number of closings. One of the opening troupes is the Montclait, N. J., company Warner Brothers are backing. Not the first time that town has had film-backed stock.

Quit 'Parade' Over Cut
Lawrence Gray is leaving Ed
Wynn's 'The Laugh Parade' this
week. He is to be replaced by an
understudy with the show.
Gray's assignments were light,
but he rejected Wynn's proposal
for a 50% cut in salary, He came
from pictures.

# **MERGING LISTS**

Erlangers Doesn't Figure Guild Shows Play Syndicate Stands and Shubert Attractions Circuit Own Houses, but Local Audiences Combine - Affects 50,000 Theatre-Goers

#### BOOKING POOL MAYRE

Final details of a merger of the ut of town subscription audiences of the Theatre Guild and local groups patronizing Shubert attractions affecting 13 cities and an estimated 50,000 subscribers, are now being worked out. In addition to the Gulid and Shuberts, Broadway indio producers and Erlanger's are affected.

affected.
Under the set up, the two subscription audiences will be moulded into a new and distinct organization for out-of-town bookings, and will be incorporated under a new will be incorporated under a new name. At present no pooling of Shubert and Erlanger bookings is contemplated, but it appears patent that the merger would be a strong influence in bringing such a move about.

It is understood the Guild wields the balance of influence due to its control of its own groups as compared with the comparative independence of the Shubert local

dependence of the Shubert local units. Shuberts subscription ailled groups are called the Professional Players. Shows which the new outfit will take over to play to the combined time will not change their booking affiliations, but will play either the Shubert or Erlanger houses as before, instead, however, the same audience attending. This means that for a Guild produced show the audience will sit in an Erlanger theatre; for a Shubert produced piece in the Shubert spot. While there are several points that caused difficulties in lining up the new combo, the question of booking affiliations presents the hardest nut to crack.

#### Look-In for Outsiders

At the beginning of the present season, the Guild extended its road arrangement to the taking in of shows produced by five outside in-dependent producers, including Gli-bert Miller, John Golden and Brock Pemberton. One reason for this was that the Guild was hard put to supply its road audiences with the number of promised produc-

the number of promised productions.

As now being arranged, plays not alone produced by the two merging mode of the combined time. All shows will be chosen by a committee, after the fashion of the book of the month idea, with Shubert, Erlanger, Guild representatives on the committee as well as outsider elements. Number of shows the two agencies have been giving their audiences will be been giving their audiences will be store in the procession of the committee of the committee

Hopkins-Barrymore Play

Ethel Barrymore, instead of producing shows for herself upon expiration of her Shubert contract, has committed herself to appear under Arthur Hopkins.

Hopkins will star Miss Barrymore in 'Encore', by Max Stein and Sheridan Gibney. Troduction in October.

Quit 'Parade' Over Cut

Iawrence Gray is leaving Ed Wynn's "The Laugh Parade' this week. He is to be replaced by an understudy with the show.

Gray's assignments were light.

diences.
Probably one of the first shows to play the combined time will be Baltimore.

# SHUBERT, GUILD Shubert Co. Running in Red Again; Garrick, Chi, Sues for Back Rent

#### Japanese Actors Hide Until War Blows Over

Cancelled by the Belasco, New York, through fear of racial trouble, Simeon Gest's Japanese child Kabult players are awaiting the blowing over of the Sino-Japanese tussle before venturing east. Troupe made its American debut on the

coast two months ago.
Simeon Gest has just been discharged from the hospital after three weeks of nervous breakdown

#### REED'S POP REVIVALS **FOLD IN WEEK. 2 DAYS**

Carl Reed's season of pop priced revivals came to an abrupt halt at the Majestic, New York, Saturday (12) after a week and two days of The Round-Up.' Shortness of the bankroll and actors told to sapply to Equity Monday to be paid off. Bankroll and actors told to sapply to Equity Monday to be paid off. Strongword to resume if fresh money is secured by Reed. Easter Monday is set as the carliest date. House is in the hands of receivers who rented it to Reed, latter putting up \$3,000 for the four walls for three weeks.

Curtain Saturday evening was held until 9 cylock until the stage hands got theirs. Reed had horse trouble, too, and the nags were not on the for the Indian scene, first act. Four horses appeared for the last act, however.

#### **Wee Wins Half Loaf**

Arbitrators' decision in Equity's action against O. E. Wee in connection with his road tour of Strange in the proposents a part victors, 15,00 of which 340 ras showed, but of which amount Wee actually only contested \$240. The arbiters' decided that in lieu of a two weeks' notice he went from of the groducer when he went from the six to eight performance basis, he pay the equivalent of two performances.

#### Shubert Producer Ally Dropped Like Leases

Contract between the Shuberts and Bela Blau, Independent legit producer, whereby he would produce The Mad Mopes with Shubert backing has been disaffirmed by the co-receivers. Blau is now getting the show together independently.

ently.

Blau-Shubert agreement was entered late in the summer of 1931.

Despite cancellation of other contracts and lenser, no notice was
given Blau of the disposition of the
receivers until ahout three weeks
ago, shortly after Lee Shubert had
returned from Florida.

Eva Moore had been brought
from. California to play the lead,
which she now will do when Blau
produces alone.

#### 'TOWER' AT CARTHAY

Los Angeles, March 14.

Black Tower, play by Halph
Murphy, goes into the Carthay
Circle March 26 as "Murdered Awve'
with Bela Lugosi starred. Arthur Collins is producting.

Reunion in Vienna.' This will not be until not September, when the scheme will get under way. Guild and Slubarts will probably make an announcement within a fortnight. Cities on the subscription list are Chicago, St. Louis, Milwaukee, Minneapolis, Cleveland, Detroit, Pittsburgh, Philadelphia, Boston, Washington, Cincinnati, Buffalo, Baltimore.

#### The Shuberts have been bluntly advised to revise their ideas about show business, and change methods that are out-moded. That is the

show business and change methods that nee out-moded. That is the lastide report of those who have been observing Shubert Theatre Corporation in receivership.

The Shuberts are running in the red again. For a time the receivership was able to break even and for a few weeks there was a pretty good bank roll and the operating deficit, was wiped out. Understood list week only one attraction on tour made an appreciable profit. Shubert theatres on Broadway, were inconsiderable.

Last Friday (11) a meeting in the Woolworth building between the receivers and the several committees representing the Shubert creditors was brief and adjourned for one week, with little or no discussion. It was said that Lee Shubert, concreeiver with the Irving Trust, made continuance of the receivership beyond June 2, the time set by the court, and into next season. What his plan is, is a mystery.

Creditors Ask Audit

'The committee representing independent bondolders applied to the

his plan is, is a mystery.

Creditors Ask Audit

'The committee representing independent bondholders applied to the court for a complete audit, from the time the Shubert corporation was formed. Estimated that such an audit would cost about \$56,000, but there is no intimation as to who is to pay for it. The receivership is not interested in the matters prior to appointment by the court, their ness from then on. Quite different is the bondholders' interest. They want to know about all the transactions and verify the veracity of the claimed assets at the time the bonds were marketed and thereafter.

Suggestions said to have been given the Shuberts included the idea of attracting the younger producers, those whose more modern methods and ideas have attracted attention. How to corrai those control in the control of the contr

iem. Indicated that most will, want guarantees of a definite nature.

Garrick Bulding Corp. owner of the property which includes the Garrick theatre, has filed suit against Lee Shubert and the Irving Trust Company of New York, the latter trustee for the Shubert receivership, for back rent. Amount mentioned in the complaint is \$3,700 to \$1.00 t

Pittsburgh, March 14.
Alvin, legit site which the Shuberts have been operating under a pooling arrangement with Warners, returned to WB management last week as a result of Shubert receivership.

ek as a reconsivership.

George M. Young remains as man;

George M. Young remains as man; celvership.

George M. Young remains as mangager, with Shuberts merely serving as booking agents.

#### BID FOR RICH COLD

Walter Brooks deal for Irene Rich as the lead in his production of 'De-votion' by Eillott Lester went cold Wednesday (9). Producer is looking for another name, Belle Bennett, maybe.

# Plays on Broadway

#### HOT-CHA

Musical comcey in two parts. Presented at the Zickfeld March 8. Ziegfeld production, with words and music by Lew Brown and Ruy Henderson, who also collaborated in hook with Mark Hellinger and H. S. Kertt. Dances Maged by Bodregor and Editor. The Company of the Lilley Jert John Guerman, Marjorle White Regers Lynn Gwerman, Marjorle White Regers Hoffman. He was the same of th Conductor
Brakeman
Girl in Compartme
Ramon La Grande
Hap, Wilson.
Conchita
Storekeeper
Three Troubadors.

The new Ziegfeld show, rather long in the making, opened on a frigid night. The hope of the making o

able.

First act arkitly seemed present, snapping out of it toward the finish in a brilliant flesta scene. Perhaps the book holds too close to the story, originally based on the exploits of Sid Franklin, Brooklyn's contribution to Madrid's bull fighters. It was merely an idea, for the burlesque mandard or of the show is anything but a hero.

The dietage difference between between

was merely an idea, for the burlesque matador of the show is anything but a hero.

The distinct difference between the show and other musical leaders this senson is that the others sparities with sattre, while Efot-Cha' bids this senson is that the others sparities with sattre, while Efot-Cha' bids this senson is that the others sparities with sattre, while Efot-Cha' bids the state of the state of the sattre, t

deliver too much of the show's fun.
Plenty of players from Hollwrood
in the cast. Buddy Rogers is in for
the male love interest, and he has
the looks. Impression was that he
is a dead-nan performer, a rep
that never came from pictures.
He hasn't a lot to do and is not
using his versatile orchestra routine.
Authors did not d. so well by him
or he is given wrong kin't of part.
Ziezzy was wise in rushing Lupe

or he is given wrong kind of part. Ziczzy was wase in rushing Lupe Velez in from the coast, for the little picture star is imbued with a flashing personality. On her first number and dance, Couchlin's Miss Venance, Couchlin's Mississipper and the control of the couchling of the C

circle of girls and the De Marcos spinning around the outside, a sort of merry-go-round, the effect was a slight climax. On early in the second act, the De Marcos graceful, evolutions again counted. Elemon Fowell on next to dosing in gilded pajamas, tapped her way to a hit.

to a hit.

Ziegy at first figured on assembling a flock of brunest for the ensembles, but there are justy of the state of the sensembles, but there is the cast—Miss Knight, Miss White, June McCloy, A. feature are the Urban settings. He is away from floods of blue, some excellent sets in reds, russets and browns for the Mcxican scenes providing warmth in light and color.

viding warnth in light and color. Staging of the book brought in Edgar MacGregor when the show reached Pittsburgh, where it had two big weeks. For sustaining the story such a good actor as Robert Gleckier is important. Program features with the color of the color o

A finale not tried before went on the first night and was taken out. Show was put back in much the same shape as in Washington and before the end of the week was rated a much better entertain-

#### **NIGHT OVER TAOS**

ı	Drama in three acts. Presented at the
ı	48th Street March 9 by the Group Theatre.
ŀ	Written by Maxwell Anderson, Staged by
ı	Lee Strasberg.
ł	Lee Strasberg. Indian SlaveRobert Lewis
1	Dona Vern
ш	Valeria Virginia Farmer
ı	Marin Paula Miller
L	Raquel)
ľ	ConchitaGertrude Maynard
l	NunaPhoebe Brand
1	Lita Eunice Stoddard
1	CarlotaDorothy Patten
۱	CristinaSylvia Fenningston
1	GrasoFriendly Ford
١	Dona JosefaStella Adler
1	Father MartinezMorris Carnovsky
١	DlanaRuth Nelson
ľ	Diego
ı	Federico Franchot Tone
۱	Narciso
١	Captain Aumtord Art Smith
١	Don Hermano Lewis Leverett
1	Don Miguel
l	Santos
۱	Pablo MontoyaJ. Edward Bromberg
ı	Andres
١	Don FernandoLuther Adler
	Don MarioPhilip Robinson
	Mateo
	First Trapper
1	Second TrapperGrover Burgess
1	Account Trabbettitititititititititititititititititi

Pienty of players from Hollywood in the cast. Buddy Rogers is in for the male love interest, and he has been also as the present of the male love interest, and he has been also as the proper of the male love interest, and he has been also as the property of the male love interest, and he has been also as the property of the male love interest and he has been also as the property of the male love interest and he has been as the hasn't a lot to do and is not as the hasn't a lot to do and is not also that never came from pictures. But hasn't a lot to do and is not carried to the property of the propert

those closest to him to gain his way. No easy assignment, this characterization of an old man of such mental and physical power. Franchot Tone as Federico, Morris Carnovsky as a priest, Waiter Coy, as Felipe, Stella Krite, and Margaret Barker, who made a smaller part stand out by her soft, appealing voice, are among a band who played earnestly. One settling strikingly designed and carried out well suits this untention though it does not financially click.

#### MONEY IN THE AIR

Mystery play in three acts presented
at the Ritz Murch 7 by Frank Rowland;
written by Thetta Quay Franks: Vera
Allen and Hugh Buckler featured; staged
by Arthur Sircom.
Rollins
Patrick Frank Harvey
Penelope Worthington Vera Allen
Mrs. Courtney Manners,

Another addition to the welter of mystery plays since New Year's. Money in the Air' is no improvement on the average and therefore won't do better than the others, meaning a short engagement. Thetto Quay Franks, has done a fair writing job, but the play itself rather belongs with the mysteries of half a dozen years or so back. Frank Rowland, who backed the product, if the dother than the production of Miss Franks of long standing.

a dozen years or so back. Frank Rowland, who backed the production, is said to be from Boston and a friend of Miss Franks of long First act. had something, but shortly after the second act curtain rose interest started to fade. Not the start of the sta

#### The Warrior's Husband

Ance Warrior's Flusband
Comedy in three acts by Julian Thompson, presented by Harry Moses. Directed
by Burk Symon. Settings and costumes,
New York, March I. 35 top.
Baria. Harrie Eelis
Baria. Dorothy Wilters
Heroica Dorothy Wilters
Heroica Dorothy Wilters
Heroica Toy Manshal
Antiope Katharine Hepburn
Theseus Colin Keith-Johnston
Heroules Al Cohe
Herald, Perter Itali

Hereuse Al Cent Herea's Al Cen

# Plays Abroad

Durand, Francais Moyen

('Durand, Average Fronchman')

Paris, Fob. 27.

Play in four acts by Jean Gutton. Produced and staged by Edmond Roze at the Follow Wagram, Paris, Cast: Jacque Baumer, Pacqual, Suzet Mais, Joffendom Roze, Robert Ancolls, Janim Laizer

Siede M. Cartin. Cast: Jacques Baumer, Pacquell Suzet Mais, Joffre, Edmond Rose, Robert Andells, Janiso Jacks. Unsuccessful and threatening to jeopardize the standing of Edmond Rose as a producer. Play, despite good actics. In the standing of Edmond Rose as a producer. Play, despite good actics. In the standing of Edmond Rose as a producer and play of the standing to pay money to be entertained. Original part of the play consists of a picture prologue thrown on the place respoctively in 1014, 1916, 1918 and 1932. Picture shots, partly from newsreels, show life as it was at the different periods, with compley's import, that the men who fought the war were suckers who were taken advantage of by stay-at-homes, war profiteers. Play lacks relief sexopt a single Play's import, the the men who fought the war were suckers who were taken advantage of by stay-at-homes, war profiteers. Play lacks relief sexopt a single Play's import, that the men who flught the standard profits of the s

#### Le Rapide de Minuit ('The Last Mile')

A drama in three acts and a prolog, adapted in French by Faul Russer from John Woxley's play, At the Nouvel-Ambigu, Parls. March 1. Stars Georges Colin; also J. Clarene, Rivers, Cadet, A. Varennes and othors.

Nicely done and acted. Doesn't get much reaction from local audiences, who have seen the worst at the Grand Guignol, in, the way of an expensive seen the grand foliant of the way of an prisons are doncerned, they have been spoilt by the 'Rigi House'. To make the play locally understandable, a short prolog before a black curtain has been added showing a prisoner handing a manuscript to his mother before, unknown to her, he goes to the chair. Play staged by E. Couvelaire house, practically repeating the American set.

Short engagement probable.

#### Vor Sonnenuntergang

("Before Sundown").

("Before Sundown").

Berlin, Feb. 27.

Firy in four acts by Gerhart Huptmann. Direction Max Heinhardt. Seenery Matthias Wienenn. Hans Brausewetter, Elsenora Mendelsebin, Kasthe Hasek, von Wilnerstein, Paul Otto, Paul Henstein, Paul Store, Max Greistoff, Ludwig Stoessel, mig. Paul Benstein, Paul Store, Labert, Heintlich Martew, Henn Oberhander, Josef Wilsell, Af Dauthay Braustry, Berlin, Wilsell, Af Dauthay Braustry, Berlin, Wilsell, Af Dauthay Braustry, Berlin,

rich Marlow, Hans Oberhender, Josef Weissau. At Deutebay Theatr, Berlin.

A notable premiere. Members of the Government, foreign diplomats, artists and authors, and the intellectual and artistic preminents were present for Before Sunset by the German poet, the 70-year-old Ger-than the second of the foreign and the foreign to the folial second gream port, the 70-year-old German or 70-year-old Man and a 10-year-old girl. The old man, a brilliant editor, is tather of two daughters, of whom one is married and her ausband manager, of two daughters, of whom one is married and her ausband manager, while the 70-year-old Man and 10-year-old Man and 1

weaker works like Dorothea Anger, mann, the great poet Hauptmann greatly influencing the development of the European drama.

Before Stu et is a unique and thrilling drama, which will prove its abroad than here in Germany. The love of the old man for the young girl is developed with the subtlest art of Hauptmann and the convincing and sitring acting of Worner-Krauss. It is important to mention this attring drama convincing and sitring acting to work this attring drama convincing therefore its success in the German provinces and abroad the convincing therefore its success in the German provinces and abroad to the work of the

#### JEAN III

Paris, Feb. 21.
A three-set comedy by Sacha Guitry.
Free Present of the Present o

A revival of an old comedy by Sacha Guitry, which has a third act keeping the audience foaring from beginning to end, and holds big pos-sibilities for a four-reeler, or even shorter.

sibilities for a four-reeler, or even shorter.

It's the story of a young man shown in the first act leaving his industrialist father's house, because latter won't let him follow his stage that the story of a young man shown in the him follow his stage that the story of the stage that the story of the stage that the stage the stage, 'The third, and really funny act, which is in the best Sacha Guitry vein, shows on the stage the stage, and in one of the boxes as plants, the mother and father of the young tragedian who want to see their son get to fame, and frequently interrupting. Play itself shows the young man as an edinastiy did husband, forgetting his lines, substituting all sorts of meaningless poetry. He ends the play by winning the girl for good, though site real wife of the actor king, after he already had made love to Plerre Fressey, who does the young actor is excellent and Satur-

after ne arready her in the wings.
Pierre Fresnay, who does the young actor, is excellent, and Saturnin-Pabre as the father, exceedingly funny, with Madeleine Lambert good support as the queen. Alerme does his usual comedy, as the decrealit king.

#### IL ETAIT UNE FOIS

('Once Upon a Time')

Conce Paris, Feb. 23.
Play in three acts and six tableaux by Francis de Croisset. Produced by Edmont Savag at the Ambasadeurs, Paris, behaceurt Beddington Seament Sea

# Signs of Bettering, but Holy Wk. Will Retard Spurt; 'Event' \$11,000 in N. Y.

Business among Broadway legit houses appears to have hit the low for the income tax-Lenten period, barring Holy-Week (starting next Monday). That indication is based of grosses of the past two weeks, which have not greatly varied—sough shows were in the cellar, savehow.

on the season of recartly varieties, anyhows. We have the the cellar, anyhows. We have the the cellar, anyhows. While some attractions did slip back a bit, and the leaders were included, the week-end to tails were close two shows actually showed increases. They are of the newer crop. 'Riddle Me This' claimed a \$1,000 junp, getting more than \$11.300, while Slessed Event turned in a The big money for the week was drawn by 'Hot-Cha' at the Ziegfeld. Starting with a \$12,000 opening night house, with prices topped at \$1,500 in the second point of the control o

Becomes Electra' is slipping and due out soon.

Toscoweek's premiers outside of Toscowe the sound of the week entry at the Morosco, not definitely rated; Night Over Taos' got very little after first night and the 48th St.; Money in Air ditto at the Ritz; 'A Night with Barrie, revivale, drew attention at the Playhouse, but another revival. The Round Opt. Opened and closed that is expected to stelk it out at the Fulton, although first full week was less than \$5,000. Only opening this week is a re-

is expected to stlek it out at the Fulton, although first rull week was less than \$5,000. The work is a remained to the state of the st

\$11.000.

'Cat and Fiddle,' Globe (23d week).

(M-1,416-14.40). Going Into its eixth month operatia still turning eixth month operatia still turning the still turning turning

(20th week) (C-1,041-35). Not much under Lenten level last week at \$16,500; should easily last through

season.
'Cynara,' Shubert (20th week)
(CD-1,395-\$3). Cut rate deal accompanied switch here from smaller
Morosco; eased off under \$10,000

Morosco; eased off under \$10,000 last week. 'Face the Music,' New Amsterdam (5th week) (M-1,702-\$5.50). After dip earlier last week stendled to big

Few Wild Oats, Forrest. PostFew Wild Oats, Forrest. PostFew Wild Oats, Forrest. PostFew Wild Oats, Forrest. PostFew Wild Oats, Forrest. PostWild Fewer, Avon (12th week)
(C-830-43). Final week; lays off
next week then to road with Boston
first stand, of fately; about \$4,000.

"Hot Cha. Ziegfeld (2nd week)
(M-1,622-18-50). With a first night
ances drew about \$4,000, despite
mixed notices; new gross leader.
"Left Bank, Little (24th week)
(D-339-43). Company on percentage basis; explains operating
around \$5,000 pace lately; due for
road after another week.
Todder, Please comedy by Norman
Arsan.
Show was produced in New York
Frank after another week.
WithUnderstends as many of the original
less than two weeks.
"Money in the Air," Ritz (2d week)

"Money in the Air," Ritz (2d week)

LEGIT ESTIMATE SYMBOLS

R—revue; M—musical comedy; D—drama; C—comedy; CD—comedy drama; F—farce; O—operetta. Capacities and top prices also indicated.

(D-945-\$3). Opened last week to mild notices; chances for newest mystery play in doubt.

"Guild (3rd week) (CD-914-\$3). Guild's Irish play may develoy appeal, but so far limited to subscribers; \$14,000 mostly from that source.

"Mourning Becomes Electra," Alvin (21st week) (D-1287-\$4), O'Reill's leave for road shortly after Easter; last week slipped to \$11,500.

"Night Over Taos," 48th St. (2nd week). (D-959-\$3). Opened middle of fast week with lean takings thereatter doubtful of making strate-atter doubtful of making strate-atter (400-4510). Musical hit continues to capacity and figured one of few current shows to go through next summer; \$30,000 and

through next summer; \$30,000 and over. in in Vienna, Beck (18th work). CL.163-100 Comedy leader with the summy by the summer of the summy by the summer of the summy by the summer of th

around \$7,000; should go better alver Easter and will probably stick through spiring. "The Animals (Kingdom', Broad-The Animals) (C. 1111-\$3) One of the season's best things; class comedy getting great money; approximating \$20,000.

"The Devil Passes, Selwyn (11th week) (D-1,067-\$3). One week more and then to road; said to be out of the things of the condition of the condition

week) (C-945-58). Slipped in jast month or so, but held to \$10,000 again last week; can make money at that pace.

The Inside Story! National With-resulting the played three weeks to surprisingly mild money.

"The Laugh Parade,' Imperial (19th week) (R-1,468-44-40). Should last through season and may make through season and season a

under and the province of the control of the contro

#### Engagements

June Collyer, 'Birth.'

June Collyer, Blrth.

Marian Burns, Bruce MacFarlane, Ruth Abbott, Kate Pier Romer,
Robt. Vivian, Gertrude Quinlan,
Burton Mallory, Hugh Rennie, Intimate Raditions.

Miliard Dashettlons.

Miliard Dashettlons.

Robt, Allen, A. Few. Wild Oats,
Nana Bryant, 'Angels Don't Kiss.'
Katherine Wilson, Gilbert Emery,
untitled comedy.

'Grand Hotel,' \$12,000, Second Frisco Week

Second Frisco Week
San Francisco, March 14.
First Mrs. Francer is the only new
piece on the boards, and is drawing
class business but not much of it to
the Curran. Show has drawn good
notices from the dailles and about
45 common to carriage and
total common to carriage
Two new ones coming up, Tucky
Day, colored show, opening tomorrow (15) at Erianger's Columbia for
fing into Duff's Account March 21
in Church Mouse.

# 'RACKETEER' ON \$12,000 WEEK, OUT

For the first time in a month there are indications of strong legit trade. Katharine Cornell's The Barretts of Wimpole Street, although not sold out clean in advance here as in Washington, is almost sure to do two capacity weeks at the Forrest, and George White's Scandist, although not also have been supported by the strong advance. Single week only.

Last week was miserable, with both shows in town folding Satured and Terboot Hand Miserable with both shows in town folding Satured and Terboot Hand Miserable with both shows in town folding Satured and Terboot Hand Miserable with both shows in town folding Satured and Terboot Hand Miserable with both shows in town folding Satured and Terboot Hand Miserable with and final offering for the year on Professional Players' subscription program. It was second of their offerings in three seasons unable to make the grade for allotted four ter than 18.300 in second and about \$6,000 in third. No reason why it couldn't have been held, even with small loss for fourth, but Subscribers get refund.
Subscribers get refund.
Subscribers get refund.
Connell's play only offering over Holy Week, but three shows are set for Easter Monday, with two more likely Cohan's new one Condeen and Wig show, Kuff Neck,' to Garrelek, and Bluebird, Russian revue, to Locust, which is now devoted to arty bookings of drama, dance and music. Chestuat and Forrest almost certain to get shows.

#### RITZY RESORT STOCK

John Harkider is shaping up a summer stock for Montauk Polnt, L. I., a society resort. Harkrider is art director for Florenz Ziegfeld. Understood the proposal is for straight dramatic shows, with the last production of the season to be a ruisled.

#### Cast Changes .

Evic Blore for Ernest Thesigor in the road co. of 'Devil Passes.' Geraid Kent replaces Dan Jar-ret in 'Riddle Me This,' during the latter's Illness.

# Only 5 Loop Holy Week Shows; 'Wagon' \$29,000; 'Faces' \$23,500

#### Gillette's Low \$3,000 In 4 Minn'p'l's Shows

Minneapolis, March 14. Sub-zero temperature and the de-ression has been making the going

pression has been making the going tougher.
Four nights of William Gillette in Shericek holines brought the Metropolitan only around \$3,000. Next attraction, Crazy Quilt, not due under the Metropolitan only around \$3,000. Next attraction, Crazy Quilt, not due under the state of the frigid busts the gross could not get above \$2,000, even with the "Girls From Reno" did only around \$2,200 for stock burlesque at the Gayety, alded by professional wrestling Friday night.

#### 'SCANDALS' SOLO WK. IN BOSTON, \$45,000

Boston, March 14,
George White booked his 'Scandais' for week's stay at the Opera
House and Saturday night found
him with \$45,000 in the till. Police
reserves were needed for the crowd
that atorned the matinesamiza not
so the stay of the stay of the stay of the
Holls for the legit followers.
Estimates for Last Week
'Scandals,' Boston Opera House.
Capacity at \$45,000 for one week.
Scandals,' Boston Opera House.
Capacity at \$45,000 for one week
'Scandals,' Boston Opera House.
Too True to Be Good,' Colonial.
Final of two weeks down to \$15,000.
'Hedda Gabler,' Hollis. Blanche
Turka's repertory fair at \$5,000.

#### **FUTURE PLAYS**

Untitled play by Crane Wilbur for production by J. A. Greenberg as his first show Douglass Montgomery, the probable lead.

"What's It to You," intimate revue, is to be shown at the Province-town theatre (17). Pirst time in the history of the house it has given stage room to a musical.

"Why Don't You Go Back?" by Montague Glass and Dan Jarrett, will be put linto work by John Golden for spring production. Cast not yet selected.

"Intimate Relations" opens March.

yet selected.

'Intimate Relations' opens March
21 in Newark for Henry Forbes.
Comes to the Ambassador, N. Y.
March 28 week.

'High Spots, will be Vincent Youman's next. Authored by Ring
Lardner and with Jack Osterman as
lead. After Sophle Tucker, too.

#### Ahead and Back

Dayton Stoddart, p.a., Phil Adler, back, Arthur Glrl.'

# Bennett's 'Cyrano' Folds in L. A.; **'Springtime for Henry' Hits \$8,300**

Los Ángeles, March 14.

"Cyrano' vs. "Cyrano' proved a double knockout. It was a battle of cap pistols, for the rugged west place of the rugged west place of the rugged west for the rugged by Alfred de Liagre, Jr., who did it in New York. "Gyano de Bergerac," Biltmore (Ist week) (P. 1:56-8.3). Walter for the rugged by Alfred de Liagre, Jr., who did it in New York. "Gyano de Bergerac," Biltmore (Ist week) (P. 1:56-8.3). Walter for the rugged by Alfred de Liagre, Jr., who did it in New York. "Gyano de Bergerac," Biltmore (Ist week) (P. 1:56-8.3). Walter for the standard of the second frightned the rugged by Alfred de Liagre, Jr., who did it in New York. "Gyano de Bergerac," Biltmore (Ist week) (P. 1:56-8.4). Walter for the second frightned the Rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to to, and much comment on star's rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to the rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to the rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to the rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to the rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to the rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to the rugged performance was no box-office ald for the Belanco. In view of the ridiculous straton drampden to the rug

Chicago, March 14. Legit list, with three exits bunched last week, has been clipped to four dramas and one musical. Exodus of Fred Stone's 'Smiling Faces' from the Grand Saturday, (12) threw a blanket of complete darkness over the five local houses remaining in the Shubert-operated string. Situation will prevail for the next two weeks, or until 'Every-

Dull takings were consistent all along the line last week until the Wednesday performances when almost everyone of the spots went most everyone of the spots went into a nice spurt of activity. Recovery from the doldrums was helped by a break in the spell of near-zero weather which had fastehed liself on the town the previous Saturday. Looks like a struggle for the surviving quintet of attractions until the Easter holl-

"Band Wagon' made little headway for its third and final week at
the illinois, collecting not quite
the illinois, collecting not quite
the illinois, collecting not quite
the illinois, collecting up a neat
and unexpected \$23,500. Box offices
at both stands went into heavy action at midweek, with the illinois
last four performances and the
Grand cailling it a sellout on the
final three.

Chocolate Soldier' managed to
the money in midweek
also and piled up enough shekels
to give the revival a grand and a
half better than the previous week,
or around \$13,000. Furcell-Segal
current week after carving out six
profitable weeks after carving out six
profitable weeks after for three-week
solourn. John Golden production
started to elick from its entry at
the Blackstone, under the There
siving it the status of being the
only major money-making comedy
that has played the town this season. Zombie, with Fauline Starke,
night (13).

"Death Takes a Holiday' at the
Playhouse is showing moderate results, while Experience Unnecesstan under the Three
sults, while Experience Chnecesstan under the Three
sults, while Experience Chnecesstan unprofitable \$7,000, with another week to go. Heavy distribution of cut-rate pasteboard brought
little succort ot the comedy. Play
Defamile League's auspices.

No premieres last week,
"As Husbands Go," Adelphi last
at an unprofitable \$7,000, with another week to go. Heavy distribution of cut-rate pasteboard brought
little succort ot the comedy. Play
Defamatic League's auspices.

No premieres last week,
"As Husbands Go," Adelphi
last an unprofitable \$7,000, with another week to go. Heavy distribution of cut-rate pasteboard brought
little succort ot the comedy. Play
Defamatic League's auspices.

No premieres days. Nothing
Welcome's the only thing listed for
the current seven days.

Nothing
Welcome's the Grand the day before Easter Sunday.

"Estimates for Last Week

"As Husbands Go," Adelphi
as an unprofitable \$7,000, with another week to go, with
an office and the sundar

## Concert

By SALLIF

The benefit surprise party for the Fund to Ald Needy Musicians netted \$28,000 at the Mct. There was a spirit of follity evidenced on the part of both artists and audience. The stars, chorus and conductors grouped together on the stage were an eye-feast, with Messus. Gatti-Casazza and Ziegler interviewing artists who sang off key and were counted out.

artists who sang on key and were counted out.

The German number was out-standing. A band marched down the alsies, playing German airs in the good old-fashioned way. Ros-sini Galli, who contributes to much of the artistic end in arranging aff of the artistic end in arranging at the ballets of the operas, was a surprise in burlesque, singing an aria from 'La Traviata' in a bouffant white taffeta. Later she appeared with Mme. Bori in white satin e and biue skirt in Italian folk-

biouse and biue skirt in Rahan roissongs.
Gigll, attired as a woman, sang
Carmen in a contrait voice. Lily
Pons did her beil song from Takme.
The entertainment ended with the
American of the company singing.
Yauld Lang Syne.' Mme. Marcella
Sembrich and Mme. SchumannHeinic were called from their boxes
and appeared in the last number.

Pelleas & Mellsande' was revived at the Met. with a notable cast. Monson, Pelleas, and Mms. Elly Dalossy, 'Tnoild. Musically, this opera is beautiful. There are no great arias, but Mme. Borl sang with much notice. with much pathos. Johnson as the heartbroken lover was in excellent

woise.

Mme. Borl's costumes reflected
the illusion of this dream opera.
In two acts she was seen in a full
long train paie blue velvet skirt,
embroidered in gold with a tight
fitting basque and flowing sleeves of
white velvet. A long, blonde wig
made her a stage eye-feast. In the
filler, and the was swartned in white
with the seen was swartned in white
diller, and the seen was seen to be
gave expression to her dramatic
ability and her rich, colorful voice
brought a storm of applause. She

ability and ner rich, cotorful voice brought a storm of applause. She was attired in tight-fitting purple velvet pants with sung velvet facked of same color, edged with fur, and wore also a blonde wig. Mr. Hasseimans conducted.

A former member of the Metro-politan opera ballet, Belle Didjah, was seen in a dance recital at the Martin Beck theatre. Her pro-gram was varied, some new and some repeats. Religious Cycle de-Martin Beck theatre. Her program was varied, some new and some repeats. Religious Cyclé depicted four cultural periods with subtilies; Tuxor, "Egyptian Maturity," Mycene, "Seat of Dionysian Abandon," and several others. Her character dancing shows technique as well as talent and she has expressions do not take on the mood of the dance, however; in Miss Didásh's impressions of New Yprk, 'Skyscrapers,' 'Subway Angel' and 'Street Gamin,' she was excellent. Her performance is pleasing and feathery.

feethery.

A small but warm audience applauded. Sidney Manishoe, Pola Kadison, planists and Jean Schwartzberg, saxophone, furnished the music.

Robeson's Final
Paul Robeson arranged an interesting program for his final concert in Town Hall. His breath control, diction and beautibuly sustained notes are well known to his audiences and his interpretations are sympathetic. He included Burlaich expresences of Stand Still. leigh arrangements of 'Stand Still, Jordan,' and 'Balm in Gliead,' both sung in compelling fashion. He sung in compelling fashion. He also sang a group of Russian songs by Cui, Moussorgsky, Gretchaninoff.

Ignace Hilsberg, planist, appeared

**BLYTHE & SCHNEIDER** 

THEATRICAL COSTUMES 151 West 46th St., New York Bryant 9-3913 as guest soloist and Laurence Brov assisted Robeson, both at the pla and in some well rendered voc numbers.

Satisfying Concert
Sir Thomas Beecham, guest couductor of the Philharmonic Symphony Society, gave a full and satistying program to an audience which filled Carnegie Hall. Don Quixote, tone poein of Richard Strauss, with Alfred Wallenstein and Rêne Pollain playing the solo parts, as woll as Lurgi Rocelherini's Third Symphony in C Major, with two novel-ties of much beauty were given with both sentiment and charm. Beecham conducts with clarity and admirable style. admirable style.

'Slegfried,' music drama in three acts, book and music by Richard Wagner, was sung at the Metropolitan. The outstanding scene is the first of the last act, the meeting of Erda (Schumann-Heink) and ing of Erda (Schumann-Heink) and Wotan, Mmc Schumann-Heink, to-day a woman in the 70%, is still a great artist. Her interpretation is tremendous and she knows the technique of singing and artistry. She received a well-earned ovation. Lauritz Meichior (Siegried) Goden, Meichior (Siegried) Goden, and Editha Zielscher completed the star cast, with Arthur Bodansky conducting.

Maud Runyan, mezzo-soprano of the Phialadeiphia Opera Company, sang a group of songs at the mu-sical tea given by Miss Estelle Lie-bling. Miss Runyan is the pos-sessor of a beautiful vocal organ. Her tone quality is delicious, her musicianship and interpretation ex-cellent and her voice earlies a sent-mental appeal.

Mms. Nina Koshetz will replace Mrs. Clarence H. Mackay, the form-er Anna Case, at the last of the concerts for children and young people by the Philharmonic Sym-phony Society at Carnegie Hali. Mrs. Mackay is suffering from a severe attack of grippe.

General Manager Gatti-Casazza nas announced the revival of Bel-ini's 'La Sonambula,' during farch. Tullio Serafin will conduct has announced the revival of Bellini's 'La Sonambula,' during March. Tullio Serafin will conduct and the chorus is being trained by Glulio Setti, stage direction in charge of Alexander Sanine. The scenery is being designed and painted by Joseph Urban.

Owing to iliness, Mme. Tetraz-

zini was out for a few days at the Paramount.

Efram Zimballst, Viola Philo, soprano, and Roxy, conducting his own orchestra, will be the artists at a concert for the benefit of the Alifed Dental Council Relief Fund at the Mecca Auditorium.

Steffy Goldner, harpist with the Philharmonic for the last 10 years, has been granted a leave of ab-

The King of Italy has conferred on Lugi Villa, secretary to Gatti-Casazza, the cross of Knight of the Crown of Italy.

The Russian Opera Company will do a week at the Mecca soon, Mr. Hopanschine conducting. Opening opera will be 'Coq d'Or,' followed by 'Boris Codownov.'

#### IL ETAIT UNE FOIS

(Continued from page 50)

(Conlinued from page 59)
first act is a surgeon's operating
room. First and thrift tableaux do
not use the full stage, back wall
being a kind of huge five leaf screen,
which includes a window. One side
ration, reverse is painted white for
surgery use. This permits, guick
changes with the second tableau in
full set behind the screen. The two
tableaux of the second act and the
third act are all set in the finely
done living half of an English castle,
done living half of an English castle,
cial deformation has caused her to
hate everything and everybody and
finally turn crook as the secretary to
a blackmalling and thleving agency,
of which she is the works. She undertakes to find a suitable governess

to nurse and eventually poison the grandson of a wealthy duke, whose inheritance will then pass to a ritry crock, who applies to the agency for core who applies to the agency for a doctor's house, the girl twists her a doctor's house, the girl twists her a doctor's house, the girl twists her a doctor, who, instead of having her arrested, has pity on the wretch, and he doctor, who, instead of having her arrested, has pity on the wretch, and he doctor, who, instead of having her arrested, has pity on the wretch, and he doctor, who, instead he he doctor, who, instead he he doctor, who has poverness. After reaching the castle and being placed in charge of her ward, her association with a gentleman guch, result in curing her hate for the whole world and turning into a nice woman. Upshot is that, to shield her word and turning into a nice woman. Upshot is that, to shield her house of the highest of the word and turning into a nice word and the word had the word and the highest of the word and the word with her. Gaby Morlay in the double role of the word of the highest order, while in her other character sweet gave and acting as the deformed creature are of the highest order, while in her other character and the same allow and will be present. Little than way which in class we have a way which the same ability as the duke in a way which includes the clude in Paradello's last play, does the 10-year-old heir with the same ability as the duke in may include the will done present class of the present class of the same amount of applicatures, as the doctor.

Pretty well done word in followood pictures, as the doctor.

Pretty well done word in the follower was an experience. to nurse and eventually poison the

#### Au Soleil de l'Instinct (In the Light of Instinct)

Paris, March 7.

Play in three acts by Paul Kaynal, presented by Lucien Beer and Paulette Pax at the Osuve, Paris, March I. Cast.

Annie Ducaux, Aime Clariond, Hubert Preber.

Some of the audience remained until the end but many vanished after the second.

The whole business, which takes place on what appears to be a lunding, with a door opening on each side, lasts for over three hours in an endless psychological argument, and the second of the second of

th.

Annie Ducaux as the girl takes of the time to get into her stride Annie Ducaux as the girl takes a little time to get into her stride but after that she is excellent. Alme Clarlond as one of the brothers is good support. The other brother not so hot. Unlikely to last longer than it will take to replace it.

#### The Warrior's Husband

The Warrior's Husband

(Continued from page 59)

for a social satire, but this treatment is monotomously gaggy, not to say Mutual Wheel in its design, the comedy highlight being the continued of the continued o (Continued from page 50)

# Inside Stuff—Legit

While Equity's ruling as to casts sharing in producers' film and stock rights when going into shows without bonds has held down shoestring and no cash guarantee productions, it appears to have increased the number of shows operating on small salary guarantees with additional percentages thrown in.

Protection demanded for actors by Equity is now being given, but in the form of small guarantees. Producer then tacks on the percentage arrangement as before but in placing a bond with Equity for the minimum amounts assured, takes no chances of losing any of his film rights.

Shows understood to be presently operating on that basis are Black Tower closing Saturday (12), Few Wild Cats, rehearsing; Intimate Relations, rehearsing; Wise Girl, rehearsing. Left Bank has also gone off a straight salary system and is now percentage with guarantees A somewhat similar tangent is involved in 'Danger Line' wherein salaries are on a sliding scale, according to run length.

aries are on a silding seale, according to run length.
Only valuer show on Broadway is 'Night Over Taos,' produced by the
Group Theatre. 'Park Ave, Ltd.' closed Saturday (12) in Greenwich
Village was also minus a bond.
Equity has requested the Authors' League for changes in producerauthor contracts for assignment shows. Matter is still pending, but if
going through will cover casts concerned in shows of this nature wherein
producers fall to pay royalties, thus losing their film rights.

No little guessing as to why Ziegfeld bills his new show: 'Ziegfeld production of the Brown and Henderson musical comedy, "Hot-Cha".' Indication is that the backing is from new or private sources, but Zieggy declares nobody but himself has a piece of the show. Producer did not witness the New York premiers, being in bed with grippe. He's better now. A new finale was tried opening night, but was dropped for the second performance, the original finish going in as in Pittsburgh of the second performance, the original finish going in as in Pittsburgh of the conduction of the second performance, the original finish going in as in Pittsburgh of the second performance, the original finish going in as in Pittsburgh of the second performance, the original finish going in as in Pittsburgh of the second performance and El. S. Kratt, the latter is the least known. A season or two-back he wrote and produced a dialect show called 'Poppa.

Deal on between Hamilton MacFadden and Crosby Gaige to bring the former back to legit. Gaige refuses to state whether it's for MacFadden to co-produce or direct or both, stating definite settlement will be made within a fortnight.

within a fortnight.

MacFadden left Tuesday (8) for the coast where he is under contract of
to Fox. Gaige owns a number of plays including 'Commissioner of
Folice' by Fulton Oursier and Lowell Brentano.

Robert Sparks, young legit producer, will act as his own attorney in defense of an action brought against him by Carlos Studios. Case, The connection with alleged non-payment on Sparks' part for a set to have been used in Inspector Henderson' is noticed for trial next week. Studio claims Sparks ordered the set and signed contracts. Producer claims the set did not come up to specifications nor was it ever delivered to him in accordance with the agreement.

At the funeral services for William J. Guard Sunday (6) Lucrezia At the funeral services for without 3. Guard Soliday (6) Luc-fort sang 'Ave Maria.' Many of the Metropolitan stars were prese Guard handled publicity for the Metropolitan for 22 years. F Venker, who was his assistant for half that period, is now in charge

Lewis Gensler, former songwriter, who tried legit production last year as half of Censler & Green and this year on his own, is cured. His last production, 'Collision,' folded at the Galety after only a few days.

Gensler is closing down his office and is going back to song writing.

Incoming list of musicals is piling up. Peter Arno, Billy Rose, Max Gordon, Earl Carroll and Vincent Youmans are on the list, plus the long impending Carl Hemmer show.

#### **OUT OF TOWN REVIEWS**

#### Springtime for Henry

(Coast)

(Coast)
Hollywood, March 12.
Edward Evrent Horton production at
Hollywood Playhouse of fare in three acts
by Benn W. Levy. Staged by Alfred de
author. Setting by Danny Harryllon of
author. Setting by Danny Harryllon of
honny Jolliwell. Henry Dowlip.
Levy Benny Horton
Johnny Jolliwell. Lirane Purcel
Hills Saith. Lirane Purcel
Hills Saith. Lirane Purcel
Hills Saith. Lirane Purcel

Not difficult to understand why Benn W. Levy, the author, was so exacting about the casting and stag-ing of this brilliant but brittle farce. It would be easily spoiled because the tempo is a matter of sensitive

It would be easily spoiled because the tempo is a matter of sensitive process of the sense of th

Greek warrior, Love me forever, and if you don't, I'll knock your block of, an appropriate finale to the style of fun that had gone on for about two hours. Evening from a dead has severe the expert playing of a gifted few actors who made the proceedings fairly endurable. Piece has been most attractively staged in three artistically designed sets, which drew more applause sets, which drew more applause action. I'll you pened oold, Bussien action. Play opened oold, Bussien

Devil Passes, and other plays, is a master craftsman. He personally has already heard the Hollywood lure, having arrived Jan. 17 at Uni-

nersal.
Horton has a reputation and a following localy. This is regarded as one of the finest efforts he has made, Levy sat in on all the rehearsals, the plece in New York was hired to officiate similarly here.
Herbert Mundin, skilled farcour, was just right as the slightly rattle-brained business man. Stunningly gowned manual continued on page 60

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TRIXIE FRIGANZA

## Call on Literati for Plays as Part Of Soviet's 15th Birthday Celebration

Moscow, Feb. 25.

Great activity here among writers, omposers and dramatists in reparation for the 15th anniver-ity of the Soviet revolution next ber. Occasion will give talent great scope to show

November. Occasion. will give sove tealent great scope to show their stuff, with government prizes to encourage them, and an audience which will be really international. Delegations from all over the world will be invited to witness the anniversary celebration and the foreign correspondents will publicize the holiday.

The new head of the Art Sector of the Commissariat of Education, Arkadiev, has issued a manifesto addressed to authors and composers urging them to meet the 10th Dirthday of their country worthly. He calls upon them to create Magnitage of the country worthly. He calls upon them to create Magnitage of the country worthly. He calls upon them to create Magnitage of the country worthly. He calls upon them to create Magnitage of the country worthly. He calls upon them to create the call the call the country worthly. Playwights are warned to have their contributions in shape by June 15, so that the theatres can be ready to show it by November.

A number of leading playemiths

it by November.

A number of leading playsmiths have already come through with promises to write special things for the anniversary. Afinogenyev, autor of the much discussed Fear. thor of the much discussed Fear, is one of these. He thinks he will take many phases of Soviet life and merge them into a real picture of what these 15 years of revolution have accomplished.

#### Many Contributors

The veteran playwright Belozer-kovsky says he will do a play titled 'Attack,"-depicting the recent strug-

kovsky says he will do a play titled 'Attack'-depicting the recent struggle against the remnants of capitalist elements in the country. He is author of a successful play still running, called Storm, which deals with the heroiv years of civil strife as the struggle of the successful play strife and the successful play. War, a piece showing the period of 1912-1918, in other words, both the World War and the revolution, and 'Germany,' presumably dealing with the class struggle and economic depression in that country. 'Germany' was first destined for Meierhold's theatre, but the author has quarreled with the producer on questions of artistic policy.

Lyev Nikulin, one of the smartest of the local scribblers, will derive the producer on questions of artistic policy.

Lyev Nikulin, one of the smartest of the local scribblers, will derive the problem on all the set in Trans-Caucacia, where there are degens of minority races.

will be set in Trans-Caucasia, where will be set in Trans-Caucasia, where there are dozens of minority races. Another play, said to have been just completed by Nikulin, is titled Mountain of Mercy, and is concerned with the intellectual crisis of the educated classes in Europe. The composers promise several big symphonies for the event. One of the most ambitious is announced

of the most ambitious is announced by Dmitri Shostakovich. Dmitri is only 24 years old, lives in Lenin-grad and has had his work per-formed in many European countries and in America. He says he will write a long musical poem, From Karl Marx to Our Days. Libretto by the poet Nicholas Assyev; in five by the poet Nicholas Aseyev; in five parts, with orchestra, choir and solo wocal numbers, and will take a full evening to perform. Lest Dmitri be thought too serious, he lets it be known that he is also composing a comic opera in three acts, based on the adventures of a Sovict citizen abroad among the capitalist savages.

A. Davidenko working on a sym-phony called Red Square. Its three parts are parade, demonstra-tion and mass-meeting, a departure in the way of symphony organiza-

#### QUITS COMEDIE

Plerre Faubert, Comedie Fran-ealse actor, has sent in a letter of resignation, explaining that he wishes to leave the stage and lead & guide 1962.

wishes to leave the stage and some a quict life. Faubert disappeared from his home for several days before send-ing in his resignation from the vil-lage where he is seeking quiet.

#### BRIGGS DAVENPORT DIES

Parls, March 14.
Briggs Davenport, 80, editorial of the New York Herald'
Parls edition) for many years, died n his home in Montpelier Saturday

He will be eremated in Marseilles today (14).

#### Harry Green at \$1,650 For Palladium's 2 Wks.

For Palladium's 2 Wks.
London, March 14.
Harry Green opened at the Palisdium for two weeks at \$1,550 plus 35% of the take above average for the past month. He's using shoddy material, but should draw.

Negotiations started while Harry Green was on the Berengaria. London-bound. Paliadium management offered him \$900 a week by cable, which he ignored, as well as the month of the party of the par

#### DIRTY WORK' IS BEST OF NEW LONDON CROP

London, March 14.

Not much in the new plays this week. Possibly the best of the new productions is 'Dirty Work,' the seventh unusual farce by Ben Travers starring Ralph Lynn at the Aldwych. It'll probably make money, as all the past plays in the series did.

seventh unusual farce by Ben Travers starring Raiph Lynn at the Ald-wych. It'll probably make money, as all the past plays in the series did.

Tobias and the Angel' at the Westminster is a weird Biblical phantasy starring Henry Alniey. It may be a moderate success because of the discriminating and clever work by the star and the neat writing by James Bridle. Play was originally tried out in Cambridge two years ago and has been tightened up considerably since then.

Channing Foliocks The Enemy was revived at the Garrick but languled production formances. Unappreciate the control of the series of the control of the series and there seemed to be not enough pacifists around to make it go.

#### Prince's, London, to Get Big Acts Back in June

London, March 14.
Prince's restaurant, in Piccadilly, formerly one of the finest cabarets in London, is staging a comeback in June. H. W. Bradbury-Pratt, formerly icssee of the Cosmo club, has obtained a lease of Prince's and the adjoining Kasbeck restaurant for 14 years.

adjoining
14 years.
The rental is \$18,000 per annum
tion is to stage two big The rental is \$18,000 per annum and intention is to stage two big acts there every week, together with three bands. Acts will be drawn from every part of the globe, but the bands, owing to restrictions, will be all English. Sydney Burns has been appointed booker.

#### No British Talent Bar, Ministry Tells Equity

Ministry Tells Equity
London, March 5.
A deputation from British Equity,
including Sir Gerald du Maurier,
Lessies Honson, Nelson Keys, ClifLessies Honson, Nelson Keys, ClifMinistry of Labor recently.
Its business was to point out that
misunderstandings had arisen
abroad, over idea foreign talent was
being barred here. The deputation
made it clear it opposed general
barring of foreign talent.
In reply, the Ministry of Labor
made it obvious, as it had done
dozens of times lately, that there
is not and never has been any intention of barrings foreign troupers
for the state of the

from England.
All that had happened recently All that had happened recently was a refusal to prolong certain permits, a step which was occasionally considered justifiable. No permit had been forused for the admission of any foreign actional consultation in future between the Ministry and Equity on all such matters, particularly on extending permits.

#### MISTINGUETTE'S FILM YEN

Paris, March 7.

For years Mistinguette has been trying to break into pictures. Earl Lesila is currently negotiating with several producers to have her given a break, insisting, that 'Madame Sans Gene' would be the best story for her.

for her.

Producers not so keen, considering the age of the rovue star.

#### Too Many Cooks?

London, March 5.
Eight-act bill at the Finsbury Park Empire, Moss Empires suburban house, gives seven male acts and a dog act. Circuit has three managing directors and five bookers.

#### Tax Slash and Wage **Demands May Close** All Span. Theatres

Madrid, March I.

All show managers have addressed an appeal to the Spanish Comment urging the reform of the entering the state of the entering the state action in the matter of the demands put forward by theatre employees. If their application is not granted, all threaten to go on strike and close their places down. This would affect bullrings, theatres, cinemas and cabarets throughout Spain.

atres, cinemas and cabarets throughout Spain.
All theatre employees, stage staff, ushers, janitors, et al., are demanding a 100% wage increase.
From the managerial viewpoint, all theatres in Spain must pay the government a percentage on their government a percentage on their taxes, means that in all a theatre must devote from 15% to 20% of the gross daily to cover these taxes.

#### SPRING IN PARIS RUINS B. O. GROSSES

Paris, March 14. That famous Pa

Meaning that b.o. grosses og wrecked in all theatres

#### Explain, Then Act Play

Explain, Then Act Play

Milan, March 5.

There will shortly be inaugurated, at Bologna a novel series of authors' evenings organized by the Theatre Union.

Authors who have already submitted works to a special commission will be invited to read aloud a summary of their work in public and explain the inner meaning.

After the reading, a scene or seens selected by the authors will be given by a company of actors who will have already learned their parts.

parts.

## Kalmann's Smash Viennese Operetta: **Mannish Femme Play Clicks in Paris**

#### Eug. Lyons Has English Rights to Russian Play

Hights to Russian Play
Mossow Mach 7.
All rights in the English Enguage
to one of the outstanding hits of
the last years, 'Sonata Pathetique',
have been acquired by Eugene
Lyons who is at work now on a
translation of the play.
Play was written by Mikola
Kulish, of Kharkov, where it had
successful run. This season it was
put on by producer Tairov at the
Kamerny theatre. It gives a crosssection of humanity in a provincial;

house in southern Russia in the midst of revolution.

Lyons is 'Varlety's' correspondent

#### **NEW ANDERSON-STONE** REVUE WITH JOE COOK?

London, March 14.

John Murray Anderson has a date with E. A. Stone, owner of the Frince Edward theatre tomorrow (15), to make final arrangements for producing a new revue at the house. Show will cost about \$70,000 and negotiations are pending for Joe Cook to star In 18. granted Harry Sullivan on the control of the passport in order to write the score for this place.

#### Vaude Revue Planned For Kingsway, London

It is planned to establish a sert of permanent vaudeville abow on continental lines in the West End, modelled on the lines of Balleff's Chauve Souris' with a sprinkling of American and British acts and a permanent ballet which will be Russian trained.

This appears to be somewhat following the continuous vaudeville show at the Windmill, but the promoters claim they originally had been continuous to the Kingsway on a 50-50 basis with the lessees.

## **London Show World**

London, March 1.

Continuing his policy of producing new English musicals as often as possible, Sir Nigel Playfair staged Terby Day's at the Lyric Hammer-stage and the stage of the leading humorist, is full of anti-prohibition, topical and utterly English humor. Albert Reynolds' music was pleasing with an occations with the continuity of the producing the produced with the continuity of the produced with the continuity of the produced with the produced with

Lauvillard's Class Flop
What happened to Arthur Wimperis in the interval between the
pre-war books and lyrics he wrote
for Sir Affred Butt and the revues
he iater did for C. B. Cochran?

Lovely Lady, produced at the
Phoenist has first work since those
fard, it shows Wimperis is still the
classicat wit on the English stage.
He turned out a workmanilke job
in 'Lovely Lady,' a musical without
a chorus.

in 'Lovely Lady,' a musical without a chorus.

A chorus.

A chorus.

In the chorus at the opening centeral round the debut of Polly Walker in this country. She pleased the audience vasily and drew plaudits from the critics, but despite this the show flopped after three nights, showing once again that London legit audience again that London legit audience are foreign to them, unless they have been boosted into the public consciousness.

Possibility the piece may be revised and revived.

The More Fliv
The Lon Woman, which was tried out recently at the Players theatre, received soant encouragement when produced at the Duke of Yorks Feb. 26. While generally praising: the acting, the critics stated the whole thing was old-

liance in the dialog almost saved the show, but no click.

Molly's Draw
Molly's Draw
Molly Picon gave a special concert at the Pavilion, Whitechapel,
for an entirely Jewish audience and
in Yiddish, grossing almost \$2,000.
Aspect of the drawing power of the
star is that the show was not announced until within a day of, its

opening.

\*\*White Horse Inn' Tour Set
Parnell & Zeitlin have acquired
the provincial rights to "White
Horse Inn,' the Collseum smash
hit. Will cost about \$5.000 a week
in salarics, which is the most expensive thing yet put on the road,
set in the collseum smash
hit. Will cost about \$5.000 a week
in salarics, which is the most expensive thing yet put on the road
thers for dates. Idea is to play the
plece a month at leading centers in
the provinces, with the smaller
cities about two weeks each. No
will be touched because of cost of
transportation.

Beckenham's Complex Beckenham's Complex
As expected, legal proceedings
will probably be started against the
self-appointed film censorship board
of the Beckenham council. Beckenham is a small town just outsite of:
London. Nobody ever worried about
it of the beckenham council. Besult
about it to town.
Result has been that the provincial censorship has aftern people
away from the local film theatres
and swelled the coffers of theatres
and shops in adjacent towns.

Marion Harris' Contract
Smartest contract by an American cronner goes to Marion Itaris,
who opens at the Cafe de Paris for
four weeks, with an option, at \$1,250 at par per week, with first-class
transportation for two. She is only
to appear once nightly, and can
double in vaudeville.

Emmerich Kalmann, Vienna's best known musical comedy composer, has a new smash in Teufeisrotter (Devil Rider), at the Theatre Ander. Lil Dagover, Hubert Mariskina and Anny Coty costar in the piece. It is a happy musical mixture of the Viennese waltz and the Hungarian chardash. Instrumentation is highly modern, which helps considerably.

Paris, March 14.
Naked Man, a new Yves Mirande comedy, opened at the Palais
Royal and looks like a smash. Subject matter, having to do at greatlength with those mannish women
will restrict it from screen posshillites

will test the state of the stat

#### U. S. S OK IN SOVIET, **BUT RUSS RUBLES N.S.G.**

Moscow, March 7.

Theatre tickets are now in a class with butter, sees these and there sould be a seen of the control of the c

The \$ shops have just added theatre tickets to their list of goods.

A certain number of seats at the leading theatres will be reserved for leading theatres will be reserved for the foreign currency customers. Practically every Moscow theatre is sold out weeks and sometimes months ahead. The demand for seats far exceeds the supply, de-spite extensive new building.

#### Belligerent Ballerina Writing Russe Memoirs

Moseow, March 7. Temperamental Victorina Krieger

Temperamental Victorian Krieger of the Moscow ballet is engaged on a book of memoirs covering nearly 25 years of her life as a prima ballerina. Her experience with the theatre and with the great of her country covering exciting periods before and after the Revolution. Unless the Soviet censors intercede, there may be some toothsome bits series of the country covering exciting periods periods. Mick Krieger's recent exploit with an ink-well has been partly 'liquidated,' as Russlams nowadays put it. She is still exchided from the Moscow ballet but has been Feinstated in the trade union and some other rights. She lost these rights, it will be recalled, because she her theatre cold with a well-almed inkwell. So long as her target was seriously ill in the hospital, sympathy was on his side. Now that he is improving, it's turning pathy was on his side. Now that he is improving, it's turning against him. His remarks, it is now felt in responsible quarters, merited the physical retort.

#### New Stoltz Operetta's World Premiere in Hague

World Premiere in Hague
The Hague, March 1.
Holland gets a scoop in the
world premiere of a new German
opercita by Robert Stoltz, Wenn die
idelien. Vielchen iluehen ("When
the Small Violets Grow"). Composer is coming to Holland to conduct personally the first 10 nights
in The Hague, Amsterdar's and Rotterdam. It will be produced by the
Fritz Hirsch company after Easter
with the world's premiere in The
Hague.

stated the whole thing was oldfashioned.

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Flashy Title
Vina Delmar hit on a real sales
title for her newest book in 'Women
Live Too Long.' And it. is not merely a title. It is the keynote of the
book, though this does not become
apparent until the final chapter.
Iris Morrisey's mother died at 30,
as did her grandmother. She has
the feeling she is similarly dated.
But she passes the fatal period with
every prospect of continued life; a
life embittered by jealousy of her
husband.

life embittered by jealousy of her hunders are the land and generally interesting study of the strices life in which the husband subordinates innself to his wife's progress, playing with her in dramatic productions when his forte is musical coinedy.

Emergency gives him a chance to get back to the musicals, he contacts a girl friend and reveals that fact with what every woman will regard as truly masculine stupidity. It is not that Iris objects to his side adventures. Sexually cold, she has approved his occasional affairs, but this time he has the poor taste to show his wife that he is resulted to show his wife that he is resulted in the side of the poor taste to show his wife that he is resulted in the side of the poor taste to show his wife that he is resulted in the side of the poor taste to show his wife that he is resulted in the side of the poor taste to show his wife that he is resulted in the side of the poor taste to show his wife that he is resulted in the side of the poor taste to show his wife that he is resulted in the side of the poor taste of

matter because he has.
With the exception of this incident the story is told disjointedly covering far too much ground to permit smooth and fluent narrative, but the local color is excellent.

#### Cheap Book Craze

Chesp Book Craze

Paris literath have gone mad in an attempt to make that clay the principal place where cleap books in English can be published. Visiting American and English publishers are being pestered from all sides for reprints and foreign representation with the result they are getting pretty tired of hearing Yes, but in Paris we can print books cheaply are the presentation. We have a print books are presented to the present of the print books of the present o

panies are announced every week, most of them selling for 10 francs (40 cents). Lineup now includes Titus, with his Black Mannikin Press for the his Back Mannikin Press for reprints; Croaty, Albertons for reprints; Croaty, Albertons, Croaty, Croaty,

Sullivan's \$2 Laughs
Broccoll and Old Lace, by Frank
Sullivan, has gone into its second
or third printing. It's a joyous
collection of the humorist's short
tales, nearly all more satirical than
burlesque, upon almost any subject
no one else ever thought of for that

nurpose.

Like the one headed, The L A.
G. D. P. W.' Its opening paragraph

reads.
"The annual meeting of the In-ternational Association of Girls Who Have Danced With the Prince of Walcs was held in Madison Square Garden last night. Owing to the inclement weather only 22,000 members attended.

bers attended.

There are 42 of these tales that could carry be written by this Sullivan. Any one, each better than the other, is alone worth double the price of the \$2 time killer (Live-

rigitt).

Getting a play produced is no clinch, far a play produced is no clinch. But the play the pla

play themselves. But the pair suf-fered a change of heart, and after some time the play went to Arthur Hopkins. Last-named held it for a period and then Jod Harris took it. Also held it for a period and then Chester Erskin became inter-Now Bein has the play

Henry's Editerial idea
Idea Henry Ford once had of
turning out a newspaper in the
same way in which a Ford car is
turned out is related by Jonathan
Norton Leonard in 'The Tragedy
of Henry Ford,' a book Putnam
will publish soon. will publish soon.

According to the Leonard account. in print.

#### Hollywood's Reading

(Consensus of demand with Emme Warde, Pat Hunt, Satyr Book Store and Stanley Rose in February, 1932.)

'Good Earth, Pearl Buck, The Greek, Tiffany Thayer, Malaise, General Consensus Consensus Story of My Life,' Clarence Darrow. Hollywood, March 14

Darrow. Great Mouthpiece, Gene

'Great mount Fowler. 'Benedict Arnold, Mititary Racketeer,' E. D. Suilivan. 'Fortune to Share,' Vash Young. 'Wyatt Earp,' Stuart Lake.

Ford one day rushed into the office of 'The Dearborn Independent,' owned by him, full of mechanical enthusiasm and backed the editor into a corner. Breathlessly, he explained how the paper would be run in the future. Various writers had different specialties—humor, sentiment, politics, etc. Why not start each article at one end of an assembly line as a bare-title? The specialists would insert their element. One would contribute the news, another the humor, another the human interest, and so one. The article would come off the line a finished product, perfect in every detail, and would go at once to the composing room. mom

oom. Ford was yessed, left, and the aper continued as before.

#### Mag te Boost Silver

Mag te Soost Silver
New mag with an arresting title
is a monthly called 'Money.'
Published in Denver, Colo, the
new mag is reported part of a campaign by the aliver interests. Silver
market just now at rock bottom.
England and Japan desertion of the
gold standard have prompted Colo rado and Utah silver interests to agitate in behalf of similar action

agitate in behalf of similar action by this country as a means of fore-ing silver prices up.
Publisher and editor of Money are Lew Bradley and Le Roy Keller, but said to be most concerned are Charles S. Thomas, a former Colo-rado governor and sonator, and Frank J. Cannon, a former Utah senator, both heavily interested in silver. Flanned to move publica-tion later. ton later.

#### Maritime Murder

Maritime Murder

Crime Club's newest issue is

'Murder On the Yacht' by Rufus

King, thrili specialist, who in this
instance follows a familiar design
but weaves an ingenious pattern
on the standard warp.

As usual pretty nearly everyone
aboard a pleasure-yacht is suspected of the crime, as usual practically every happening is a clue,
and also as usual one of the least
maker, but the implications are
deftly handled to hold suspense and
even practiced arm chair detectives
are apt to find themselves at fault
when the last few pages are
reached, which seldom happens in
this type of yarn.

Of . its type "Murder On the
Yacht' is inventive, even though
the components are commonplare.
Frinted by Doubleday Doran for
the Crime Club at \$2.

#### Sino-Jap Flood

Sino-Jap Flood
Deluge of books on the Far East
covering the present Sino-Japanese
controversy just about to start. One
of the first will be the volume
George E. Sokolsky, Far East commentator for the New York, Times,
is writting for Doubleday, Doran.
The book will come off the press bout the middle of April.

about the middle of April,
Publishers welcoming with open
arms just now anything touching
on the Sino-Japanese affair. A
clinch that Floyd Gibbons will do a
book on the subject, and there will
probably be one by Hallett Abend,
another 'Times' man, too.

#### 'Vanity' Publisher

That pseudo literary agent and mag publisher who garners most of his income through the copyright angle, is now a 'vanity' publisher,

A couple of books already issued by this new 'canity' publisher, and carrying the imprint of his own name. None of the books have gotton beyond his office except those that are on the booksiclyes of their particular authors, who

Another 'Mouthpiece'
Evidently inspired by 'The Great
Mouthpiece,' based on the career
of William Fallon, Greenberg has
brought out 'Max Steuer, Magiclan
of the Law,' by Richard O. Boyer,
who proves a pretty enthusiastic
press agent in the first chapter
which rather fullsomely praises the

press agent in the first chapter which rather fulsomely praises the protagonist. Following this introduction.

Following this introduced in the first protagonist of the first protagonist of the first protagonist protagonis

What a Baby Can De
Newsdom, published by newspapermen, compliments the press
for the manner in which the Lindbergh kidnapping has been covered.
It states in its issue of March 12
that the circulation of 12 New York
papers increased, 5,312,898 in the six

papers increased 5.312,998 in the six days, March 2-7, an average of 885,-483 daily. Biggest gain was made by the tabs. Up to last week if was estimated the Lindpergh story had cost the dallies \$100,000 in excess of salaries, the story being the most costly, to the dailies in 30 years. Reporters shared their comments with those unable to secure ac-

with those unable to secure ac-commodations, one bed being used by no less than 10 reporters during the night.

#### Brooklyn Merger

Brooklyn Merger
Absorption of the Brooklyn
Standard-Union' by the 'Times'
leaves the borough with two newspapers. Former was taken over by
Paul Block in 1928. The 'Times' is
published by Fremont C. Peck,
whose father became a millionaire
through an 'milliation with the
Woolworth stores.

Circulation of the 'Times' last
statement was 96,000 'StandardUnion' printed about 35,500 copies
of which 15.000 were home-delivered.

Joe Early, of the Union, has joined the 'Times' as associate edi-

O. O.'s System
O. O. McIniyre has confessed in one of his syndicated columns that six years ago, during a convalescence in Paris, he lived in the French capital for three months without seeing an American or an American newspaper and wrote a daily article about New York for his syndicate regardless.

Landi Won't Pan 'House for Sale,' is title of Elissa Landi's third novel, due for the bookstands March 24 from Doubleday Doran. Story is laid in Eng-land. Meanwhile the Fox picture star is authoring a fourth, with lo-cale in America, but not Hollywood. Screen players says she'll never write about the picture colony as she'd be expected to pan it.

Daily Ignores Kidnapping
New York's 'Morning Telegraph'
the only metropolitan newspaper
and probably the only daily in the
country which has not printed a
line about the Lindbergh baby kid-

napping.
It is publisher's orders. Latter figures the sheet being a 15-cent paper, its readers are of a special class which uses other dallies covering the story completely. And then there is the radio.

#### Coast Rummage

Maravine Thompson who oper-ated a rummage store in New York for the benefit of the Authors

for the benefit of the Authors'. League fund, contemplates a similar enterprise in Hollywood. She is now looking for a location to sell cast-offs from the celebs and thus make money for unfortunate authors.

G. R. Agate Deed
George Rowland Agate, 75, former treasurer of the Cleveland
Plain Dealer Publishing Co, died
at the Mount Sinal hospital there
March 11; after a lingering illness.
After 43 years of service on the
paper, Agate retired in 1927 dividing his time between his Cleveland
homa and Florida winter residence.
He was ill, yor several; yours. He was ill for several years: Besides the widow a daughter

#### REST SELLERS

Best Sellers for week ending March 5, as reported by The American News Co., Inc., and branches.

			CTION		4	
Thirteen	Women (\$2	.50)		1	By Tiff	any Thayer
And Life	e Goes On (	\$2.50)			By	Vicki Baum
	kerton (\$2.0					
	e of Love (					
	End House					
Mary's	Neck (\$2.50)			By	Booth	Tarkington
		Non	Fiction			

Non-Fiction	•
Story of My Life (\$3.50)	7
Once a Grand Duke (\$3.50) By Grand Duke Alexander	
Only Yesterday (\$3.00)	i.
Epic of America (\$3.75)	
United States in World Affairs (\$3.00)By Walter Lippmar	1
Mourning Becomes Electra (\$2.50)	ı

have been swelled within recent months by the addition of John Globs, tomer Ord With the Worder and the second from secretary to deputy commissioner of the department. George Gehrke, former World city hall and Albany man, is now with Power Authority. State Department of Taxation and Finance has three-Charles McTigue, former Sunday and city eldtor of Albany Knickerbocker Press, who is sec-Knickerbocker Press, who is sec-retary of the Tax Commission; Ilmmy Walses, fromer legislative The st corespondent for Troy Record, now assistant deputy commissioner in bureau of local assement, and Jack Halpin, former Schenectady 'Gazette' political writer, who is private secretary to T. M. Lynch, Commissioner of Taxtion and Fi-

nance.
Joe Fitzpatrick, Albany newspaper man, is now doing publicity
for the division of parole. Walter
Green, once legislative correspondent for several upstate sheets, is
with Department of Agriculture and
Markets, and Murray Tanner, New
York Post's Albany man of years
ago, is assistant accretary of Public Service Commission. Although not on a state payroll.

Although not on a state payroll, George Harder, who was the Albany Times Union political writer and correspondent for Buffalo News, has graduated to secretary of Democratic State Committee, and runs a law practice as well. George Snell, former Rochester political writer at Albany, now publicity man for Republican state committee.

Real Names of Authors
Carolyn Wells, author of The
Roll-Top Desk Mystery, is Mrs.
Hadwin Houghton. But who is
Sidney Fairway, author of The
Doctor's Defense?

Harvey D. D. D. D. Bart.

Harvey D. D. D. D. Bart.

Harvey D. D. D. Bart.

Harvey D. D. Bart.

Harvey D. D. Bart.

Harvey D. D. Bart.

Harvey Bart.

Harvey Bart.

Harvey Bart.

Harvey D. Bart.

Harvey Bart.

Harvey

All Syracuse papers are seeking lownward revisions of union scales.

#### Authors Option

Selection by the Literary Guild of a Dutton book, despite the state-Literary Gulld ment two years ago by John Macrae, the Dutton head, that he would make no submissions to any of the book-of-the-month clubs, ex-

of the book-of-the-month clubs, ex-plained by him.

According to Macrae, he still feels that way about the book-of-the-month clubs, but where an author on the Dutton list prefers to submit a book to any of the book-of-the-month clubs, he can do so. Van Wyck Brooks did just that with his Tife of Emerson, and the Literary Guild took it up.

\$25,000 Cricketer
Jack Hobbs, the most famous
cricketer in England, is to receive
\$25,000 from the London 'Star' to
report the Australia-England test report the Australia-England test matches next winter in Australia. Hobbs, now 50, has been leading batsman in England for 20 years, but is giving up his automatic choice in the all-England team owing to advancing aga. Even now he is still the best opening batsman in the world. His salary of man in the world. His salary of \$25,000 is in addition to expenses for himself and family.

'Times.' Latter name is used for

Check Girl's Yarns
Renee Carroll, Sardl's hat snatcher, will have a 'Liberty' story next
week. It's 'Checking Up on Broadway.'

way. Her In Your Hat book will be a review of the Broadway parade when it appears in the fall.

#### St. Leuis Vet Dies

St. Leuis Vet Dies William A. Keisoe, 81, veteran St. Louis newspaperman, died of pneu-monia at the Deaconess hospital there, March 9. For years Keisoe has been ex-change editor of the Post-Dispatch'

For years change editor of the Post-Dispat and active in newspaper work more than a half century. Son s

Dr. Firkins Dies
Dr. Oscar W. Firkins, 61, protessor of literature at the University
of Minnesota and former New York
dramatic critic, died at his home
in Minnespolis of pneumonia. He
had been with the college for more
than 40 years, but continued his
comments on the drama and wrote
blographical studies.

Jump Symbols
N. Y. Post, has introduced a new
idea in jumping a story off the
front page. Employs a series of six
point symbols, stars, dots, triangles, etc., and at the end of the

front page story runs

"Look for this \* on page two."

Reader looks for the symbol,
which is supposedly more quickly notted than the hear

#### 'Life's' New Editor

George T. Egglestone, associate editor of 'College Humor,' leaves that post to assume editorship of Life.'

Hallory, Tafe's current ed, is reported to have sunk much cash in the humor mag before call-

## Spillane On Board W. J. Spillane has been elected te the board of directors of the American News Co. He retains his post as manager of the distribution organization.

#### Revival

Revival
For the first time since the
George Ade musical comedies, the
libreto and lyrics of 'O' Thee I
Sing,' by George Kaufman and Ira
Gershwin, will be published in book
form. Knopf-Harms getting out
the score separately.

Coast Jit Magf
San Francisco capital reported
backing a nickel fan mag to be
published in Hollywood by Jim
Doyle, former publisher of the
Seattle 'Post-Intelligencer.'

#### Chatter

Chatter
They're predicting Louis Golding's
Magnolia Street' a best seller.
Putnam's got an order läst wesk
for Enduring Passion, by George
Bernard Shaw, of all people!
Frank Sullivan will do a book for
Doublicday—Doran.
Doubled by Doran.
Sullivan will do a book for
Doubled by Doran.
Sullivan will got and Robert Endu, Inc., instead of Cape &
Smith.

Robert E. Speller, the publisher,

has written a play.

John V. A. Weaver back to poetry.

Mildred Gilman, who used to be
a sobble, responsible for the publication of that book called Head-

Eleanor Merceln Kelly going

Eleanor mercen abroad.

As a respite from fiction, Lucille Ricks doing a blog of an unnamed American statesman.

Muriel Vernon's New Desk Muriel Nernon is now dramatic and motion picture editor of the Buraio Evening News. She Joined Ranks of former newspaper men in the New York State payroll

Muriel Vernon's New Desk Muriel Nernon is now dramatic and motion picture editor of the Buraio Evening News. She Joined Buraio Evening News. She Joined Ranks of former newspaper men in the New York State payroll

Miss Vernon was the original Thoris Arden,' for the Chicago on the coast.

## Radio Yelp Letters Are Just **Another Habit of Assorted Nuts**

Much has been written about the slories of fan mail daily carted

Much has been written about the glories of fan mail daily carted into the radio studios, but not much has been mentioned of that minority which takes pen in hand to write to the stations, or the Federal Radio Commission, demanding that certain changes be made in the broadcasting system.

Radio studios do not take the trouble to answer the complaints aniless the complaint is called for or legitimate. At first the studios tried to reput poblicity to exceed the complaint of the complaints of the complaints of the complaints of the complaints. The complaints of the complaints are padded cell material.

Practically every station today has a 'nut file,' so labelled and listed, in which they keep these written complaints. The Federal Radio Commission is regularly forced to wade through these psychopathic evider askin these psychopathic evidering mainly from what psychologists call a persecution complex, insist that a certain station is sending out vile and abusyle language about them.

What Imaginations

#### What Imaginations

To illustrate are a few letters received by local stations:

If you do not immediate a proposed accessing that all a man exposed a proposed accessing that all a man exposed a proposed accessing that all a man exposed a proposed a p

#### Interferance Mania

Interferance Mania
One of the most popular complaints received by both stations
and Radio Commission is from people who have poor or imperfect
radio sets and who get more than
one station at any one point on
their dial. These people never
imagine that there's anything
wrong with their set but immediately inform the Commission that
the offending station is off its—inthe offending station is off its li-

censed wave length.
Attacks are common against all religious programs by people of opnosing religions on the grounds that such features are proselyting and turning their childrensthoughts away from their teachings. That the children or anybody doesn't have to listen to these
broadcasts never enters the mind.

#### CBS ADDS THREE INCL. PHOTOPLAY' OUT OF CHI

Chicago, March 14.

Columbia Broadcasting's western division today closed for three new network commercials, but all of these came in on special campaigns, i.e., under the usual minimum 13-week period. Top money spender of the trio is Grevbound Bus and the spender of the trio is Grevbound Bus and the spender of the trio is Grevbound Bus and the spender of the trio is Grevbound Bus and the spender of the trio is Grevbound Bus and the spender of the trio is Grevbound Bus and the spender of the spen

ease over the same network veekly half-hour musical progr similar to that bankrolled by the ac-count on NBC until two months ago. Thermostat maker's contract with CBS stipulates six weeks only All three programs will originate from the CBS Chi studios.

#### **Broadcasters Steam** At Hint Olympics An NBC 'Exclusive'

Los Angeles, March 14.
Local radio stations are on the outs with the Olympics committee, over the reported in the bag deal whereby the broadcasting of the games results will be given exclusively to NBC for a real place of douch

dough.

Question got into the percolating stags this week when the stations were solicited as to their willingness to go on the air with blurbs about the coming games as the stations' contribution to helping put Los Angeles on the map.

Correspondence followed asking for a was on an attention and the exclusive

for a yes or no on the exclusive broadcasting thing with a ducking routine reported from the com-

mittee.

Attitude now on the part of the broadcasters is no blurbs unless they will be granted an equal opportunity with the chains and the newspapers in reporting the games.

#### Finance Co. Changes Air Program to Pop Standard

Chicago, March 14.

Chicago, March 14.
Household Finance, after four years on the ether, has decided that its type of entertainment is too high-brow for the class it is trying to reach with the sales ballyhoo, and beginning with next week a male harmony trie will be given a spot on the network program for the interpolation of pop numbers. Alice Mock, Chicago Civic Opera star, reclusive on the program changes hands. Josef Koestner, NBC studio staff conductor, takes over the batton staff conductor, takes over the baton from Frank Laird Wailer of the

staff conductor, takes over the baten from Frank Laird Waller of the Milwaukee Symphony.

Same commercial last week pulled its daily local program on WBBM, CBS key, after the station had refused to grant the favor of shifting the session preceding it. Household finance had a warbling monologist spotted at 4 colock each afternoon. Previous equations was spilled to the control of the control of

first five minutes had asked that the commercial had asked that the organist be instead spotted the other way around, or on the last five minutes, so that its program would have at least a listening quorum when it went on:

of the squawking letter-writer. The of the squawking letter-writer. The various anti societies daily turn out bushels of bulletins to stations, statesmen and Commissioners, demanding that they forbid clearet programs, cosmetic programs, and so on down the entire list.

#### 50% COMMISH

KNX's Big

Divvy

Hollywood, March 14.

Arisona Wranglers, cowboy war-blers broadcasting from KNX here, will tour again this summer in pic-ture houses. Ranch boys will do a six week's jaunt of one-nighters in Montana, Idaho, Wyoming and Utah. Radio talent go out on a 50-50 gross split basis, booked by their home station and plugged on the air before and while en route. Last year's tour netted KNX around \$2,000. This year the station is figuring on making \$10,000 on the personals.

## **NBC ACQUIRES WBZ AND WBZA**

Springfield, Mass., March 14. NBC has taken over the sales and program departments of WBZ and WBZA, the Westinghouse company's New England stations. Indications are that the most of the programs originating in these two

programs originating in these two stations will be eliminated when contracts now in existence expire. -Although the stations in the past have carried some NBC chain pro-grams, they were operated separat-ly and had their own sales agreely and had their own sales agreements and program arrangements. The personnel of WEZ and WEZA will not be affected by the change, according to Oliver Morton, an official of the two stations. He described the new arrangement as more of a working agreement than anything else as Westinghouse will retain both ownership and operation. There have been rumors that NEC would acquire the stations. NEC also took over the sales and program management of KDKA, Pittsburgh, other Westinghouse stations.

WBZ and WBZA have been heavy on programs consisting mainly of various types of talks.

#### KYW Stays Indie

Chicago, March 14.

Takeover by NBC of the remaining stations on the Westinghouse
Electric string will not include the
local outlet, KYW. Latter will go
on being operated by the 'Herald and Examiner, Hearst morning

heet.

Network's affiliation setup in Chi-ago doesn't make necessary the lirect operation of KYW. As a Network's affiliation setup in Chicago doesn't make necessary the direct operation of KYW. As a matter of fact, MEC recently has been forced into the spot of having to switch quite a number of its commercials to stations operated latter's schedules. These outlets are WMAQ and WENR, both transmitter free to hum away at a full mitter free to hum away at a full time basis and centrally located on the dial.

the dial.

NBC would be interested in taking over KYW if it were certain that the Federal Radio Commission that the Federal Radio Commission would permit it to shift the wavelength origin and the transmitter to some other point on the broad-casting map where the dial wasn't overcrowded and where the network wasn't so strategically situated in the way of directly controlled outlets. For instance, Philadelphia. But chances of putting through such a shift are alim, since other stations located in neighboring states, supposed to be underquoted, have from time to time applied for the KYW wave length.

#### Lewis James Set

Lewis James of the Revelers, has been placed under a 25 week con-tract to Mobiloil, NBC. He will be featured with Gladys Rice and Nat featured with Gracy.
Shilkret's orchestra.
James starts his contract tomor-

#### SPACHETTI AUDITIONS

Muciler's Spaghetti goes on NBC March 31. Now auditioning for talent:

Richards Leaves WAAF Chicago, March 14. Hank Richards has resigned as program director for station WAAF here, being replaced by Eddle Sim-

Station is a low-watter locally, using only the daylight hours.

## **CBS Plans Network Protection** By Buying Time on Key Outlets On Wholesale-Guarantee Basis

#### **AFTER 50 TRYOUTS FIRM** FINALLY GETS ON ETHER

Chicago: March 14.

Chleago, March 14.

When the number of programs auditioned for it reached 50, the Reed. Murdock Co. decided it had heard enough, and out of the record list of tryouts selected a domestic skit and a studio musical aggregation. Starting this week the former, labelled The Lyon Family and featuring Virginia Lee will be heard three the contractions of the contraction of the contraction of the contraction of the latter, made up of a staff band and bartione, Fred Jeske, go on WGN for a thrice weekly evening session.

Contracts with both outlets stipu late 13 weeks. Commercial spent over three months listening to everything in the way of radio en-tertainment anybody locally had to offer before it made up its mind.

#### **Agencies Shuffling Budgets for Daylight** Saving Time Via Ether

Chicago, March 14 Chicago, March 14.
All advertising agencies handling
radio accounts are now going
through the throes of adjusting their budgets to the approaching switch to daylight saving time. Task for budgets to the approaching switch to daylight saving time. Task for them this year has been increased, though agreeably, by Columbia's new policy of charging for time ac-cording to the hours of the clock prevailing at the points of program release.

release.

If a program originate release, the points of program originate of from New York at an evening hour and was released by stations along the link of an atternoon hour the commercial was charged the evening rate right across the board. CBS revised ruling means a big saving for its client when the hands of the clock are pushed forward and the agencies are now busy picking out additional stations on which to spend this difference in the individual budgets.

ual budgets.
Practice of taxing commercials the night or daytime rate prevailing at the points of local release went into effect on NBC last summer.

#### Ad Agency Gets Direct Line Audition Panel

Taking a cue from their New York offices, the Lord & Thomas & Logan agency is new installing a Logan agency is new installing a new installing and and auditions in town telepton the wines will connect the agency wires will connect the agency in the sagency is officed and constalling and the sagency in failing down to the chain studies. In addition the agency is fixing up its own audition room with mike and loudspeaker so that the full radio effect may be secured for the conferenciers. Will be the first panel of this sort in town. Chicago, March 14.

#### WFBL Changes Hands

Syracuse, N. Y., Marchi 14.

Syracuse, N. Y., Marchi 14.

Omership of WPEL, the Onondaga hotel broadcasting station, has passed from the hotel operating company to the Onondaga Hotel, 
Corp., owner of the building propled with the United Intels Corp.

Terms of the deal not made public.

#### Investment Co. Renews

Ancestment Co. Renews
Chicago, March 14.
Halsey Stuart Co. last week put
itself down for another 52-week
stretch on NBC. Contract renewal
takes the investment outfit into its
fifth year on the air and the same
network.
Musical unit cailing itself the
Chicago Little Symphony and batoned by Walter Bloch continues
with the program.

Chicago, March 14. Before next fall the Columbia network, according to plans now afoot, will be in the position of controlling the choice day and evening hours affillated stations located in every important key center of nonulation. Under this arrangement the network's sales department will at the very start of negotiations able to guarantee a prospective client a definite number of stations, something that neither CBS nor its

time.

Having come to the conclusion that the hit-and-miss method of ining up available sources of release for a commercial program will have to be abandoned for a more stabilized system, Columbia is gradually nutting into effect the wholestabilized system. Columbia is gradually putting into effect the whole-sale time-buying proposition among its ailied stations. If a station siturated in a strategetic spot refuses to sell outright or accede to a share-selling bid, the network's next maneuer is to try to work out a deal whereby it obtains first call on specified morning, afternoon and night-field morning, afternoon and night-culated on a lump sum basis, with the contract guaranteeing that this amount will be forthcoming-from the chain over a minimum period of: 52 weeks whether it uses, all the stipulated time or otherwise.

Under the system currently in

stipulated time or otherwise. Under the system currently in vogue and that has been in operation since the organization of chain broadcasting the stations are allowed \$50 an hour for network commercials carried by them. As a premium for the device of the programs of the device of the programs to its affiliates, while the opposition network imposes a \$25 tax for the unsponsored show.

#### Present System Uncertain

Finding open time for its commercial sessions among the indie-oper-ated kcy spots has become the most ated key spots has become the most serious problem contronting both chains. Way out of the dilemma, Columbia obviously has come to realize, is to adopt this policy of buying time from these triategetic release points on a wholesale basis. William Paley or spatiation was

buying time from these trrategetic release points on a wholesale basis. William Paley organization was originally forced to accept this solution last fail, when it suddenly found itself without a full-time outlet in Chicago. CBS' chief affiliate, the 'Daily News' transmitter, WMAQ, had in a fast deal engineered by M. H. Aylesworth passed into the hands of the opposition. Only other full-time station available for Chicago release of the Columbia programs was WGN, the Tribune' mouthplece. With the possibility of a hookup with the possibility of a hookup with the full of the WGN with the possibility of a hookup with the full of the wide with the possibility of a hookup with the full of the WGN schedule guarantees the station \$3,000 a week, or \$250,000 a year.

When John Shepard's Yankee

\$3,000 a week, or \$260,000 a year.

When John Shepard's Yankee
Network threatened some time later
to withdraw from the CBS affiliation list the network here also resorted to a time-block deal on an
annual guarantee basis. Another
midwest spot clearing Columbia
programs on a weekly set figure is
WXYZ, operated by the KunskyTrendel interests.

#### Key Spots Only

Key Spots Only
In negotiating with these key stations on its link, Columbia surgests that the station in arriving at the wholesale rate take into consideration the various economics of operation it can effect as the result of such a deal. Outside the advantage of the columbia of the co

tions.

Aā for the affiliates in the smaller towns or non-key spots, the Columbian network has taken the attitude that the \$150 pro quod plan will have to stand as is. Chain here contends that these minor ether channels are more dependent upon the network programs for maintaining interest in the course that the networks are dependent upon them for commercial clearings.

## NETWORKS HOLD Radio Continuity Men-**BAG FOR AIR ACC'TS**

Both major networks are commencing to have headaches over commercial accounts who are unable to meet their air advertising Reported that CBS during the past two weeks has been lef the past two weeks has been leit holding the bag for two of its accounts, while one NBC client may shortly-rettle from the air prior to its contractual expiration date, owing the network plenty.

Majority of this trouble arises

Majority of this trouble arises from the commercials running into financial difficulties after once contracting for air advertising.



"The Street Singer"

## ARTHUR rrac)

& WED. - - 10:45 P.M. (Pillsbury Pageant) 9 P.M. DAY - - - 12:15 P.M. C.B.S. Exclusive Management



Safety Razor Program American Safety Razor Co.





CREAM OF WHEAT PROGRAM Every Morning Over WJZ at 7:45 National Broadcasting Company

## **Coming Into Picture** As Essential Element

The radio continuity writer is next in line in the progress of radio for Important attention, with the advertising agency recognizing that Shakespeare's crack about 'the play's the thing' goes double for the ether continulties. Proper presentation of a radio program has for its source the radio plotter.

For a tlue, the ad agencies are For a time, the ad agencies are frank to confess, they had difficulty convincing their cilents that the \$200 charge for 'continuity,' usually the smallest item, was probably the most important element in the effectiveness of a radio program. The advertiser didn't squawk about the wire charges for broadcasting facilities, nor the fancy tolls for the talent, but when it came to the 'continuity' item there usually cropped up some discussion.

The radio writer with an intelligent conception of ether situation rather than gags is a very much

rather than gags is a very much sought after personage. More than sought after personage. More than ever it is being bofne out that the situation means more on the air than the actual comedy or dramatic lines. Amos 'n' Audy, 'The Goldbergs' and kindred skits are best proof that the motivation of situation is the ranking appeal. The lines by themselves are almost being the state of the state of the situation of the state of the situation of th

#### CBS HAS ALL MEN'S **CLOTHES AIR ACTS**

Chicago, March 14.

With the addition of the Richma Brothers account last week, the Columbia network now has a monopoly of the men's clothing business oly of the mens counting years.
on the air. Others from the ready made category are Society Brand and Hart, Schaffner & Marx.
Understood that Hart, Schaffner & Mark doesn't Intend to renew its

contract on the expiration date the

#### HALL SIGNED TWO WAYS

HALL SIGNED TWO WAYS
William Vincent Hall, who on
Sunday (13) went on his first commercial for CBS, has also been
placed under a sustaining contract
to CBS. Hall starts his sustainings this Thursday (17) and will
be spotted for 15 minutes each
Thursday and Friday thereafter,
Hall started radio work in Caljfornia. His CBS commercial is
Howard Clothes. fornia. His C. Howard Clothes.

#### BACK TO PUBLIX

BAUK TU PUBLIA

CBS and Publix will probably close negotiations today (Tuesday) for the chrecuit to play the Mills Brothers for 15 weeks beginning April 15. Time will be laid out this week.

Ether colored quartet are currently with RKO until April 2.

#### S-B OUTS TWO

Jack Glogau, gen. mgr. for Sha-piro-Bernstein, and Dave Ringle, harmony man, were let out Satur-day (12). S-B has practically a new staff.

B has practically a new of gen, mgr. will remain

#### FEEHAN IN BOSTON

Phil Fcehan appointed Boston rep for Jack Mills. Leonard Wilson, of same firm leaves for a Coast trip this week.

#### Foreign T. P. Moves

Chicago, March 14. Foreign Talking Pictures ex-change is moving and switching staff. Drops into the former Tif-fany quarters April 1. New setup will have Abe Teltel as president and D. L. Apfelbaum, secretary.

#### H. LEOPOLD SPITALNY

SHEAFFER LIFETIME REVUE
Over NBC Coast to Coast Network
FOODTOWN POPS REVUE
Electrical Trainscription Twice Weekly
Over 18 Stations and Increasing Weekly

#### BERNIE AND KATE AS RECIPROCAL GUESTS

RADIO

Ben Bernie will make a 'guest star' appearance on Kate Smith's broadcast on the CBS-La Fallna Hour from Chleago tonight (Tues-day). Miss Smith has a one week vaude booking in Chleago. In exchange, Miss Smith will guest' on Ben Bernie's Blue Rib-bon period the same night. Bernie's bon period the same night. Bernie's Kate Smith signs off.

Sponsors of both the songstress nd the band leader-comedian agreed to the interchange of artists

#### **MPTOA** Convention

(Continued from page 5)

afternoon that the Hays organiza tion is responsible for double fea tures and that distributors alon an stop it through contract tight-

can stop it through contract tight-ening.

Jules Michels, of Buffalo, talking on price-cutting, told of exhibs in his territory selling six tickets for 25 cents.

Highlights to be scanned during Highlights to be scanned during Direct exhibitor co-operation, with producers on future features, com-mencing with the 1932-33 schedules. No demand for a general reduc-tion in present film rentals, but the tion in present film rentals, but the advice to individual members to barter livable prices with individual

harter livable prices with individual companies.

Approval of block booking on a basis which will give the exhibitor a chance for greater selection; of exhibitors epurning big companies which refuse, and to encourage independent producers with contracts in advance. This is admitted to necessifate modification of 6-5-5 contract formula. That unfair protection and zoning are strictly local matters and should be adjusted by state units of exhibitors with recourse to the national organization only when un-

tional organization only when un-

tional organization only when unable to agree.

That double featuring will have to take its course, but that this is also a matter of local situations and the exhibitor, if desperate, has the right to resort to any measure of roller

#### Not Inspired

Getting out of the convention rut with a new group of ideas the MPTOA, according to its president, M. A. Lightman, is now in a posi-tion where it can take such stands. tion where it can take such stands. Lightman maintains the move to aid producers is not Hayslan-inspired, but motivated by the knowledge within the organization that the MPTOA now has what it did not have a year ago, emancipation that the motivation of the motivat

dues and now make the organiza-tion self-supporting.
On the basis of this new strength the MPTOA feels that it can demand a position at the pro-ducer board. That it can describ-ways and means to the producer as to how he can eventually reduce bad pictures to a minimum, and that with the lessening of poor product will automatically come a minimizing of double featuring and rental complaints.

#### As Production Guide

On the matter of production ad-ice Lightman has this plan in

Sub-committees of exhibitors to Succommittees of exhibitors to be named throughout the country and to function the year around; same committees to report every month to the executive committee of the MPTOA with this committee, in turn, to meet with a special production body named by Will Have

production box, Hays. Exhibitor knowledge of the public whis way, can be brought Exhibitor knowledge or the puoue pulse, in this way, can be brought to producers before they start a program of pictures, contends Lightman. The MPTOA chief makes it clear, however, that his Lightman. The MPTOA chief makes it clear, however, that his organization has no intention of attempting to produce pictures or have anything to do with the dictation of production.

#### MPTOA Via NBC

NBC will broadcast the MPTOA from the Mayflower hotel, Washington. work from 12:00 to 12:30 p. m. to-

Among those slated to put in an appearance in front of the mike are Senator Dill, Eddle Dowling, Conrad Nagel, Bebe Daniels and Lee Morse.

### Sirovich Ouiz

Smith, Otto Kahn, and Mayor Walker, along with Pola Negri, and many other notables on Broadway had attended the opening and tha all of them told her the play wa otables on Broadway good; but not the Broadway drams They hopped on it-good

and hard.

Mayor Walker told Peggy personally that he laughed and cried at her play. She exhibited many letters from celebritles all of whom commended the play—and then offered those criticisms.

Mr. Rogers told the committee that Present these treatments.

fered those criticisms.

Mr. Rogers told the committee
that Broadway has two separate
and distinct schools of drama
critics—one really trained for the
work, and the other playing by ear—
that is, the boys who don't really
know what it is all about, but who
write good copy, smart, wisecracking copy—and let it go at that,
cracking copy—and let it go at that,
while the other is composed mostly
while the other is composed mostly
of columnists whose background is
wholly journalistic.

wholly journalistic.
Said Mr. Rogers:
'Abusive criticism has done

Abusive criticism has done more to injure the dramatic stage of to-day and to place it in a position of bankruptcy than almost any other single element. It is not the province of the critic to become entertaining at the expense of the hav." play.

#### Critic Build-Up Hurts

Critic Suid-Up Hurts
Plays might be good, bad, or indifferent, he said, adding that this
is not time for the critics to see
how many plays they can close.
Producers, by building up critics, he
said, had hurt themselves and Sirovich ventured the opinion that the
producers who catered to the
critics, by running their names in
the ads, etc., had built up a Frankenstein monster.

the ads., etc., had built up a Frank-enstein monster.

What is needed on Broadway is a spirit of fair play among the dramatic fraternity, and not one of self-agrandizement, Rogers said. Sirovich recalled that Arthur Bris-beat and the self-draw of the test of the street of the street.

Then the boys went into a buddle over the seriousness of the street.

over the seriousness of the situa-tion, and Dr. Sirovich regretted that no drama critics had appeared be-fore the committee up to this time. He wanted them to come down and meet him face to face.

#### High Speed Fatal

The short time reviewers have in which to work was cited as an element against their better judgment. If they held back comments a couple of days, and really thought couple of days, and really thought it over, they'd refruin from dipping their pens in acid. Dr. Sirovich thought the best function of a critic was to aid the author in at-taining the effect he desired and not ripping his play to pieces, with-out offering some constructive criticism.

out offering some constructive criticism.

The chairman of the committee exhibited a letter showng that one

The chairman of the committee exhibited a letter showing that one critic had referred to three well known actors as "ham." He also produced a letter from Fritz Lieber expressing the belief that one of these actors had died partly from the effect of this attack.

Hatcher Hughes, too, had a story to tell mostly about what the critics said about his play, a Pulitzer Prize winner. Hell Bent for Heaven.' Hughes told just about what the scholastic mind thinks of the current crop of play reviewers.

On Friday, following up the appearance, of what some of the Congressmen—Hughes, Rogers, Hershield, and Fears—Congressman Sirovich went direct to the floor of the House with his complaints against Broad-man critics. In a 20 minute upon the sum of the complaints against Broad-man existence of the thouse with his complaints against Broad-man critics. In a 20 minute upon the sum of the constanting only in the constanting only in the constanting only in the constanting only the House men-bers, Dr. Sirovich called uned.

intellectual of his time. Cheered on by the House men-bers, Dr. Sirovich called upon Nathan to run out of the field of dramatic criticism all those who are unworthy, and he read extracts from one of the Nathan books on dramatic criticism to show they what one criticism to show they what one one of the Nathan books on dramatic criticism to show just what one scribe thinks of the boys who sit In the aisle seats.

#### 'ZHEGFELD FOLLIES' BILLING FOR RADIO

Chrysler programs which Fiorenz Ziegfeld will produce for the air beginning April 3 on the CBS air beginning April 3 on the CBS network will be billed as the Zieg-feld Follies of the Air, instead of Chrysler Follies of the Air. Zieg-feld will personally appear on each broadcast as m.c. with the talent to be changed each week. Artists for the Initial broadcast not selected yet, due to Ziegfeld being ill, let the Air Chrysler and the Chrys

#### MPPA's Disc License De

Music Publishers' Protective Association has started a separate d partment for the purpose of han-dling radio disc licenses. Harry Fox in charge.





## 'J. B. 'n Mae'

Sponsored by

PROCTER & GAMBLE (American Family Soap) Station WBBM

Each Mon., Wed., Fri., at 8:45 P. M.



ED CONNIE Aileen

Stanicy With a SMILE

MELODY SPEEDWAY WOR and 80 Associate Stations



#### RAYMONT PAIGE Musical Director and Program Manager

KHJ, Los Angeles Don Lee Columbia Network

DON



**PEDRO** AND HIS ORCH.
Terrace Gardens,
otel Morrison, Chicago
Broadcasting
KYW-WENR
N.B.C. Network

TUNE IN ON THE Yeastfoamers Program

SUNDAY 1:30 to 2 P. M. C.S.T. N.B.C. BLUE NETWORK Management
MUSIC CORPORATION OF
AMERICA
Appearing Nightly at
Blackhawk Eestaurant, Chicage



Broadcasts to Avoid

Radio Time Difference

#### ADVERT. FINALLY USES PAID-FOR AIR SESSION

Chicago, March 14. After running nightly on WMAQ here the past four weeks without a commercial tag, Bill the Barber, se rial skit, has received the stamp of approval from Joeur Wave Set, one the Affiliated Products group. Commercial withheld the use of its name on the program, which it has been bankrolling all the time, until last week when a giveaway sample offer drew around 9,000 inquiries.

Giveaway was put on as a test to find out whether anybody was lis-tening to the show. After the skit had been put into production and time bought for it, the commercial time bought for it, the commercial decided to go ahead with its contract obligations but defer attaching its name to the program until the thing proved itself. Number of returns, though not large for this suitet, admittedly surprised both the commercial and the agency handling the account.

The surprise of the surprised but the country of the surprised to the country of the surprised to the sur



The Voice You Love to Hear

#### VAUGHN DE LEATH

Radio's Friendly Singer of Friendly Songs

WABC Coast to Coast Network MONDAYS, 6:15 P. M.
THURSDAYS, 9:00 P. M.
FRIDAYS, 6:45 P. M.
SATURDAYS, 8:45 P. M. Columbia Broadcasting System

## ABE LYMAN

AND HIS

CALIFORNIA ORCHESTRA Columbia Broadcasting System PHILLIPS'

DENTAL MAGNESIA

WABC COAST TO COAST

TUES., THUES., SAT., 8:15 (EAST)



ON., TUES., WED., THURS. and FRI., 4:30 P. M., Over NBC BLUE NETWORK

## BARON LEE

BLUE RHYTHM BAND

Featuring Edgar Hayes, pianist WEAF Mon. and Thurs. 11:45 P. M. WJZ Fri., 12 Midnight From Cotton Club, New York

Mills Dance Orchestras, Inc.

#### Mohammedan

Hollywood, March 14.
Press agent at KNX, Hollywood, says Mary Duckett of the 'Jeannie and Joan' skit takes off her shoes before broadcasting.

## COAST'S RADIO **STANCE VERY** QUAINT

Los Angeles, March 14.

Since Crosby, Columbo, Lyman and the Boswell Sisters, all home grown Coast products, fave become network air attractions, Los Angeles and the control of the column and the column are upon them. Recent signing of Loyce Whitman, Harry Barris and Donald Novis, all of the Cocoanut Grove, by NBC, has only helped to boost Coast talent's self-opinion. "Gimme another three months an' I'm ripe for NBC or CBS,' is the attitude of many out here who get in front of a mike regularly. Infection has spread to a point where the fact that they're working in hideaway stations for coffee money makes no difference. They're like vaude actors playing the family time. Sooner or later it's the Palace.

Palace.
Saving for NBCI
They talk about the material they are saving for the big air time. Evidently fearing theft, they only use staff material here. But when they land on NBC!
Most of them forget that the western names who have made

Most of them forget that the western names who have made good on chain broadcasts all had fair reputations before they hit the east, or the air, for that matter. Columbo and Miss Whitman are the exceptions. Novis was an Atwater-Kent audition winner before going to the Grove and Lyman had been heard from before. Barrie and Crosby had reps with Paul Whiteman and the Boswell Sisters had years of small time vaude before they took the air.

#### **Lindy Baby Radio Hunt Cuts Out NBC Auditions**

NBC has temporarily cut out all auditions on Tuesday and Thursday, due to a shortage of engineers. A number of NBC's engineers are out on the Lindbergh baby kidnapping on the Lindoergn baby kidnapping case, and until the latter situation blows over, the Tuesday and Thurs-day audition ban remains in effect. Only audition which will be held at NBC during these two days are those set for commercials

Coslow's NBC Trial
Hollywood, March 14.
Sam Coslow begins his NBC singing contract with a half-hour over the coast NBC chain on March 21.
Will be a tester with the songwirter backed by a KFI orchestra. If things go right Coslow will continue three times weekly with a



## Inside Stuff—Radio

CBS's purchase of 50% of its stock held by Paramount-Publix, was officially announced last week. Paramount has held a 50% interest in CBS since 1929. Far was obligated to meet certain payments on the stock during the past month, which it was not in a position to do, and therefore turned the stock back to CBS.

Par sold its half interest in CBS to William S. Paley, president of the network, for \$5,200,000. Par, in return, purchased all its common stock held by Paley under the repurchase agreement for \$4,036,000.

Associated with Paley in the repurchase of the CBS interest are Brown Brothers, Harriman & Co., Lehman Corporation, Field, Glore & Co., and Herbert Bayard Swope. CBs announced that these 'participations are for private investment with no public offering contemplated.'

It is authentically reported that CBS showed a net profit of around \$2,350,000 for 1931.

Says one broadcasting exec: The changing public intelligence, even unto the most interlandest sticks, is fast becoming a merchandising problem of no small importance for radio advertisers. Where formerly certain commodities were designed to reach the public in the formerly certain commodities were designed to reach the public in the forms and hamlets, and the sales' talks especially contrived with that in view, now radio has so educated the general citizenry that there's little distinction. The best in music, eports, talent and drama has been brought to the sheepherder just as into the Park avenue home, with the likelihood that the backwoodsman has absorbed it more intensively than his big city neighbor. Hence, in the past five years you'd be surprised at the general norm of average intelligence existing in town and hamlet as well as in the bigger metropolises. Thus it is now becoming our problem to temporize our radio sales' appeal to meet both markets, where formerly, depending on the commodity, we either were after the rural or the metropolitian market. the metropolitan market.

Often as not, excepting for the fact that programs must necessarily emanate from New York or Chicago, we wished that both these cities could be cut out of the ether and coverage concentrated on the hinterland or vice versa.

Several months ago a mysterious broadcast in Los Augeles, announced as coming from KMTR and on that station's wave-length, was heard by many listeners. Voice said there had been a head-on collision between two Southern Pacific trains, just east of Los Angeles and asked for ambulances and physicians.

ambulances and physicians.

Hundreds of calls swamped KMTR, police headquarters and the newspapers, with all efforts to trace both the accident and the broadcast unsuccessful. Affair was hushed up by Dept. of Commerce radio inspectors who went to work seeking some amateur station operator, who had hooked up a powerful receiving station reversed as a transmitter.

After-two months on the case inspectors believe they have found the party responsible, a youth whose name they will not divulge but who has been placed in an institution by relatives.

One of the few programs figured as about paying for itself, without going in for direct selling, is the Wrigley juve affair, Lone Wolf Tribe, over the Columbia network. Three time weekly show, released through 19 outlets, is drawing a weekly average of 20,000 letters from kid

In return for a slip of paper and button admitting them to the secret password, and entry into the Lone Wolf Tribe, the children send in five nickel gum wrappers. Mail inflow represents over \$4,000 in sales a week. The program's time and talent cost tallies around \$2,500.

Broadcasting from the floor of a cafe or nite club is still done without ostentation, for fear of drunks who may hop up to the mike and yell to the waiting world a crazy salutation.

That's why the microphone is placed in an inaccessible position on a bandstand, to circumvent such silly interludes from the gay dancers by.

For one week Bide Dudley discontinued his nightly legit reviewing for WMCA. Norman Pearce tried the stunt but for various reasons did not click. For one thing he seemed to have trouble securing first night tckets. Dudley is now sticking to legit shows. Previously he also covered pictures.

Both CBS and WOR have withdrawn their sound crews from the scene of the Lindbergh baby kidnapping, Hopewell, N. J., leaving NBC the only broadcasting outlit there.

NBC intends to continue its Jersey unit until the baby is found.

WOR claims the first announcement of the Lindbergh kidnaping Control room records of the station reveal first mention was made at 11:35 p. m. the night the baby disappeared.

**COON-SANDERS** 

**ORCHESTRA** 

Hotel New Yorker, New York Broadcasting Via WEAF FEATURING

**'SOMEBODY** 

LOVES

JOE MORRIS MUSIC CO. 1587 Broadway, New York

#### FRANCE MAY PIONEER **COMM'L TELEVISION**

Paris, March 14.
France may possibly be the first country to introduce television on a commercial scale. This despite the

commercial scale. This despite the current siump.

A new cheap receiving apparatus to be marketed at not much more than radio receiving sets, has been devised by Rene Barthelemy. It has a 100 mile range from the broad-

#### After 3 Years, 3 Docs Out of NBC-WMAQ

Out of NBC-WMAQ.

Chicago, March 14.

Three Doctors (Rudolph, Pratt and Sherman) will be out of station WMAQ at the end of the current month. Both the outlet and its chain operator, NBC, have advised the trio there won't be a renewal when the three-year contract held by the former expires.

Last network commercial on which the team was spotted was the Florshelm Folic, early last fall. NBC took over the boys' contract when it stepped into operating control of the WMAQ transmitter Nov. 1.

# B. A. Rolfe and a band of 38 pleces have been engaged for Ivory Scap for \$3,250 per week. Account is being handled by the Blackman agency and will go on NBC April 7 for two 15-minute periods weekly. Therefore, and Endageney

April 7 for two 15-minute periods weekly, Thursday and Friday, NBC, acting for the Blackman agency has wired its coast office to suggest a leader on the type of Rolfe for the same commercial. Ivory instead of using Rolfe's band for a repeat broadcast for the western XBC hook-up, intends to engage an orchestra to broadcast direct from the coast for the western network.

#### DAILY FORMS STOCK CO. TO EXPLOIT ITS SERIAL

New Bedford, Mass., March 14.
The Times, afternoon daily, utilized the radio for promotion of a new serial novel. It formed the Times Players, who presented the first three instalments from station WNBH.
Pat Costello, Times' columnist, wrote the dramatization. One instalment was given each day.



#### **LEW WHITE'S** INNOVATION IN RADIO

THE MELLO CLARIONS

LOUIS KATZMAN BROWN SHOE CO.

WJZ COAST TO COAST 8:15 PM. WEDNESDAYS

## EDDIE DUCHIN **CELITEAL PARK CASINO**

ORCHESTRA COLUMBIA BROADCASTING SYSTEM

WEDNESDAY SATURDAY SUNDAY 12:P.M.

## Ford RUSH OLD MAN

SUNSHINE PROGRAMS
With TOY BAND
6 P.M. Daily, E.S.T.





#### 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.

## LEAP YEAR AROUND THE WORLD Raymond Knight Sustaining WENR, CHICAGO

Good thing leap year comes but once in four years. Nobody would miss this program anyway. Raymond Kinght, formerly identified with 'Station KUKU,' must have tried hard to put this over, but evi-dently suffered from lack of time in getting this show whipped into

shape.

Result was anything but gratifying, probably to Knight and his associate performers as well as the audience that listened in. What Knight tried to put one on which his Station KUKU session for Blue Moon Cheese, but here it didn't work out. For one thing the 10 minutes allowed this broadcast was minutes allowed this broadcast was all the material.

Altosether it boked like a mele-

milities according to the common much to short in much to short in a make-shift affair. Idea was to present Leap Year in various countries, with accompanying native gags and slituations. More or less of a hodge-podgs of everything and nothing at the same of the Kingdan of the short time the same of the same lost when the performers couldn't wait for laughts, because of the same reason. With more time for rehearsal this thing, and with a bigger broadcast period it would have gone over.

Span.

#### CHANDU THE MAGICIAN COMMERCIAL WOR, New York

Sketch
COMMERCIAL
WOR, New York
This radio disc series started on
The term of the subway,
heralding this broadcast. Unless one catches the oriening announcement, where it is briefly and hurmer in which these programs can
be heard is through electrical transcription, it would be impossible to
know that these are radio discs. In
fact, many laymen are under the
person' broadcast.
Chandu is the name given to
Frank Charider, who, in the story,
just returned to Every Hills from
Just returned to Every Hills from
during his stay in the far east, being able to do crystal gazing, and
to discovery the started of the series of mysticism
during his stay in the far east, being able to do crystal gazing, and
to do crystal gazing such
world. The bits wherein Chandu is
pictured as conversing with members of the other world are fantastic. These spirit world communions
are heralded by the tinding of belle
in spiritualism, interesting.

Chandu returned to his widowed
slater's home because while in India,
his crystal gazing told him that she
deceased husband, who was a scientist.

deceased husband, who was a scientist.

Much production thought seems to have gone into the making of this series. Sounds like it involved a lot of labor to get the necessary sound atmosphere. As is, it runs smoothly, the lines being interesting and well handled by various characters. ing and was characters.
This sketch sponsored by Beech Nut, is bound to build.

## FOREMAN and CLARK Organ, Novel Announcem Commercial KMTR, Hollywood.

KMTR, Hollywood.
Basically 30 minutes of organ reoltal by Harold Curtls, surrounded
by alles argument for the F. & C.
second-story haby the state of the
second-story haby the state from
he rut by fathrfully minicking local
police calls.
Delivered in ominous monotone
between stretches of wind from the
reeds, the announcements are surereeds, the announcements are suretive of amiles—which is 8. Exce

tive of smiles—which is a case, achievement.

An example: 'Attention, all men.—A fight—a fight—among enthusiastic throngs—at Foreman and Clark—Huryl—Huryl.—Go to Foreman and Clark—See the man at the head of the stairs—about the rate of the stairs—about the stairs—about

#### WALT and HERB Walter Perkins, Herbert Witzel Sustaining WJJD, Chicago

WJJD, Chicago
In between the bedtime stories
and the more standard features of
the late evening, this planologing
an hour best suited for their type of
easy performing. They leave a
pleasant, if not exciting, impression.
They are one performers in a mild sort of way, having nothing out of
delivery.

sort of way, the ordinary in either mandelivery.

Fill 15 minutes with little effort, Fill 15 minutes with little effort, Fill 15 minutes with little effort, fint Fill 16 minutes with little ends., singing and playing pop tunes, mixing crooning with scatting, that modern version of boop-a-doop.

Gold.

MELODY LANE Harry Sosnick, directing; Karolyn Harris, Charles Sears, Roger Robinson, Walter Stevenson, Paul Largay

Largay.
Orchestra, Singing.
COMMERCIAL
WMAQ, CHICAGO

Orchestra, Singing.
COMMERCIAL
WMAQ, CHICAGO
Mentholtum's weekly, mediangs of
reneed pop turner from the reneed pop
turner from the reneed pop
turner from the reneed pop
turner from the reneed pop
turner from the reneed pop
turner from the lint of the president of the company, described
over the air as an 84-year-old Kann
san, wouldn't force the lint of the reneed pop
turner from the reneed pop
t

And the Silvery Moon, and The Old Gray Bonnet.

Aside from the off-key intrusions of the president's favorite choit tunes, the Mentholatum control was the Mentholatum control at wealth of charm and easy-chair succase especially for the oldsters. Modern arrangements of the old numbers reveal in the majority of Sosnick, leader of the 14-piece or-chestra, whose leader of the 14-piece or-chestra, whose leader of the 14-piece or-chestra, whose leader of the 18-piece or chestra, whose leader of the 18-piece or chestra, whose leader of the 18-piece or chestra, whose leader of the 18-piece or chestra which is the

soft paracetric of webbas, me rocal Announcer's descriptive Inter-ludes on laying the setting for the musical numbers are tastefully composed, and the warbling interpolations by Karolyn Harris, contained the musical picture of sweetness and light. Listeners are advised that if they send in their list of three favorite songs, the advertiser will mail them a booklet on 'How to Get Rid of Colds: Odec.

GUY LOMBARDO'S Orchestra
With Burns and Allen
COMMERCIAL
WABC, New York
Exploiting the Robert Burns panatella, this program evidences intelligent plotting a-plenty by the ad
agroup of the company of th

the brand of cigars their menfoli inhale.

The sales ballyhoo proceeds on the lines that while the acquisition of a Robert Burns panatella will not guarantee economic success or so-cial prestige, it has a good general

guarantee economic success or social prestige, it has a good general in between the Guy Lombardos dish up their usual brand of sweet jazz, while George N. Burns and Gracie Allen, with their dumbbeil nonsensities, rate as one of the who seem to possess an intelligent-conception of radio public requirements. Burns and Allen are one of the few stage teams who know their migration. Important about this Burns period is the commercial presentation. It's a good model for kindred programs, for, after all, there are few had bands on the air, and while the Burns-Allen comedy their own, no amount of talent, unshowmanly presented, will guarantee dial-in attention if the corollary adv. scenario is not interesting.

#### EWISH TROUBADOUR Songs COMMERCIAL WMCA, New York

COMMERCIAL
WMCA, New York
One of the most unusual Jewish
Programs on the air. Besides warbiling recognized Jewish songs,
either folk unes or from Dast Sides
either folk unes or from Dast Sides
lish translations of American pop
and stindard tunes. Not only are
the words translated, but the musical arrangement is froquently aland example of the manner of
changing the musical arrangements
of pop songs was O! Man River
with which the Jewish Troubadous
in Jewish. The orchestra accompanying him, however, incorporated
in the nusic strains from the Hebrew anthem 'Halikua' for the
main part, the troubadour sitcks to
recognized Jewish songs, favoring
those from musical comedies. He
bas a nice bartione and his warbiling pieques.

## JONES and HARE Comedy Talk and Songe COMMERCIAL WMAQ, CHICAGO

WMAG, CHICAGO

From socks to salad dressing is an easy jump in radio, and these boys appear just as comfortable plugging Best Foods and Hellman's mayomaise as Interwoven hose. That standing agg in vaude about an act making a bow-off thank-you speech and naming the wrong burg may be or the satisfiant food on the satisfiant of the satis

they rev beine maid to incost and slip in a plug for some previous employer.

Billy Jones and Ernie Hare don't forget and they don't permit their limits and they don't permit their limits and they don't permit their limits and the second and relimant at that they're plugging, for the names of those Jars have repeated often throughout the running of that session. Both products receive equal spreads, and offer of prizes for those of their listeners who send in the best letter giving their preference of their listeners who send in the best letter giving their preference of their stemes who send in the best letter giving their preference of the two salad coatings.

This song and coatings.

This song and the ether as time signals. Their chatter is shaped after long experience with radio minds and their technique evidences their many hours in front of the minds of their send of

## PAT BARNES Talk COMMERCIAL WGN, Chicago

COMMERCIAL
WGN, Chicage
Pat Barnes, dally network magnet
for Swift's soap flakes, has taken
over the m. o'ing of four special 15man the state of the state of the state of the state of the
Trib' mouthpiece, but is this time
trading money for publicity. For
Barnes the tie-up means a lot of
trading money for publicity. For
Earnes the tie-up means a lot of
trading money for publicity. For
Earnes the tie-up means a lot of
trading money for
trading money for
trading for
trading money for
the state of the state
the walt stang. Barnes' choice for
a name might have been a better
one. King floundered around badly,
says the state of the state of the state
self. At least he was supplying all
the answers to his own questions.
Froving, anyway, that King can too'
ROBERT SIMMANS.

ROBERT SIMMANS.

## ROBERT SIMMONS with Howard Lanin's Orchestra Songs COMMERCIAL WEAF, New York

COMMERCIAL
WEAR, the Work
WEAR, the Work
WEAR, the Simmons, tenor, has supplanted the name of the orchestra
in feature program billing. The boy
has a clear high tenor which, with
the ballads which appear to be his
specialty, its the appelation of
romantic tenor. His style is strictly
the ballads which appear to be his
specialty, its the appelation of
romantic tenor. His style is strictly
in the crooning vogenies to induige
Quarter hour period allows Simmons three full song numbers besides his theme, fore and aft. Ballads are pleasingly handled current
trend for song introductions by introducing each song number in long
verblage and is entirely overdone.
Songs should stand by themselves
and not need those long introductroducing each song number in long
verblage and is entirely overdone.
Songs should stand by themselves
and not need those long introductions.

The control of the control
of the singer.

Campbell Soup finances these
broadcasts. Last season the same
mornings weekly for half hour
periods with Lew Conrad and Andy
Sanelia's orchestra. Talent
comparlson favors the previous broadcast style of Sanella and Conrad,
style for the singer.

The control of the control of the current series due to better time spotting.

HENRY THIES Orchestra with Charles Dameron WEAF, New York Coming from WLW, Cincinnati, Enry Thies's weet and hot Jazzique is truly big league. Its flavor ex-plains why WEAF goes into the kinterland to etherize a Cincy ag-regardion.

hinterland to etherize a Cincy aggregation.
Equally distinguished is the vocalization by Charles Dameron.
The Thies unit is another explanation why radioties regard the powerful WLLW station (Powell Crosley, Jr.'s) as the outstanding independent broadcast central in the world.

Abol.

PADDED FISTS with Dick Wells, Peggy Davis and Douglas Hope. Serial Sketch Sustaining KYW, Chicago

Serial Sketch
Sustaining
KYW, Chicage
Here's a program that looks
doomed to remain in the sustaining runks for some time. Probably
the author had good stead
production and the sustaining runks for some time. Probably
the author had good stead
product and the spontaneous delivery of a
Jimmy Gleason and Bob Armstrong
to Jimmy Gleason and Bob Armstrong
to put over a prize ring yarn over
the Richard Macauley, who
wrote the first group of stanzas and
presumably will continue to write
the rest of the serial in the same
rashion, fails to recognize the prime
essentials in radio story-celling and
essentials in radio story-celling and
eath of 12th episode that goes right
into action without as much as a
hint of what transpired before.
That's taking too much for granted.
Characters in the story are
Prince, the pug; Jerry, his glrifriend manager, and Mugs, the
ropens with the action in the ring,
the ronr of the crowd and the announce calling the blow as Prince
utilimately knocks his palooks opponent cold. Then switches to they
smart semarks from the trainer that
aren't funny and more dailog from
the girl, who incidentally remains
in the room while her boy friend
gets a rubdown. Author might have
been thinking of King.
Terhaps the best answer to this
skit is its total disregard to comedy.
One of the exemplary witticisms is

to get the humor of the situation. Perhaps the best answer to this skit is its total disregard to comedy, state to the state of the sta

got a watch.'

From the production angle the serial falls short in several obvious respects. Principally among these are the cumbersome handling of the tag lines to the wisecracks and the generally poor pacing of the dialog and action.

## BEAU BATCHELOR With Don Ameche & Irene Wicker Skit with Music and Songs COMMERCIAL WBBM, Chicago

WBBM, Chicago
Originating in the local CBS studlo, this Allen-A Hoslery sponsored
broadcast is going into its third
week with a pretty good start.
While a Columbia account, this
program is produced by an outsider who apparently knows what
radio entertainment is about.

radio entertainment is about.
When an either program can be
tabbed right off the best, like this
tabled right off the best, like this
tike this this table the table this
tike this script is a sound one. It's
woven together neatly, bringing
time. Essentially the idea behind
this script is a sound one. It's
woven together neatly, bringing
tinto the pleture without disconneciling the whole. Not very often all
these ingredients are mixed up and
cooked well, but here is seems to
have the second to the transcript of the
Total Total transcript has more than the control to the transcript of the transcript

cooked well, but here is seems to have caught on.

Don Ameche has probably never before been utilized to such good advantage, although he has appeared intermittently on several programs, all of which have lasted a long time. Ameche's aptitude for here, while being a departure from his previous Italian characters to the French, a la Chevalicr. Miss Wicker, too, is no novice on the air, with the two working very well the working the working were well as the working the working the working the working the service of the sights. He meets the girl, an acticles in supposed to be a dilletante from the Paris boulevards, who is coming over to America for the sights. He meets the girl, an actress, on board ship and romance follows. Around the backment furnished by Pete Cavallo and very creditably. Cavallo's arrangements, particularly, attract more than ordinary attention.

It is the intention of the producer than ordinary attention.

It is the intention of the producer than ordinary attention.

It is the intention of the producer than ordinary attention.

It is the intention of the producer than ordinary attention.

It is the intention of the producer than ordinary attention, the producer than ordinary attention.

States, the the tieup with the hose company comes in, with word and letter writing contests brought in. Depending on one shot brought in. Depending on one shot became the state of the sta

#### RECORD BOYS and NORMAN BROKENSHIRE Songs Sustaining WOR, New York

WOR, New York

Record Boys are a trio of sprightly harmonists whose song numbers
and manner of delivery are off the
beaten track. They really have
something worth white dialing into
bers of a type not commonly heard
on the air. Included in these song
numbers are amusing dialog bits.
Negro dialects are stared so well
that it may be that this is a colBrotenshire is heard individually.

Brokenshire is heard individually only for the announcements.

UNCLE REMUS
Fred L. Jaske, Charles Flynn and
Mary Afflick
Children's Stories
COMMERCIAL
WGN, Chicage
This series of tales for kids hits
the ozone immediately following another children's program on this
other children's program on this
Ryan. Ryan's period is also a union
Ryan. Ryan's period is also a union
Ryan. Ryan's period is also a union
Ryan in the series of the series of the series
of the series of the series of the series
of the series of the series of the series of the series
of the series o

on the day the Remus program get going he inserted a plug for this session into his own commercial period.

The period of the prometary dates company this period arrives every weekday afteenoon for 15 minutes of blackface fables. It introduces for the first time on this station a fermine announcer, Mary Afflick, so the first time on this station at femine announcer, Mary Afflick, the session of the plugging Miss Afflick, shares a minor role in the script. She handles both neatly, calmidy and pleasantly, calmidy and the first calmid and the calmid and the first calmid and the

intense and eager as the listening by the shape up as one of the better class children's program. It's quiet and pleasantly claim, and is wholly without the load of unentertaining commercialism found in many children's programs ever outright merchandizing, that an occasional one that happens along without name-reading for lucky winners for sending in box-tops and labels, is welcome.

## MONTE CARLO GIRLS

MONTE CARLO GIRLS
Orchestra
Suration
Su

possible via radio.

FANNIE HURET
Talk
With Vestion as program
of Women's Radio Review, halfhour afternoon broadcast over NBC
chain. Spoke about the modern
woman and her place in the business world. Miss Hurst became
ness world. Miss Hurst became
femme and the many opportunities
she had. While talk did not bring
forth anything which had not been
sald many times before, it was well
parameter of the men style feel good.
Tribute paid in connection with
observance of Women's National.
Business Week, sounded as though
Miss Hurst has a hessine vide.

musiness week, sounded as though it were read.

Miss Hurst has a pleasing voice. In a talk on a less-hackneyed topic she probably would be more interesting.

Jaco.

## JUNE PURSELL

JUNE PURSELL
Songs
Sustaining
WJZ, New York
June Pursell, billed as the 'ballad girl,' is NBC's most recent solo songstress acquisition. This girl is settle experience in Pacific Coast stations.

Miss Pursell is a contraito of pleasing qualities, but will have to pleasing qualities, but will have to pleasing qualities, but will have to fill the property of the pro

## **Inside Stuff—Music**

Renewed copyright legislation and lobbying in Washington may prove a windfall for the music interests if the legislators advice to 'get it from the radio' is taken at all literally. More and more the angle seems to be that music should be free, but that the radio advertiser who is benefiting so much from its use should pay the piper. The industry at the moment realizes this and is literally marking time, epinent to break even, in hopes that something worth while will even-music from the ether.

gate from the ether.

Music isn't selling, nor are disks. Songs can't be made through the giage as in the past. The air limits the novelty song which, in the past, relied on the double entender or slightly risque; while another source of revenue from a big mechanical hit is cut off through the disks going goppo. Writers aren't sencouraged to turn out a 'Dardanella' or a Yulencla' type of instrumental as they're not buying records.

Instead, with the crooners at their hey-hey, everybody is turning out the same type of sweet or torch song. There's no novelty or variance, as a result of which the sakes are limited. Conditions comprise another indisputable factor. It's the same cry, as for many years, only more so, that radio will have to be made to pay.

While playing Milwaukee last week Ted Weems had a talk with a Chicago politician who advised him to run for one of the Chicago aldermanic posts. This advice was on the square and serious, the politician telling Weems that he stood an excellent chance to cop votes.

Unlikely, however, that Weems will try to crash politics. Even if he were to go into it for a gag, similar to the Vic Meyers campaign in Seattle, held hardly have enough time since he inn't scheduled to return to Chicago until late in March, while the voters go to the polis April 21.

#### Keit's D., C. & E. Buy Leaves NBC Without **Publishing Subsidiary**

ick's, has settled his contract with Warner Bros. and pudchased a controlling interest in the firm of Davis Coots & Engel, Harry Engel holding a minority interest. NBC is now no longer affiliated with that publishing company.

Keit, although holding a three year contract with Warner at \$650 weekly, was recently made inactive when the Remick offices were phy-sically combined with Witmark. Warner effected a settlement on his

Warner effected a settlement on his contract last week.

NEC held \$2% of Davis, Coots & Engel. Harry Engel held 18%, J. Fred Coots and Benny Davis stepped out of the firm some time ago. NEC's control was bought back by Joe Kent.

The name of the firm will be changed from Davis, Coots & Engel, to Keit & Engel. Kel@Becomes president of the firm, and Harry Engel, vice-president. With Keit comes Artie Mehlinger, from Harm's, and Solly Loft, formerly of Remick.

NBC is now without a publishing

#### Society Overrules Robbins' Protest Against 'D' Rating

At a meeting of the Board of Directors of the American Society of Composers, Authors & Publishers last week to consider the protests of re-classified members, the Robbins protest was overruled.

Robbins, placed in Class D, the last fall, because its copyrights were controlled by Metre-Goldwyn-Mayer, not a member of the American Society, will continue in that class. Forster Music of Chicago, also lowered to Class D from Class C, and which also protested was similarly overruled and remains in

Ciass D.

It is possible that Robbins will take legal action against the American Society for re-instatement in Class A. A previous report was that Robbins was making a re-adjustment in its copyright situation whereby Robbins would gain confected.

whereby Robbins Would gain con-trol of the copyrights.

As a Class D member, Robbins gets one-fourth as much money from the Society as formerly when in Class A.

#### C-S IN COLLEGE INN

Coon-Sanders band leaves the Hotel New Yorker March 26 and goes into the Book-Cadillac Hotel, Detroit, for 11 days. On April 8, C-S follow Ben Bernie's band into the College Inn, Chicago for three months.

months.

Bernie leaves the College Inn to begin a 16 weeks' RKO tour, returning to the Inn in October. Johnny Hamp's band replaces Coon-Sanders at the New Yorker.

#### ROMBERG S.P.A. PREZ, BERLIN COUNCIL HEAD

At the first annual meeting of the Songwriters' Protective Association, held last week at the Friars' Club, Sigmund Romberg was elected president. He succeeds Billy Rose, who was elected an honorary life member of the council.

member of the council.
Irving Berlin was elected chairman of the council and Jack Yellen vice-president of the S.P.A., succeeding Romberg. Ira Gershwin and Fred E. Ahlert were re-elected treasurer and secretary, respectively.

tively.
Following were elected to the council: For one year, Al Bryan, Irving Caesar, Ray Henderson, Harry Warren, Pete Wendling and Joe Burke; two years, Irving Berlin, Howard Dietz, Ira, Gershwin, L. Wolfe Gilbert and Harry Ruby; three years, Fred E. Ahlert, Sigmund Romberg, Billy Rose, Richard Rödgers and Jack Yellen.
Following were appointed to a

todgers and Jack Yellen.
Following were appointed to a committee on copyright legislation:
comberg, M. Koenigsberg and John chulman. Minimum Basic Agreement committee appointed consists of Romberg. Otto Harbach, Harry Ruby, Howard Dietz, Harry War-ren, Jack Yellen and Arthur Freed.

#### Back in 1910

(Continued from page 32) didn't like and booed. He asked the operator to, "Leave 'em nice for me."

Even Then
The Friars gave a dinner to
George M. Cohan Apirl 3, 1910. He's
been eating regularly since then, too

Johnny Stanley's Philosophy
And the gags Johnny Stanley
pulled at the old Comedy Club.
We were discussing old timers and
Johnny turned and said, "Joe, those
guys have no faith in mirrors. But
when you got thome at night you
gotta be on the level with your pillow. You can't cut that down to
four minutes."

Columnist's Version

If the columnists had been on the
job in 1910 they would have said:
"The Boston store in Chicago was Job in 1919 they would have said:
"The Boston store in Chicago was
the first to use an actor as Santa
Claus"...Mark Luescher and Mile.
Dazle (known as "Le Domino
Rouge") are going to have it renovated...Anna Held opened the new
City theatre on 14th Street in "Miss
Innocence"...La Belle
threw down a collection of the commendation of the commen

#### her name is Blossom Sceley.

#### 6 Best Sellers

According to Variety's surebruary were: Was That the Human Thing

to Do? (Witmark),
'Just Friends' (Robbins),
'When We're Alone' (

mous)
'Auf Wiedersehn, My Dear'
(Ager, Yellen & B.).
'Snuggled On Your Shoulder'

## **WOOLWORTH** 20c **MUSIC LOOKS** COLD

Looks like the publishers will temporarily have to banish all ideas of getting the Woolworth stores to handle sheet music for 20c. Wool-worth execs informed the publish-ers that it is not interested in handling sheet music at present.

This lack of interest on the part

This lack of interest on the part of the chain in sheet music goes for the time being. Woolyworth is now experimenting with the 20c price in 100 of its stores.

The syndicate does not believe, as the music trade does, that the handling of sheet music promotes sales of other merchandige through multiper process that the handling of sheet music promotes when the the part of the

sales of other merchandise through pulling people into the back of the stores. Lack of space is another deterrent. Also that experienced help is needed to handle sheet mu-sic, such as demonstrators and the salestadies, and that the cost of re-introducing sheet music into the whole Woolworth chain would be over \$225,000.

over \$225,000. Woolworth's possibly may later reconsider, since merchandising of 20c articles would not be a breach of policy in adopting sheet music. A representative of the publishers will at a later date again confer with the clean store were at determining the content of the content of the publishers. with the chain store execs to determine what their views on handling sheet music are.

#### **Publishers Talk Printing** Own Song Sheets to **Eradicate Sheetleggers**

Due to inability of the music in-dustry to eradicate the bootleg song sheet evil; it is now being suggested that the publishers themselves is-sue a song sheet in retaliation. Pub-lishers' idea is a sheet at a price with which the racket sheet ven-dors cannot cope. The publishers have been battling for over two years and have spent

dors cannot cope.

The publishers have been battling for over two years and have spent more than \$75,000 in their campaign. American Society of Composers, Authors & Publishers took the matter over from the hands of the Music Publishers' Protective Association in September, 1930, and since then has been appropriating funds and employing scores of people to wage the fight.

Since the American Society started against the booticg sheet vendors, about 5,000 arrests have been made in the U. S. and Canadi of peddlers, printers and distributors, Currently the situation is improved, but the booticg salesmen usually put in a heavy appearance with the arrival of warm weather. Max Hillman was arrested in Max Hillman was arrested for the bootic of the strong the sales of the

#### BARG BENEFIT

Chicago, March 14. Music publishers here will hold a pencift show for Edwin Barg at the Cort theatre April 4. He was ser-lously injured in an auto accident two weeks ago.

Pore only with Fred Forster a

Barg, only with Free Forse cek, is being looked after by

#### Stoneham for Olman

When Edna Luby did a single...
Amelia Summerville did a monolog ....Annio Yeamans sang and told stories.

## RCA's \$141,989 Countersuit Charges **Publishers with Breach of Contract**

#### TRYING TO UNTANGLE ERPI'S \$15,000 ERROR

ERPI and the Music Publishers Protective Association confabbed ast week to straighten out the double payments ERPI has been making to publishers on copyright mu-sic used in films.

ing, to publishers on copyright nusic used in films.

Double payments amounting to
about \$15,000 were erroneously
made by ERFI to the wrong publishers. It was done through forelgin publishers claiming certain
songs used in ERFI films were controlled by them. ERFI paid the
foreign publishers' claiming and later
discovered that American publisheers were in many instances the
rightful copyright owners.

ERFI is now obliged to reimburse
the American publishers. It will
ether have to take the loss of the
money or make up for it by deducting from foreign publishers' pay-

ing from foreign publishers' pay ments in the future.

#### Coast Indie Chiselers **Beating Music Costs**

Los Angeles, March 14. Musician's local sharp eye on indie picture producwarning all members

ers and warning all members against either being taken in by chiseling methods or conniving with the corner-cutting lads. Whoreas the sharpshooters had in the past used the hidden mike stunt, hiring musikers at the regular sideline fee of \$12.60 a day, with a recording ear hidden away, in a nearby potted paim, the current method of getting around that \$10 an hour scale. Is a little smoother.

Indies now use a go-between gly-

smoother.

Indies now use a go-between giving the work out to a musical director who gets a flat sum for the
entire scoring job. No matter what
methods he may use to make a
profit at the expense of union rules,
the studio disclaims-responsibility,
shifting the blame onto the one who
contracted for the whole job. The
local has reached the point where it
is refusing service to fiv-by-night is refusing service to fly-by-night conductors who can't guarantee fl-

conductors who can't guarantee flnancial responsibility.

In those cases where union members are in on the chiseling and
willing to take less than scale, the
penalty is to be barred from studie work for a year and a heavy
fine by the trial board.

With the old hidden mike gag,
two smallle producers were caught
and feared to remake the offending seenes with musicians at scale.

Another studio was closed to union
players until it agreed to abide
by the rules.

#### HERE AND THERE

Eddle South is augmenting his orchestra from five to 13 men, preparatory to going on the road next month. Colored aggregation is now playing at the Club Rubaiyat, Chi-

Jimmy Joy's band from the Lotus Gardens, Cleveland, opens at the Bal Tabarin, San Francisco, March 24, replacing Tom Gerun, who goes Into the Club Forrest, New Or-

Jess Stafford, now in New Or-leans, gets a midwest or eastern spot.

Ben Selvin with his orchestra to Chi to accompany Kate Smith on her OBS-La Palina broadcast dur-ing the songstress' stage appear-ance there. Selvin hopped the train for Chi Saturday (12) right after his regular Saturday nito D'Orsay program over WJZ.

Maurice Marks specializing on radio dialog.

More Columbia Cuts
Chicago, March 14.
Furth r retrement of the local Columbia Phonograph Company last week silced II. P. Victor, assistant manager, off the books. Victor had been with Columbia here for years.
Three headmen remain, A. J. Frank Motton, Spokane; Cole Mc-Heath, Paul Cohen and B. K. Elroy, Portland; Vic Myers, Seattle; Serwinn. Heath sticks in chargo of the bronch.

RCA has entered counter-suit against John Palne, as agent and trustee for publishers, and the pub-lisher-members to the RCA licens-ing agreement, for \$141,989.

ing agreement, for \$141,889.

RCA claims the money is due for breach of contract by the publishers under the agreement which RCA entered into in 1228 with E. C., Mills, at that time agent and frustee, RCA contends that underthe agreement the publishers stipulated they would not enter into any companies for a fee lower than that which RCA was to receive.

RCA altered the has entered the first agreement and the statement of the s

companies for it ce lower than that which RCA was to receive.

RCA alleges it has evidence that tho publishers extended liceuse fees for the use of music in pictures to other companies at a lower fee.

During the first year of its a grach and a tarting Sept. 3, 10000. for the year starting Sept. 5, 10000. for the year starting Sept. 5, 1930, \$43,151. Of these amounts RCA demands the return of \$39,-715 for the first year; \$34,500 for the second and \$7,714 for the third. Palne is suing RCA for \$742,504, which he claims is due the publishers under the bootleg seat tax. This tax is for theatres, not equipped with RCA sound, but which showed RCA films that made use of copyright music.

Paths alleges \$165,962 is due the

right music.

Paine alleges \$165,962 is due the
publishers under the bootleg seat
tax for the first year of the agreement; \$247,487 for the second and
\$329,195 for the third.

#### Mills' Experiment to Determine Radio's Song Reviving Value

Whether it is possible for radio to promote the sale of old songs of the control chestrations

chestrations.

Once in a while an old tune comes through for a modern hit, like Remick's 'Shine on Harvest Moon.' However, the latter was regarded as more or less of a freak

regarded as more or less of a freak instance. Instance. The second of th

#### Denny Gets NBC Wire

**Besides CBS Commercial** Jack Denny's band opens at the

Jack Denny's band opens at the Waldorf-Astola, New York, on March 25 to stay at the hotel until the middle of Junc.
Charles Dornberger's band followed Denny into the Mount Royal hotel, Montreal; last week. Denny will get an NDC wire twice weekly from the Waldorf, despite broadcasting on a CBS commercial.

#### Auto Shows' 9 Bands

Los Angeles, March 14.
For the Gcheral Motors Auto
Stowns to be held in ninc Coast
cities week of April 9, bands which
will work the shows are:
Anson Weeks, San Francisco; Phil
Sapira, Oakland; Earl Burtnett and

#### MUSIC GUIDE

#### 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

KISS ME GOODNIGHT "STOP THE SUN, STOP THE MOON (My Man's Gone)" "YOU'RE THE ONE (You Beautiful Sou-of-a-Gun)" "You Only Want Me WHEN NOBODY ELSE IS AROUND" "EV'RY TIME MY HEART BEATS"

#### DeSYLVA. BROWN & HENGERSON, Inc

745-7th Ave., New York

"WHEN WE'RE ALONE" "RAIN ON THE ROOF" "WHO'S YOU'RE LITTLE WHO-ZIS" "TIRED"

"LO AND BEHOLD" "JAZZ NOCTURNE" Shortly to be released, 3 hit songs fre Maurice Chevaller's Paramount—"One Hour With You".

FAMOUS MUSIC CORP. 719-7th Ave., New York

## HARMS' HITS

"WHAT A LIFE" "CLOSE YOUR EYES" "DANCING ON THE CEILING" "THE QUEEN WAS IN THE PARLOR'

PROFESSIONAL OFFICES 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

#### **Remick Hits**

"CAN'T WE TALK IT OVER?" "THE MORE YOU HURT ME" "WHERE THE LILIES OF THE VALLEY GROW" "WHISTLE AND BLOW YOUR BLUES AWAY"

"FROM ONE PAIR OF ARMS

REMICK MUSIC CORP. 1657 Broadway, New York

#### Witmarks-Hitmarks

"Was That the Human Thing to Do?"

"Put That Sun Back in the Sky'

"By a Rippling Stream" "Too Many Tears"

WITMARK & SONS 1657 Broadway, New York

#### IRVING BERLIN, Inc.

"STRANGERS"

TIL MISS YOU IN THE EVENING (Irving Berlin's Latest)

"GOSH DARN" "THINK OF ME"

"I CAN'T BELIEVE IT'S YOU" "I'LL GET ALONG SOMEHOW" "ALL OF ME"

1607 Broadway, New York

#### "My Mom"

"Goodnight Moon" "An Ev'ning in Caroline" 'Sometime in Summertime' "That Night" "I'm So in Love"

"My Woman" DONALDSON, DOUGLAS

& GUMBLE, Inc. 1595 Broadway, New York

## SAM FOR TALKIE

"TADY OF SPAIN" "MY WORLD REGINS AND END "LOOK, HERE COMES A "KISS ME GOOD NIGHT, NOT GOODBYE" "SOUTHERN MOON"

#### SAM FOX PUB. CO.

158-160 West 45th St., New York (Cleveland-Chicago-Los Angeles)

#### MARKS' HITS

Mama Don't Want No Peas Father of Land We Love Adios Muchachos Waitin' for the Moon

Little Gad-a-bout

West NEW YORK OF Hits

#### "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

#### Shapiro, Bernstein & Co.

"I FOUND YOU"
"RIVER, STAY 'WAY FROM
MY DOOR"
"LIES"

"SAY THAT YOU WERE TEAS-ING ME" "If I Ever Meet THE GIRL OF MY DREAMS"

"LONESOME MELODY"
"TAKE A PICTURE OF THE MOON"

Capitol Theatre Building COR, BROADWAY & 51ST STREET NEW YORK

## JACK YELLEN

INCORPORATED 1674 BROADWAY

"That's What Heaven Means to Me" "You're Still in My Heart" "I Forgive You"

"How About You and Me?" "Y'Got Me, Baby"

#### \$7 Top Cab Fare Free To Grab L. A. Customers

Hollywood, March 14. Frolics night club, formerly George Olsen's, and which reopens March 17, has made a tleup with the Yellow Cab Co. to transport any four people from any point within Los Angeles city limits to the club in Culver City free of charge. Club pays 50% of the usual rate the usual rate.

Cabbing from one end of L. A. to the Culver roadhouse, the other ex-treme, can build up a total of \$7 at the regular rates.

#### Springtime for Henry (Continued from page 52)

Broadway actress in the Metro fold, was attractively sophisticated. Lilian Bond, also in films with a showglid history, was convincingly prudish as:
Shithing lady, who loved the conentions. Early, the most difficult of all play.
Favre, the most difficult of all play.

Smitn, a lauy wee ventions.
Farce, the most difficult of all play types, has superior representation in Henry. Less adroitly welded, less cannily interpreted, it would collapse from its sheer cream-puffness.

Land.

#### SONS O' GUNS

(Coast Revival)

Coais Revival)

(Coais Revival)

Los Angeles, March 4.

Municolatiles Light Opera Association of America, Inc., which takes in a lot of syllables, locally promoted with the roster of members (subscribers) tooking like the coard of the property of the coard of the c

#### Sing Santly's Songs

"STAR LIGHT" "CAROLINA'S CALLING ME"
"I WAS INTRODUCED TO HEAVEN"

"NEXT TO YOUR MOTHER (Who Do You Love)" "TELL ME WHILE WE'RE "DANCING"

SANTLY BROS., INC. 755 7th Ave., New York City

Davis, Coots & Engel, Inc. 719 7th Ave., New York

"OH! WHAT A THRILL"

"SHADOWS ON THE WINDOW

"IF IT AIN'T LOVE"

"MY EXTRA-ORDINARY
GAL"

#### OLMAN MUSIC CORP.

745 7th Ave., New York

#### THE LONE TRAIL

(Continued from page 29)

collie dog to protect his sister at the station, while he's off on business, returning to find that 'The Tigor,' badman of the territory, has murdered the girl. From here on, with other entirely natural developments coming up, Lease its looking for the murderer, while the the way doing his best to regain the fayor of his master.

Big seems its notation of Tigor.

the favor of his master. Big scene is a roundup of Tiger and his gang, who have built a little town all to themselves miles from nowhere. It is here that the heroine, Virginia Brown Faire, is held captive by the outlaw leader, before ranger coming to her vescule.

with the ranger coming to rescue.

Lease turns in a better account of ilmself than he has a many of ilmself than he has a many of the control of the control

#### CEUX DU 'VIKING (Those of the 'Viking') (FRENCH MADE)

Varick Prisse and Rene Ginet produc-tion, released by Comptoir Francal Cine-matographique. Made during the Varick in the Compton of the Compton of the Compton ing time 95 injutes, Gaumont Palace-Paris. Featuring Daniel Mendaille, Andre Nox. Pierre Noy, Jacky Monnier.

Rene Ginet, a picture trade newspaperman, accompanied Varick Frissel on an Arctic hunt, and shot a travelog. This was later sound-synchonized, and, with a few interpolated studio-made scenes, results in a production where travelog scenes, especially seal hunting, is of control of the story is not enhanced by the faked sequences.

Title refers to the story of the ship Viking' which exploded, resulting in the crew benig maroned for a while. Outdoor sequences were made around Newfoundland. Photography is good. Maxi.

#### Docks of San Francisco

JOCKS OF San Francisco
Raiph M. Like production and Action
Pictures release. Directed by George B.
Seltz Supervised by Cliff Broughton. Story
Crowlager. Recording- by James Stanley.
Edited by Byron Robinson. At Lower's New
Edited by Byron Robinson. At Lower's New
March S. Running time, 53 minutes.
Jacon Roberts
Mary Nolan
John Banning Jacon Robards
Odn Davidson
Reggie. William Haynes
Detective. Max Davidson

Barbary Coast gangster item around a girl who succeeds in quit-ting the racket through accidental good offices of a novellst who under-women. Holds the interest in spite of its independent stamp and, out of the welter of product available on that market, seems a pretty fair pick.

A setup for double bills, picture ight solo it in subsequent runs hich aren't too pretentious.

which aren't too pretentious.

Mary Nolan, a Universal star until a couple years ago, docsn't have the most desirable support, but as the most desirable support, but as the holdup moll for a small-time mobster, plus other things, turns in a nice account of herself. She is paired with Jason Robards for romantic interest, and from him obtains her best boistering.

best bolstering.

In the final big scene after she has driven the novellet to his woodland camp at the point of a gun, she turns his pal, and herself tries to shoot it out with her gang, who catch up with her and the loot from a bank robbery. The ending is clumsy. After cops have arrived, grabbing the remnants of the gang, excluding the girl, Robards looks up from his wounds to the shot-injured girl, saying, 'How is it, kid?' for the fade.

Pleture has more than the requi-site amount of action for the aver-age fan. That last reel alone packs enough to satisfy the most avid ap-petite for gunfire, suspense, etc.

John Davidson, who does the thinker acketeer, master of the gird who tried to quit on him, is a good type, but gives a very poor performance. Most of the time he's too theatrical. *Ohar*.

#### NO QUORUM

Scheduled meeting of the Music Publishers' Protective Association Friday (11) to act on the standard form of agreement between publishers and songwriters was called off because the M.P.P.A. couldn't get a quorum.

Meeting will instead be held at

#### Police Chief Kin's Cafe Bombed, Reason Unknown

Cincinnati, March 14. The Club Vagabond, nearby Kentucky cafe, was heavily damaged by bombing at 4 a.m. The blast wrecked

bombing at 4 a.m. The blast wrecked the front part of the bullding. Three employees asleep on the premises escaped injury. The place was recently taken over by Howard Fregel, nephew of the chief of police of Newport, Ky. II is located two miles south of Cove-lations and was formerly operated in the control of the sex-burlesquer. ex-burlesquer.

#### Commish Suit

Chicago, March 14.

Case of A. S. Baum, agent, against the act of LaFayette and LaVerne. went into a second round last week when the Hotel Sherman's College Inn and Ben Bernie got into the

Inn and Ben Bernie gor muo unpicture.

Legal tangles the result of a reprresentation contract Baum is said
to hold with the act, cailing for
10% of the act's wages. Baum also
has a sult against the Frolics cafe
on the same matter, the nite club
having failed to deduct the commish following the receipt of the
registered demand from Baum's
lawyer when the dance tcam played
the southside spot.

#### TEXAS RAID

Galveston, March 14.
Three prohibition arrests were
made at the Old Town cafe, where
August Boyesen, manager; R. B.
Gassoway, master of ceremonles,
and Frank Purdy, were taken.
Small quantities of liquor were
taken from guests and singer ale
taken from guests and singer ale
taken from flexible of liquor
was found in the club's stocks. Galveston, March 14.

#### EMBASSY CUTS DOWN

Leo Belasco's orchestra out of the Embassy Club, New York, Satur-day (12). Band, CBS-booked, goos Into the Beacon March 18, replacing Paul Tremaine's orchestra.

Embassy Club, an exclusive mem-bership organization, has closed its main dining room due to poor biz.

## GUS ARNHEIM

AND HIS ORCH.

Cafe Winter Garden, Chicago Featuring:

## **'SOMEBODY** LOVES

JOE MORRIS MUSIC CO. Woods Theatre Bldg., Chicago



Acknowledging with Thanks the Great Melody HARRY WARREN 'TOO MANY TEARS' AL DUBIN

#### JESS STAFFORD

and His Orchestra CLUB FORREST NEW ORLEANS, LA.

MANAGEMENT: MUSIC CORP. OF AN

## Vaude House Reviews

#### STATE

(Continued from Page \$5)

house is a little slow in warm-rup. It liked the Phelps Twins ew Acts), but it was not telling

(New Acts), out I was not reining them. 50.

Jerry min her Baby Grands followers with a load of capital piano playing which rins from jazz to selections from Orpheus. In between is a medley of selections by Berlin, Gershwin and others, windlessel of the selection of the selection selection in the series, and the selection should be selected by a motion pleture thrown on the sereen, mostly cartoon stuff, but with portraits of the composers. Effective, but did not get the measure of applause it really deserves. Effective, but did not get the measure of applause it really deserves with the Phelips posing on a painted haystack. Nicely routined and showy, but not always intelligently lighted.

Claire comes next with his own conribution, It All Depends on You, torched. First as snowbirds and almost unpleasantly realistic and encored as Jolson would do it. Better.

and encored as Jolson would do it. Better.

Burns and Klasen open with a medley of parodies, one of the men goes straight for a song and then play sate with brief parodies, mostly with one or two choruses. They manage to get rid of four or five of the stage once they get it. These encores are spontaneous because they are brief and pronises more to come.

John and Mary Mason (New Acts), do some good work on rollers and when the act is about over take a fresh start with a comedy the stage of the

#### 86TH ST.

Dean Ed Leninan of the RKO 86th treet chapter is having a swell me this half gloating over the ealthy b. o. returns. What's more, time this half gloating over the healthy bo o returns. What's more the returns would probably continue just as healthy for a full week or more with current lineup, the best stage and screen combination in the theatre in many moons.

theatre in many moons.

To start with there's the screen
natural, 'Broken Lullaby' (Par), sure
to bring out the foreign element in
this section in part because of Lubitsch's name. Then on the stage
tiere are six strong vaude acts
combining both names and talent.
Probably the greatest surprises

combining both names and talent. Probably the greatest surprise element in the show is the Esther Kalaton turn (New Acts). The golden-hadred girl's name on the to find her in a vaude act of real merit with or without Miss Ralston well-paced and well-staged and a sure pleaser, makes it perfect. Miss Ralston may be spoiling things for Ralston may be spoiling things for layout. Thought occurs when she shows the show

layout,
Thought occurs when she shows
up. No. 3, that she's spotted a bit
too early, but as it turns out there's
no other place for her. Because Immediately after her act comes Leon
Janney in another 'in person' with
linen Ricardo next to closing. By
that time Alexander and Santos,
who under ordinary conditions who under ordinary conditions could handle a better spot in almost any bili, have a protty tough time of it.

of it.

Show gets going with Ed and Jennie Rooney, one of the better trapeze acts making the rounds. Miss Rooney has the added advantage over most acrobate turns of being a real looker, besides nimble with her hands and feet.

Art Henry deuces with his familiar turn, his girl assistant still recting no billing. May be she ought rough stuff as size does and still look the lady deserves some sort of credit.

look the lady deserves some sort of credit.

Leon Janney's appearance, following Miss Raiston, got considerable entrance applause, probably from the control of the control

#### HIPPODROME

Unusually cold audience Saturday matinee gave but one act, Singin Sam, an excuss to take an encore. The rest of the turns bowed off with but sparse returns. Bill was slowly but sparse returns. Bill was slowly deserve such cool treatment, with General Decreated and the state of the state of

pacea and lacked wallop, but didn't deserve such cool treatment.

George Dormonde opened with a trick pedicycle turn. He is sure and rick pedicycle turn. He is sure and rick pedicycle turn. He is sure and riding contains quito a number of unusual feats. However, his attempts at comedy fall flat. A femme assists for some song and sax work as the contained of the

act drags in spots.
Danny Small and Harry Mays,
colored team, pleased most with
their warbling. Small has a good
baritone, which the amplification at
this theatre promoted. Did a number in German and Yiddish besides
his pops. Patter of this team
though is weak and needs pointing
up.

Raymond Wilbert, who followed is given smart support by the blonded is given smart support by the blonded is given smart support by the blonder with the blonder with the blonder will wilbert's routines with dry humorous remarks regarding her partner's ability. Wilbert is a former golf pro. Opens with gag legerdemain and rounds out with trick golf shots. Girl is also spotted for a solo dance number.

De Wolfe and whet with the work with the work of the work o

Over.

Carl Freed, minus his usual large band, has quite an amusing turn, but one which is best suited for neighbothood houses. Act abounds in stooges, two being used for harmonica playing on an instrument no larger than his thumb, and gage with a few magical tricks at the opening of the act. For finish, stagges to full with the four stooges mentalion. The formula for comedy instruments of the control of the

Mentation,
Singin' Sam (New Acts), next to
closing, is a radio singer with quite
a rep. Drew a big reception here
and was the only turn on the bill to
warrant an encore.

Joe Beil and Sister (New Acts) nice wire walking duo, hurt then turn with too much gab. Par's 'Wayward' featured,

#### PALACE, CHICAGO

Chicago, March 12. Chicágo, March: 12.
Two outstanding radio tags within two weeks are bringing heated grosses to a house that he needed a boost for some month. Last week the Camel act came through oke at the front gate despite the worst weather slap of the year, and currently another CBS warbler is ton-silling a flock of sleekes into the sent and the sent as the opening show this week and, given a half-way weather break, should continue to stow 'em away for the remainder of her stay. First show mob got an extra sock.

away for the remainder of her stay. First show mob got an extra sock to put away in their mental scrap-book of radio personality incidents, with an unrehearded fall. Though unreheared, sho lift that set of bonds hard, but the audience didn't crack a giggle, showing this typically radio listener crowd has learned to revere the air naries.

ally radio listener evowd has learned to revere the air names. The control of the tables and the control of the tables and the couple of bouquets, but no more songs. She had already had the house sold. Backed by a pirr of planos she warbled jazz, ballendles and the control of the control of

stuit, the only weakness being-the jumbled closing number. Jumbled closing number to the property of the property of the property of the sound of this sort was peaches and cream for this radio type audience. His impersonations of comedy Dutch, the Halibut Corners constable and the other array of parior caricatures was right up the avenue for this neighborhood type audience in a meighborhood type audience in a

mess wight up the parents for this meighborhood type audience in a loop house. Then came the Moon Comes Over the Mountain' theme song and a liefty reception for Mois Smitht, and the message of the Mountain' theme song and a liefty reception for Mois Smitht, and the message of the message of

#### Paramount, Newark

Newark, March 12. much vaudeville this week isn't even a news reel, with show making almost three

the show making almost three broash kevers and Greta, where walking set, during which Greta, as sizcable blonde, dances alltitle and plays an accordion, all mildly, ming strongly with one leg stuff. Whilly Roberts scores heavily after a mild start with an average song, talk and comedy frame-up. He some clever rope-skipping. Then he juggles with plates and shows a girl how to juggle, with the girl breaking the plates and shows a girl how to juggle, with the girl breaking the plates and shows a girl how to juggle, with the girl breaking the plates and shows a girl how to juggle, with the girl breaking the plates and shows a ming the plates and shows a girl how to juggle, with the girl breaking the plates and shows a girl how to juggle, with the girl breaking the plates and shows a ming the plates and shows a girl how to juggle, with the girl breaking the plates and the work of the girl breaking to girl breaking the girl breaking the girl breaking the girl breaking to girl breaking the girl breaking to girl breaking the girl breaking to girl breaking the girl breaki

#### RKO, L. A.

Los Angeles, March 11. Los Angeles, March 11.

Nine months ago the Weaver
Brothers, Elvina and their kinfolk
stomped their way down the coast
amid the cheering the state of their way down
cyclent the Weavers were breaking
house records everywhere as the
leading exponents of backwoods
Americana. In Los Angeles they
bulged the box office with a take of
\$1,500 for the weeks
are the Weavers
and their current engagement.

stuff, the only weakness being the jumbled closing number. Decure brought al Abbott and his comedy characterizations. Material of this sor was peaches and cream of the sort was peaches and cream in sort of the sort was peaches and cream in a giggle now. Orchestra of backingeresonations of comedy Dutch the Halibut Corners constable and interest and the stare, mostly from starts, but on the stare, mostly from the opening until the closing, it wears out its welcome. Cleer's clowning is another lit of repeating, another lit of repeating, which is the constant of the close of the clos

#### MONTREAL

(Continued from page 9)

Continued from page 9)
prisingly well and is holding over
another three days this week with
'Queen's Husband', but this took
'Queen's Husband', but this took
'Queen's Husband', but this took
'Another three days this week with
'Queen's Husband', but this took
'Another three the thick of the thick
'Another three the thick of the thick
'Another three three three three
'Another three three
'Another three
'Anothe

\$2,300.

Cinema de Paris (Ind) (600; 2550), 'Mon Coeur et ses Millions
(French): May get \$1,500. Last
week 'Serments' (French) about

#### IND. ABOVE RECENT PAR. LULLABY,' \$16,500, OKE

Indianapolis, March 14.

Ilouses will elee out a good healthy business this week, managers are hopeful, for the Indiana dropped all others in the shade last week with Chil Crazy. Tab grossed 285,000 theatre, which was good news to B. V. Sturdivant, general manager of the Publix theatres here, who is to be retained in that capacity with the Skouras outfit dropping out of the Even the Lyrie dropped two grand below its normal \$10,000 average. Indiana has Ted Lewis' unit coming in Easter week.

Indiana has Ted Lewis' unit coming in Easter week. Estimates for This Week Estimates for This Week Leading of the Community o

(Fox) should hit \$4,500. Asat week After Toniorrow (Fox) good at \$1,000 cm or \$1,00

## Upstate Rivals Mix It

#### Magician, Gangster Film Best in Frisco; 'Beast,' \$34,000, Oke

San Francisco, March 14.

A marcial an and a ganster picture are splitting honors of the town in an average week of picture processes, politation cammaign is remonstale for beaucoun attendance at the Orpheum where Thurston holds the stage with his marcic feats. House likely to hit \$45,000 on the week;

Fox with Beast of the City is moving merrily along, recent serial-lation in Hearst's 'Call-Bulletin' of the yarn helning somewhat. Pos-sible \$34,000 here.

Warners is holding the Arliss' Man Who Plaved God' for a third week to a \$7,000 gross, while Shanghal Express' went into a deuce stanza at the Paramount.

RKO is gradually congout, of added attractions at its Golden Gate and current week is without either four extra vaude acts or a name attraction with the bnd \$10,000 manifesting an immediate negative reaction.

Estimates for This Week

Estimates for This Week
Fox (5,000; 35-55) Beast of the
City' (M-G) and stage show (tcttling a good play from triril-seekers
and \$34,000 best in weeks. Last
week 'Business and Pleasure' only
six days and a poor \$23,000.

Golden Gate (RKO) (2.844: 35650 Nalling Loss (1) and vaude
in months. Last week, Gne Dennis
and 'Maker of Men' \$12,000,
poor.

poor. (RKO) (2,270: 35-60) Final Edition (Col.) and Thurston on stage. Heavily advertised and nifty 118,000 looked for Last week only six days with 'Ledy With a Paat' in a deuce week and Duke Ellington's band drawing a bad \$1,000.

Billington's band drawing a bad \$3,000.

Paramount (Fox) (2,700; 35-50)
Shanghal Express' (Par) (2d week).
\$13,000 pretty good. First week around \$21,000.

United Artists (1,200; 25-40-60)
Sky Devils (10,000.

Werfield (Fox) (2,672; 30-60) 'No One Man' (Par) and stage show. Big play from the femmes for the Rupert Hughes story that was run in Cosmopolitan. About \$17,000.

G) did \$20,000 last week.

Warners (1,365; 35-50-60) 'Manu', Who Played God' (WiB) (3rd week).
\$7,000 is good. Second week got \$1,000.

#### DANCERS,' \$35,000 O.K. IN FAIR BOSTON WK.

Boston, March 14.

Lent has finally taken hold of this town. Last week's grosses were way off with the big Met hard hit. This week also looks none too bright.

bright.

Irene Rich, in person at the Boston, looms as the bright spot. Lilyan Tashman at the Met might aid its boxonice.

Met ("Pullx) (4,30): 50-75, Dancers in the Dark" (Par) and Lilyan Tashman on stage. At \$35.

Stranseer in Love (Par), noor \$24.

Stranseer in Love (Par), noor \$24.

000 plenty good. Last week Strangers in Love (Par), poor \$24,000.
Parameunt (Publix) (1,800; 35-50-50), (Shanghal Ezhyness (Par), Third week down to \$15,000. Second week hrough \$24,000.
Keith's (4,000; 35-50-65), Impatient Maiden' (UI. Book rep and patient Maiden' (UI. Book rep and 12,400).
Keith's (4,000; 35-50-65), Impatient Maiden' (UI. Book rep and 12,400).
Keith's Boston (4,000; 35-50), Carnival Boat and Fenen Elle on week "Arree Wisc Gifts" (Col) and Paul Whiteman drew \$22,500.
Uptown (2,200; 35-50-60), Shanghal Express. Stays a second week and down to \$4,000. Last week ex-Scollay (vaudfilm), Millional of Fox). Not over \$11,000. Last week Stays and down to well \$100. Last week Stays and \$100 to \$1

\$9,500.
State (4,000; 25-35-60), 'Sl.y
Devijs' (UA). Aviation flicker may
do \$20,000. Last week 'Polly of Ciccus' (M-G) also around \$20,000.

Leon Janney's applicance, follow-ling Miss nation, oct considerable in the same with a fine successful and abstains from mention of his Hollywood background. After a first song he goes, into a series of what he calls carteatures of manuely he was a large successful and abstains from the many kills in the hose of the show.

If was distinctly radio audience of what he calls carteatures of manuely he was a large successful and abstains from the series of what he calls carteatures of manuely he was a large successful and the large successful an

#### CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING-CENTRAL 0644 4401

Kedzie

Back to a string of eight acts that ran through the schedule in a snappy 90-minute strut. Speed and pacing of the show made the evening more pleasant than would to the show the weighing of the individual turns are shown to be successful.

Detection that weighing of the Individual lumination of the Weighing of the Individual Jurian and J

calmer pace on these songs would help.
Jack Merlin was the first oke of the evening. The magic stunts are the decided of the stunts are the decided of the stunts of this house proved a great aid to his card tricks, and anywhere Merlin can clutch an intimate theatre, he's set for results. Miller, Maivey and Reba are a dancing tric that needer the stunts of the stun

Bills Next Week

(Continued from page 38)

To Carroll To Carroll

NEWARK
Branford (19)
'Gay Vienna' I
De Karekjarto
Gaudsmith Bros
Rena & Rathburn
Woodland & Smoot
Torney Ens
NEW HAVEN
Parameunt (19)
Montmarte' I

OAKLAND
Paramount (18)
Art Gullery I
Felovis
Gud, Andy & T
Josephine
The Cachalots
Olga & Lester
Herculean 3
La Marr Bros
Mavis & Ted
Mario & Kat'ryne

imore giggles. Arithmetic then shows, to a total of four meagre giggles for the ession, barely enough to pay for the pay fo

Jack Garrity, Jr., now manager of the Gregory Ratoff version of 'Girl Crazy.'

Jack Rue added as salesman to he Universal exchange in Des the Univ

Phil Dunas now holding down the jobs as district and exchange man-ager in Chicago for Columbia.

Al Short, former musical director with several Chicago theatres, has with several Chicago theatres, has joined the Chicago NBC studios as musical and program producer.

Betty Compson
Roy Bradley
Steve Savage
Danny Beck
Anna Chang
Consuelo Gonzales
Lillian Price
Paul Jones
Julian Hali
Earl Judy & Ch'

WASHINGTON Fox (19)

3 Jays
WORCESTER
Palace (19)
'Parasols' I
Sheldon & Frayne
Willie Maus
Mignone
Boyce Combe
Russ Thayer
Sunkist Ens

#### CHICAGO

Ambassadeur
Fred Vallena
Harmony 2
Helene Ward
Laura Lee
Katlileen Phillip
Frances Marion
Clarice
Al Handler Orch

Cafe De Alex Maria Alaverez
De La Vega Sis
Honrico Ciarlsi
Don Lius
Sam Guaraniello
Senor Garcia Orch

Billy Boyce Ann Hammond Patsy McNair Mary Thorne Del Estes Frank Furlett Orch

Club Dixie

Club Dixie
Lou Dawn
3 Scovel Sis
Jimmy Noone Orch
Club Nocturne
Edna Mae Morris
Nellie Esston
Germain LaPierre
Meyers & Wagner
Gee Gill Stepping Stars

College Inn
LaFaxette & LaV
3 Lightning Fl'shes
Elita Sis
Ben Bernie Orch
Colosimos Colosimos
Marjorie Tait
Natalle & Howard
Alvira Morton
Francine Lee
Jerry Ellman
Jimmy Meo Orch

Lillian Barnes Gypsy Rhoumjs Peggy Moore The Rodions Jack Waldron Ted Cook Orch

Kentucky Club Earl Rickard Lulu Bates Inez Gamble 3 Burke Sis Iris Monohan

inez Gambie
Buric Sie
L'is Monohan O
Paramount Club
John Steel
Madelon MacKenzie
Kid Lang Orch
Lillian Law
Sid Lang Orch
Bernice St John
Madge Keeter
Walter Hastings
Budie South Orch
Teoraco Garden
Patry & Mickey
Don Pedro Orch
Vanity Pair
Joe Levin Teor

Joe Lewis
Hazel & Klatoff
Cutler Sis
Irene Faery
Mary Stone
Leo Wolf Orch

Most Orch
Winter Garden
Charley Crafts
Clifford & Wayne
Helen Wehrle
Bobble Cook
Dorothy Bell
Lararine Tunier
Dorothy Thomas
Buddy that Rescals
4 Abbott Dancers
Gus Arnhelm Orch

#### Radio Phonies

(Continued from page 1)

at least with an air of importance, doubt ordinarily doesn't begin creeping into the performers' minds until weeks and months have passed and they discover nothing is hap-

A recent example that might challenge credulity, is the record of chainense creating, is the record of a auditions held in three months by a local commercial with big ideas and a small pocket book. Fractically every type of ether program was tried out for that concern before it finally decided on a 10-piece staff combination and a studio tenor.

finally decided on a 10-piece star combination and a studio tenor.

This system of hide and seek is just beginning to dawn upon the networks, which directly or otherwise become involved in the situation. More than often the network supplies its own talent or, is responsible for contacting outside talent only to find itself in the middle later, with explanations due. Both NBC and CBS are now looking into the matter, even going as far as putting on special men to investigate the status of a committee of the contact of the contact before an experience of the contact of a contact of the c

It's usually a case of a phoney front put on to impress perform-ers and others involved, who are ig-norant of what's going on around

B'way a Midway

(Continued from page 39).

#### **Cabaret Bills**

#### NEW YORK CITY

Beanx Arts
Ruth Goodwin
Ivon Bouvier
Lee Gibson
Betty Wilson
Grace Mitchell
Louis Barsonl
Countess Barso Central P'k Cas

Contral P'k Casino
Velor & Yolanda
Eddie Duchin Or
Conale's Inn
Don Redmond Or
Louise Cool
Cora Green
Mae Alex
Baby Cox

Enoch Light Oren
Oakland's Terrace
Calif Ramblers
Burns & Swanson
Sylvia & Lee
Frances Mildren

Armanda Chirot
Noree Samuels Bros
Samuels Br Old Vienna
Florie Hutchison
6 Prater Singers
Helen Polka Co
Al Belasco
Bela Loblov Orch
Parameunt Grill

RKO STATE LAKE "IMPATIENT MAIDEN"

Arthur Wilson
Jerry Bergen
Lew Dolgoff
Tracy & Vinette
Enoch Light Orch

Frances Mildren Keller Sis Ada Winston Gertrude Niesen Georgie Tapps Snooks Ramblers

Irene Kuloff
Show Place
Sammy Waish
Sylvia Miller
Eddis Joyce
Val Vesto
Kitty O'Dare
Sydnsy Hawkins
Mildree & Maurico
Jean St John
Betty & Andre
Rita White Faramount Crill
Dan Heely
Peppino & Rhoda
Aida Ward
Cora La Redd
Henri Wessel
Swan & Lee
Anisc Boyer
Roy Atkins
Weils hird al & T
Berrix & Short
Elmer Turner
Jimmy Baskette
Noodh Astwood

Rita White

Village Barn
Relly & Comfort
Josh Medders
Janny Drayson
Lew Bock
thic Kondy
Line Kondy
Hank
Taxas Redheads
Helen
Manning
Dave Abrama Orch

and gypsies with the chow.

Scales are graduated to fit the purse, with a common hors d'oeuvre and desert, but with the entree ranging from \$1 to \$2 or \$1.50 a head, depending on the culsine. One Russian joint has a three part revue with a \$9c dinner. On Saturday's, for lunch, the same revue goes with a 75c lunch. That's one sample of the economy.

LEW AYERS
IT'S A UNIVERSAL

Bernies Short

Glink Konnedy

Child Sea Child

Child Konnedy

Child

#### **HOLLY WOOD**

#### and Los Angeles

"Variety's" Office, 6282 Hollywood Bivd., at Vine St. (Taft Bidg.)
Phone Hollywood 6141

With authorization by city council of a spot zone for International city of a spot zone for International city of the council of the council

Cartoon animating efforts worth \$1,626 are alleged in a group of wage claims filed against Romer Grey Workers hold notes on Grey's prom-les to straighten out his financing and pick them up.

Eddie Mahoney, actor, filed a \$7.50 claim against J. Rex Whitted of Beverly Hills for one night's appear-

The repertory theatre effort at the Figueroa Playhouse three years ago is not yet washed up, according to a suit for \$3,528 brought by Charles D. Coburn for his staging of 'The Yellow Jacket' here and in San Francisco in June, 1292. Coburn brought the costumes and scenery to coast.

Dick Rush, Alfred James, 'Road-house Murder,' Radio.

Tom. Gubbins, technical advice, 'Roar of the Dragon,' Radio. Frances Dee, Adrienne Ames, Come On, Marines, David Burton directing, Par.

Fred Newmeyer directs 'They Never Come Back,' supreme feature starting next week at Tec-Art. Edna Mae Oliver, 'Hell Bent for Ellection,' by S. J. Perelman and Ralph Murphy, latter to direct,

Radio.
Mary Nolan, Bryant Washburn,
Pat O'Mailey, 'Arm of the Law.'
Lew King directing, Trem CarrMonogram.

Pat O'Mailey, 'Arm of the Law',
Lew King directing, I'rem CarrMonogram.
Frank Lloyd, borrowed from Fox,
will direct the next Ahn Harding
at Radio.
Sally Blane, J. Farrell McDonald,
Fhantom Express, 'Emory Johnson
directing, Franklin Stoner production, 'Franklin Stoner production, 'Franklin Stoner production, 'Tranklin Green, 'Eding,'
Well Stoner, 'Tranklin Ston

Asignments
The following assignments were made at coast studios last week:
Pat Somerset, Westward Pasage, Radio, Rochelie Hudson, Marie Wells, Schnest Trail, Radio.
Helen Twelvetrees, Truth About Hollywood, Radio, and Casey Robinson, Radio.
Wells, Schnest Trail, Radio, Wells, Schnest Trail, Radio, Wells, Schnest Trail, Radio, Wells, Schnest Mellywood, Radio, Bob Walker, Frankle History, Agnic, Wellson McDowell, Bob Walker, Frankle Bob Walker, Frankle Wells, Schnest McKes, The Scarfell Wells, Wellson McDowell, Bob Walker, Frankle Wells, Schnest McKes, The Scarfell Wells, Wellson McDowell, Bob Walker, Frankle Wellson McDowell, Bob Walker, Welson McDowell, Bob Walker, Frankle Wellson McDowell, Bob Walker, Welson McDowell, Bob Walker, Frankle Wellson, Wellson McDowell, Bob Walker, Wellson McDowell, Wellson McDowell, Wellson McDowell, Wellson M

#### UNCOMMON CHATTER

(Continued from page 46)

strictly to monotone contrasts, the Capitol learns that cleverly em-ployed restraint is more effective than over-decoration.

than over-decoration.

The Chester Hales break out of line for the number and take up widely spaced positions on a stage draped in soft blue velvet. Formfitting gowns of white crepe twine several times about their knees and escape in wide circles that converge to give the effect of an unbroken floor covering of pure white silk. The graceful movement of cerise fans, dripping feathery tendrils, gives color and life to a strikingly effective tableau.

effective tableau.

The Capitol wasn't strong enough to resist electric lights that eventually gleam through the silk, but even that applause-coaxing trick doesn't destroy the beauty of a first-rate idea.

a first-rate idea. Having done itself proud in the finale, 'Dance Dreams' is justified in taking a Dancing School whimsy out of stock and reviving it as a pleusant filler-in. Opening costume for a Toy Parade are of crisp pastelle organdy, cunningly trimmed.

#### LETTERS

When Sending for Mail to VARIETY Address Mail Clork. POSTCARDS. ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED LETTERS ADVERTISED IN

Donaldson Dor

O'Relily Pat

Fitzeziman R V
Francis May
Francis May
Gutchrieln George
CHCAGO OFFICE
Black John S
Frent Charles
Edwards David

DOROTHEA ANTEL The Sunshine Shoppe

New Assortment of GREETING CARDS For All Occasi



The Leading and Largest ACCORDION FACTORY in the United States The only Eactory that makes any set of Reeds made by hard.

Guerrini & Co.
277-279 Columbus Aye.



With MAE CLARK and LEW AYERS

Briants
Gordon's Dogs
Kikutas
Gaylenne & DuR
ST. LOUIS
FOX (19)
'Slavique' I
Sam Hearn

PHILADELPHIA
Fox (10)
'Stars of Y't'y' I
Eva Tanguay 'Slavique' I
Sam Hearn
4 Clovers
4 Clovers
10 Clovers
Pallenberg's Bears
Laurell & Ted
Lavone Sweet
Sunkist Ens
TOLEDO
Parsmount (19)
'Manhattan' I
Jack Sidney
Swork Goode
Jack Lester
Lucille
Sunkist Ens
Swork Goode
Sydney
Swork Goode
Sydney
Swork Goode
Sunkist Ens Lucille Sunkist Ens VANCOUVER Orpheum (17) 'Star Night' I

(Continued for
LOS ANGELES

LOS ANGELES

LOS ANGELES

LOS ANGELES

LOS ANGELES

Prive A Catur

Prive & Lettur

Los Arthur Lake Co

Arthur Lake Co

Arthur Petley Co

Libonati 19

Cultonati 19

Cultonati 19

Timehouse Nts 1

Timehouse Nts 1

Timehouse Lita

Don Carroll

Rev Auditi Engles

Rev Applias Stars of Y'ty' I Stars of Y'ty' I Stars of Y'ty' I Stars of Y'ty' I Stars of Year of Y

TOTINEY EINS MAYEN AND MAYEN AND MAYEN AND CODE OF THE MAYEN AND C

SURVIVE E STARTE E SURVIVE E SAN E ANCISCO COTINE E BIR ACTUAL CONTROL OF SAN E SAN

3 Little Words 3 Sepia Songbirds 3 Rhythm Kings Cotton Club Lotton Club
Blue Rhythm Boy
Leitha Hill
Hartmanns
Dorothy Crowley
Al White
H'llyw'd Restaur'

Doris Eaton Harriet Hilliard Folias Bergers G Folies Bergere Frank Hazard Dolores Ray Caesar & Mimi Al Katz & Kitte

Nnt Clnb La Belle Rose Eton Boys Nutsy Fagan Balnbow Inn Chris Pender Miliard & Anita Diana Deering Bobby De Fay Mildred Jay

Russian Arts
Joe Morantz Orch
Voa Trogzento
Barra Birs
Natalya Davis
Misha Usanoff
Helen Kazanova
Gregory Grestrow
Irene Kuloff

One Pop Scale Pays

the modest purse but who dom-inate as Broadway visitors.

The Hollywood, now perhaps
New York's best money maker in
caharet restaurants, is held up as
an example that a popular scale
can be made to pay. The others,
to offset the Hollywood hold, have
since done away with the 'minimum
check' gag although some adhere
to the \$1.50 or \$2 minimum, knowing that this insures a certain average percentage of profit if they
come in.

## Diary of a Stooge

(Continued from page 41) when I was trying to go to sleep. Scaramouche snores like a Model T and it is hard to sleep.

Minneapolis, Monday.

(Continued from page 38).

and became distant adventure. Now
they needn't go Wee To Yorkville
for the Bavarian and Tyrolean
yodels; needn't go downtown to the
east side for the arty Russian
cabarets. The rest of the Hungarian, Spenish, French, Italian
and what'll-you-have nite life is
spotted very handy so that for 31\$2 there is an assortment of food
dancers, fandangoista, cymbalists
and gypsies with the chow.
Sceles are graduated to fit the a girl who is a pretty good player for a girl.

player for a girl.

I talked to the girl later and told her I liked to hear her play and she thanked me. Her name is Helen, I don't know what. Quantrelli saw me and acted jealous.

Minneapolis, Tuesday.

Minneapolis, Tuesday.

I said heilo to Quantrelli today
and she wouldn't speak to me for
no reason. Helen gave me a lesson
on the banjo and I can play haif
through Georgian Sweetheart't
really yellow, if a wig. Her own
hair its black and pretty.

I got a letter from Tillie and she
said 'ey had been worried at home
when they did to the said to the said
ey had been worried at home
when they did I was I as benefic to
maybe we could get married and
she could travel with me until we
bought a home on Broadway. Then
stacould stay there while I stoeged
couldn't afford to get married right
in the middle of his career.

While I was writing, Scaramouche came into the room and
laid down on the bed. He said he
was soon as he got a patent on on
invention that would make him a
millionaire. I asked him what the
invention was and he said it was
a kind of gibe that would be put
blow off on windy days.

Scaramouche is crazy.

## O B I T U A R Y

GEORGE EASTMAN

GEORGE EASTMAN
George Eastman, 77 who founded
the Stantman for the del suddel Stantman for the stand for the sta

poses. It is a .... poses. It is also the largest manufacturer of cameras.

The factories at Rochester employ around 20,000 persons. Company also has plants in od. 1859, the Eastman Kodak concern is one of the meet prosperous in the world and in its aupily of raw film stock to motion picture producers practically has a monopoly on that field. Within the last few years, the Eastman company started to experiment with color film which.

SHINE ON, HARVEST MOON

#### **NORA BAYES** to Left Us March 19, 1928 JENIE JACOBS

roducers turning tint talkers, did

with picture producers turning thumbs down on tint talkers, did not progress for.

A philanthropist and big game hunter, Mr. Eastman is said to have given more than \$25,000,000 to charlities and for civic purposes.

He built the Eastman theatre in Rochesten, which is under lease to Publix.

#### LOUIS WEIL

Louis Well, 47, midwest district manager for RKO, died at the Grant heapital, Chicago, March 7, from complications following an opera-tion for galistones. Operation was an emergency one with peritonitis setting in.

Eating in.

Last year while manager of the State-Lake Weil was attacked and severely beaten by unknown assail-

seventy better by Mankowi assamwell and the seventy better by Meil's district supervision for RKO included. St. Louis, Springfield, Champaign, Cedar Rapids and I venport. Prior to his joining RKO, Well was with B. & K., having come-over from the old Lubliner & Trinz circuit. in Chicago. At one time be was an independent exhibitor in Chicago, the widow and two brothers. Ife, balliff in the municipal court in Chicago, and Joseph. He was also a relative of the Rubens family of Jollet.

Burial at Waldheim.

Bolossy Kiralty, of the once well known Kiralty, of the once well known Kiralty Bros, producers of ballets and spectacles, is dead in London, With his brother, Inne, he could be seen to be a second of the country of

#### GEORGE LUPINO

George Lupino, 80, of one of the best known English theatrical families, died in London March 10. The original Lupino is believed to have been Georgius Lupino, puppeteer who appeared at the English fairs in 1640.

In 1640.

The Lupinos have been pretty constantly on the stage since then. George Lupino appeared on the stage for nearly 70 years. His sons, Barry, Mark and Stanloy, are how appearing in England, and a grandson, Lupino Lane, better known over here, is now in pictures.

ROSE WOOD

Rose Wood, 82, died March 7, at her home in Tenafly, N. J. Was the widow of the late Lewis Morri-

son and grandmother of Constance, Joan and Barbara Bennett. Mrs, Wood made her stage debut here in 1862 and had been leading woman for Lester Wallack's stock. Joseph Jefferson and others. She is survived by her daughter, Adrienne, first wife of Richard Ben-nett, and now Mrs. Eric Pinker, and a son, Maj. Victor Morrison of Santa Barbara, Cal.

JOI. E. DUDLEY
John E. Dudley, 71, veteran actor
who has been at the actor's Fund
you have been at the bactor's Fund
you have been at the Baglewood Hospears, dole at the Baglewood Hospital, March 10, of pneumonia.
Ho had appeared with Francis
Wilson, De Wolf Hopper, Lillian
Russell and was in the original cast
of 'The Emerald Isle' and The Royal
Rogue'. He made his last appearance on the stage in Wm. A. Brady's
production of 'Life'. Interment in
the Fund plot in Kensico.

MARIE BOOTH DOUGLAS MARIE BOOTH DOUGLAS
Body of Mrs. Marie Booth Douglas, 75, was found in her apartment
at 1183 lat avenue last week. Discovery was made by an agent of
the Actor's Fund which had been
caring for her. When he falled to
gain admittance, the door was
forced. Death had apparently occurred several days before, from
natural causes. She was burled by
the Fund in its plot at Kensleo
She was the daughter of Junius
Britus Booth, Jr., brother of Edwin Booth, and the wife of Byron
Douglas, who it is believed, may be
alive, but whose whereabouts are
unknown.

ALEX K. SHANNON

ALEX K. SHANNON
Alexander K. Shannon, 70, veteran actor, died in the Presbyterlan
Hospital, New York, last week, He
was being cared for by the Actors'
Fund. Interment in the Catholic
Actors' Gulid plot.

He was with Chas. Coghlan in the riginal production of 'The Royal 30x' and had supported many well nown players.

HAROLD ARBERG
Harold Arberg, 42, freasurer of
Olympic Auditorium, Los Angeles,
dled suddenly March 4 while counting up in the box office. About two months ago he was left \$200,000 by an uncle. Estate was to be turned

over to him next month.

Before coming to the Coast several years ago, Arberg was secretary to Henry Savage.

#### HERBERT H. HEISTER

HERBERT H. HEISTER
Herbert H. Helster, 45, died at
his home in Reading Pa, after a
long filness. A graduate of the
Lukens gymnasium in Reading, he
toured for 20 years in the acts of
the Four Herberts, the Four Lukens
and the Bard Brothers.

PEARL ALMOND Pearl Almond (Almond and Gray Sisters) died in Taunton, Mass., Feb. 29. of pneumonia. Was stricken

In Cherished Memory of a Devoted Friend

## **NORA BAYES**

PAULINE COOKE while playing an engagement at the

Park theatre there. Interment in Survived by her husband, a daughter and a sister.

#### ALEX NACHIDON

ALEX NACHIDON
Alexander Nachidon, 44, acrobat
with the Four Haas brothers, was
killed in Lewiston, Me., March 12
when he missed a catch and fell 14
feet to the stage, fracturing his

Remains were sent to his home in Munice, Ind., for interment.

## FREDERICK VOLPE Frederick Volpe, 60, well known English actor, died in London March 7. He never recovered from the shock of his wife's death.

died in Home Memorial Hospital, New London, Conn., March 8.

Harry E. McNevin, 52, a Cash and Carry Pyle in the latter's exploitation of 'Red' Grange, at one time manager of the Rialto, Champaign, Ill., affiliated with the Park Theatre Co., died there March 7.

Florian D. Record, former clari-netlst in Sousa's Band, died in Quincy, Mass., last week.

Mother (77) of Jay Ellwood, mu-sical comedy actor, died March 9 in New York.

Father of Mrs. Billy Noble died March 5 in Parkensburg, W. Va.

#### Coast's New Resort

(Continued from page 39)

Tea in the afteernoon, 10 miles from Palm Springs and just as far from La Quinta. Eight years ago

For a Dunes meal you are handed a menu that calls for everything from caviar to the Davis steaks Anything or everything on the bill for \$5. The Dunes' loss on its kitchen alone must be heavy.

Its casino draws from the local settlements as well as from Hollywood, 120 miles away. The Dunes seems to be becoming the place for the picture crowd over the weekend or Saturday night. Besides are the settlements, like the exclusive and insolated class La Quinta bungalow hotel with naught but its guests in the settlement, or ranches such as Deep Well, which can accommodate 100, and Smoky Ranch besides the many hotels at the Springs.

No Booze

No Booxe

The only thing they can buy at the Dunes, outside of the Cagino, is the food. It is neither selling or giving away a drop of liquor. The Werthelmars offer no explanation for this strangest of all novelties of the Dunes. We just are not selling: Its not necessary, they say, where like a large transparent of the punes. The selling of the punes and the selling of the sell

With that sober contribution to the generally attractive atmosphere of the place immediately noticeable. The Palm Springs part of Call-fornia is no push over and The Dunes, say the natives, is all new to them. They didn't know what to expect but evidently the Wertheimers have kept all promises, for the natives are now for them. The cab drivers of the Springs say it's a high grade place that draws a fine crowd, a strong boost from any driver.

driver.

Dining room seats around 125 with a fimited dance floor and a New York orchestra of four pieces. As it is a membership club, entrance is limited.

Lou and Al Wertheimer are well known west but even better-known in the east and middle west. For years they operated the Addison Club in Detroit and the Shawnee Club in Cleveland. Another brother, Mert, is at present running the Casino at the fashlonable Bath and Tennis Club in Miamil.

The boys of the Dunes orchestra.

Tennis Club in Miami.
The boys of the Dunes orchestra
know the easterners who show up.
One or two have 1 in in the bands
of the roadhouses around New York.
Musiclans are Cy Bernard, Jerry
Grauer, Jack Webb and Herbert
Mey. Neither the musiclans nor the natives go in the casino.

#### A Columnist's Wife

(Continued from page 39) are on tap for an early morning romp with their baby. Just let anyone tell her that a columnist's homis not a model of domesticity. Of course, it's a bit of a bother

when Ed makes dinner dates and forgets to tell her about them Relatives-in-law, whom Mrs. Ed the Sullivans, turned out in swank in the Harlem Hospital March 9, following a stroke. He is survived by a son, grandson and daughter-in-law.

HENRY E. SMITH
Henry E. Fishin Smith, 90, once a well known playwright and author, graph hounds. Mrs. Ed finds their grandson and author, graph hounds. Mrs. Ed finds their grandson and one in particular, are the graph of the sullivans turned out in swank the Sullivans, turned out in swank the sullivans turned the sullivans turned out in swank the sullivans turned out in swa Relatives-in-law, whom Mrs. Ed

#### PA. EXPERIMENT

Two Burlesque Performances at Orpheum, Reading, Just to Find Out

Reading, Pa.: March 14. Burlesque at the Orpheum closed for over a month, will attempt a comeback. Two shows will be given on a Friday and Saturday fate this

on a Friday and Saturday fate this month as an experiment.

Over in Columbia, Pa., where a capacity house greeted the has burlesque show in the borough-owned opera house, they are talking of bringing in so-called 'musical comedies' and toning down the dancing, strips and chatter to meet the tastes of the town's church 'element, which killed the regular burlesque shows by appealing to the town' council and threatening to go to court.

## **CIRCUS WAR** IN BRUSSELS

Brussels, March 1. Brussels is being driven circus mad and is supporting the metamorphosis very well. The permanent Royal Circus with a capacity of 2,000 sinks into significance beside the traveling Stosch-Sarrasan outfit with seats for 10,000, and the Gleich circus with 12,000 seats, which Sarrasani says is exaggerated. S. S. occupies a footbal ground at the south end of the city and Gleich is renting wasteland at the north end.

Local newspapers are reaping a narvest from the almost daily half harvest from the almost dally half-page displays in which Sarvasani and Gleich tell the public what they think about each other. Rival uni-formed bands parade the city, being carcul to keep clear of each other and at both shows the b. o.'s are besieged from morning till night at \$1, top despite unemployment.

#### No Pavoff in Toledo as Stock Blows in Midweek

Toledo, March 14, Empire (burlesque) closed doors Tuesday (8) in the middle of the week. A near riot occurred during previous Saturday midnight

show when the stage hands and musicians walked out after not being paid for several weeks.

Some sor of a settlement was arranged and the stage hands took over the boxoffice. Sam Micals left some sor of the stage of the stage

#### 7 New Mutuals

Seven new shows opened on the Mutual wheel yesterday (14). Shows and cities in which they start their tours are:

'Dainty Dolls,' Lyric, 'Allentown; 'Hello Good Times,' Lyric, Bridge-port; 'Night Hawks,' Hudson, Union City; 'Jersey Bells,' Empire, New-City; Jersey Bells, Empire, New-ark; Burlesque Events, Trocadero Phlladelphia; "Tempters," Galety Washington, and 'Step On It,' Gay-ety, Baltimore.

attentions particularly embarassing. Old followers of Ed's sporting columns stick to the phraseology of the prize ring when they clarion side-walk congratulations. 'Good the prize ring when the Good luck, Ed, they shout just as though the Sullivans, turned out in swant

## Columbus Fire **Leaves Troupe** Without a Dime

Columbus, March 14. members of the Kane Some 42 members of the Kane Brothers Burleague company were left penniliess here early Sunday (13) when fire completely destroyed the Lyceum theather. Loss estimated around \$125,000.

Musicians and siagchauds, running the house on a co-op basis for the past year, and making money, also lost their jobs and many effects including musical Instruments.

"More than 400 guests of the Chit-

More than 400 guests of the Chit-tenden and Rol-Eddy hetels were driven from their rooms by smoke

tenden and Rol-Eddy, Inciels were driven from their rooms by smoke and the threatening flames. Firemen were overcome by smoke and suffered, injuries in fighting the blaze, the worst in downtown Columbus in years. The street for more than a block was lee covered after the blaze was extinguished. Loss suffered by the troupers includes more than 100 trunks of personal effects and much stage property. Collapse of the roof of the four-story building made it impossible to save anything. The troupe playing the theatter had come in only a week ago and was to continue until summer. No arrangements have been made regarding the future of any of the nembers. The Lyceum was the sole remaining stage slow in town, it was one of the first theatres ever erected here and had been renovated on here and had been renovated on

and had been renovated on various occasions both before and since a fire in 1889. Structure is to be torn down and will be replaced by stores.

#### **EMPRESS FADES, LEAVES** \$1,500 SALARIES BILL

Chicago, March 14.

Chicago, March 14.
Howard theatre, formerly known as the Empress, went dark again last week after a short renewed attempt at burleycue stock, and left a flock of unpaid salaries which includes all performers, ushers, stage-hands, inclutors and musiclans for the last two days of the nine-day run. Stagehands are happy, having collected every day. Total due runs arcund \$1,500.
Trying to collect is attorney Harry, P. Munns. Attempt is being

ry, P. Munns. Attempt is being made to settle without getting technical, but if the conferencing fails, the matter will go to court.

Art Moeller is listed as manager of the theatre and the organizer of

the company.

#### Foreclosure Suit

Chicago, March 14. Foreclosure suit by Henry R. Otto for the Mid-City Trust and Savings Bank against Warren B. Irons et al., of the Haymarket Theatre building, entered last week for \$250,000

was entered task week for \$250,000 on the first mortgage. Second mortgage is held by the Chicago Haymarket Co., a subsidiary of the Columbia Amusement Co. The second papers are for \$80,000. Haymarket theatre is being operated by Warren Irons.

#### Only 1 Publix Wk.

Minneapolis, March 14.
Career of Hind: Wassu, burlesque strip dances, as a deluxe film house attraction was short lived. After a week at the Minnesota, local ace Publix shot, Misse Wausu, discovered while at the burlesque stock house here, is back in burlesque playing in St. Louis.
Publix will not offer her more time.

Roy Van Bankrupt

Roy Van, former local burlesqu manager, filed a petition in bank-ruptcy this week.

#### Columbia Wheel

Week March 14 Events-Trocadero, Philadel-

thin.

Dainty Dolla-Route No. 1.

Hello Good Timers-Lyric, Bridgeport,
Jersey Belles, Empley, Newark,
Night Howks-Hudden, Union City,
Romba Girks-Gayer, Washington,
Step On 11-Gayety, Baithnore.

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To whom it may concern:

All Material -- Lyrics, Music and Manner of Presentation Used by

# ESTHER RALSTON

The Versatile Star of Stage and Screen

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## "HOLLYWOOD REVUE"

with EDDIE PRINZ and 6 REDHEADS

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Miss Ralston Is Now Playing RKO 86th Street, New York
March 16-18—RKO Fordham, New York
March 19-22—RKO Flushing, Long Island

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LYRICS and STAGING - - - - - - by GEORGE WEBB DANCE NUMBERS - - - - - - - - by EDDIE PRINZ MUSICAL NUMBERS and ARRANGEMENTS - - by EDWARD J. KAY

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$4. Single copies, 15 centa. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1878. COPYRIGHT, 1932. BY VARIETY, INC. ALL RIGHTS RESERVED

VOL. 106 No. 2

NEW YORK, TUESDAY, MARCH 22, 1932

64 PAGES

# B'WAY SPURTS DESPITE I

## WLS 'Barn Dance' Staged in Chicago LEGITS TURN UP Theatre for Broadcast at 50c Gate

Chicago, March 21. Moving right into the theatre busi ness, a local radio station, for the ness, a local radio station, for the first time in the history of the ether, is taking over a legitimate theatre to continue one of its regular fea-tures. The Prairie-Farmer station, WLS, has signatured an agreement for the Eighth St. theatre here in which to hold its regular Caturday night feature, known as the WLS

which to hold its regular Cuturary night feature, known as the WLS Barn Dance.

Dance, as held, is strictly for the midwest farmers who drive in for miles to take a peek at the fiddle-scraping, harmonica-wheezing and the general barn shindig which this weekly for years. In the past the station has squeezed the victors into a small observation room of its own studio, but of late the space has become too small, as it holds only about 200.

Theatre, however, seats 1,185, and this large seating capacity is being plugged to the farmers who formerly heistlated to ride to town for fear of not being able to gain admittance. Show will be broadcast from the stage, though no plass partition will be erected to keep the audience noises from wifting over (Continued on page 63)

(Continued on page 63)

#### Tonsils and Immortal Souls Teamed in New Type Medicine Show

Los Angeles, March 21.

New kind of medicine show on its final week at Indio 130 miles south of the desert in this state with the state of the state

And on same evening medicine portion is by Dr. Arthur George of Lomalina Medical Staff on 'Tonsils and Adenoids.

and Adenoids." For last night (Sunday) "The seven horrible plagues" were described with two missing. They are "to smite the people of the world just before the end' and as listed by the Loma medical bunch they are:

#### Where Dimes Go

Rochester, March 21.

Rochester, March 21.
Taxicab rates are lower than
trolley cars for parties,
Tramps beg dimes for a ride
to Home for Homesiess Men,
then chip in and hire a taxi.
Home is mile and a half from
downtown, and few walk.

## B. O. THEFTS UP AS CIRCUITS **CUT WAGES**

Serious leakage in theatre boxoffices has developed all over the country. In recent weeks at least four of the major theatre circuits have lost imposing amounts through runouts by underpaid treasurers who took samples.

The generally presumed reason is the \$16 and \$22.50 salaries box-office employees are receiving. These boys handle from \$10,000 to \$15,000, and more, weekly for the circuits in the better grade houses. Prior to the salary cuts, there wern't so

In the better grade houses. Frior to the salary cuts, there wern's so many shortages.

The control of the heavlest the hea

#### 83c Scale for Legit In Ohio Stock Fight

Akron, March 21.

For last hight (Sunday) "The seven horrible plagues" were described with two missing. They are to smite the people of the world just before the end and as listed by the Loma medical bunch they are an epidemic of boils without remedy.

Toisoned water as the blood of a dead man with nothing else to drink.

"Great heat wave killing thousands.

Destructive hall stones each weighing 50 pounds.

"Earthquake that will destroy everything on earth, etc., etc." Legit stock at 83c, top will be one

## AFTER TAX DATE

Confirm Trade View Low Point Has Been Passed - Hope for Holy Week Strength, Too

7 NEW SHOWS DUE

For the first time in five weeks or approximately the start of Lent, business was distinctly better on Broadway last week. That further strengthened indications around March 1 that the low level for legit had been reached. Last week's upward trend came with the passing of the income tax date (15), proving that as an important factor again. ing t

again.

Show business faces Holy Week which started Monday, but the legits are not expectant of a sharp drop, because many shows are pro-

(Continued on page 51).

## **THEATRES MAY CLOSE IN PARIS**

Paris, March 21.
This city, generally ascribed as the center of revelry and amusement for the world, may suddenly find itself devoid of both legit and film theatres. Move is being secretly prepared in an attempt to fight amusement taxes.
Financial plight of the Paris Opera brought the situation home

(Continued on page 46)

#### NITER IN CUT-RATES

Hotel Cabaret with Floor Show

Cut-rate tickets for a cabaret which serves dinner and has a floor show is another idea on Broad-way. This draw them in hunch was applied to the grill in a hotel, with satisfactory results to the agency scilling the bargain night place duests. ducats.

## **Highbrow Hoboes with Gang Tactics** Scare Trainmen, Cops Into Docility

#### Gown a Broadcast

One of the girls who warbles on a big radio hour once weekly gets a new evening gown for each broadcast. It's in her contract.

When signing the singer said that as there are audi-ences during her mike appear-ances, she had to look her

## PUBLIC FED UP ON FIRST NITE **GAWKING**

Hollywood, March 21.

Opening of 'Wet Parade' at Grauman's Chinese last Thursday night (17) saw the slimmest crowd of sidewalk fans seen at any \$5 premiers here in years. Formerly, Grauman openings necessitated the issuing of where near the theatre. Latest opening had plenty of elbow room for every one.

Dron In curtosity seekers has been.

for every one.

Drop in curiosity seekers has been noticed at other openings, but it was figured that the usual Grauman bally would attract the usual mob who never miss a chance to lamp the stars.

lamp the stars.

Cops detailed to these openings claim that regular faces seen at all big premieres are no longer present, indigating that the oldtimers are fed up with secting their favs in person. Fall in tourist visitors this winter is also noticed by the police. Who asked by strangers is 'way off, and the property of the present the pre

Estimated that the crowd that witnessed the entrance of the stars for 'Wet Parade' was under 2,500. In recent years an average side-walk crowd at a premiere was 8,000 with the biggest recorded, 'Hell's Angels,' close to 50,000.

#### German Vaudfilm Policy In Former Legit House

IN FORMER LEGIT HOUSE
Vauddlim in German, and on a
grind policy, goes into the President theatre. New York, March 31.
Theatre will be rechristened the
Hindenburg with the first film to be
'Mein Leopold' (Capital). Three
acts doing three a day is the vaude
schedule, with possible augmenting
of the stage policy if it clicks. The
President is a former 48th street
leg:: spot. ducats.

Theatre will be rechristened the full deposition of the stage obley if it clicks. The cafe whicher at opening minimum per person arrangement.

Tickets go for full value in the cafe whicher at opening time or after theatre. Understood the agency gots 25e on each ticlet sold, leaving the cabaret \$11.

Coyer charge places have virtually disappeared from Broadway, Harris, too, formerly played legit.

Los Angeles, March 21.
Hoboes, once legitimate prey for freight train crews and small-town cops, have turned the tide in their favor and are now living in such luxury as those same trains afford and in the vicinity of the same coppers.

There's no change in the opinion held by train crews and cops of hoboes. They're still bums, but they've toughened up and thrown a scare into their former natural

enemies.

Freight trains come out of the desert heat into Califronia with 50 to 75 hoboes as passengers. Not long ago train crews and railroad gendarmes would have red-lighted the whole gang before they got near L. A. Today, the derelicts ride into the city limits, where they hunt any one of the number of jungles dotted around the outlying districts.

#### Tough Mugg

Tough Mugg
Hard-bolled trainmen say the new
bum is a tough mug. If he's let
alone he rides in peace. It not, he
and it's a rice. Too many train
orews have taken the short end of
battles with the trainps so they
let them alone. Further, lots of new
burns, are victims of current conditions and trainmen are willing to
give them a break,
No bum will admit he's a bum
(Continued on page 46)

(Continued on page 46)

#### 1.000 of Reno's 18.000 Summer Residents on Gaming House Payrolls

Reno, March 21.

That it takes a lot of coin to keep Reno's gambling houses, liquor emporlums and night clubs operating is the opinion of local figure experts, who have doped out that the payroil for gay-time Joints this payroil for gay-time Joints this year and \$9,000 daily during the other six months making nearly \$5.

year and \$9,000 daily during the other six months making nearly \$5,000,000 a year.

Juggling the figures around, it is estimated that bartenders who swing towels and tose bottles in barred door spots draw down \$4,500 daily. There are about 300 of them and they receive from \$10 to \$15 per shift.

Dealers during good times get \$15 a shift, but right now are assisted.

Dealers during good times get \$15 a shift, but right now are satisfied with \$10 and \$12.50, while shills who hang around the gambling games playing the house's money receive \$4 and \$5 a day. Bouncers, managers, floormen receive up to \$20 per shift. Entertainers get various kinds of pay, but around \$1,000 daily goes to this group.

During the summer period around 1,000 of Reno's 18,000 residents gather their daily pay from the gambling houses, and it is a sizeable sum.

## Shoot Your Story as Characters See It. Is the Milestone Theory

By CECELIA AGER

The majority of pictures fall to entertain because they're slow. They lag, they ramble, they have no punch build-ups—in other words, they tell their stories by narration instead of by dramatization. Talking pictures belong to the dramatic art; they require the climattic, dramatic treatment of stage plays. The trouble with pictures, seems to me, is their narrative form. Lewis Mileston. production head

Lewis Milestono, production head of the new Art-Cinema subsidiary of United Artists, substantiates his of United Artists, substantiates his belief in the dramatic technique for pictures by the announcement that of four stories set for production by his company, three are stage plays. Pictures need, in order to hold audience attention, the one major and the two minor cilmaxes inherent in the dramatic form. Just a story is not enough, he believes. It's got to have the three divisions, of a play, with a play's three bids for excitement. When successful stage plays are

for excitement. When successful stage plays are made into pictures, Mr. Milestone points out, they are usually robbed of the very qualities that created their success, on the stage. They are stretched out, diluted, filled with extraneous details as unnecessary as they are debilitating. The dramatist has worked for months to eliminate from his play just "what the nicture puts in. the picture puts in.

Don't Add Scenes

Don't Add Scenes

The ordinary picture script of a stage play only destroys its original tight, concentrated dramatic value. It becomes slowed down, attentuated—watered with explanatory additions that take away its sock, its deliberate economy of method employed by the playwright to achieve subtlety and suggestion. Don't add scenes to a play, Mr. Milestone picads. Make it with the camera, change sets, follow the characters around with photography, but don't change the original dramatic construction. It's unnecessary to do so, it's harmful and, it's foolish, and now Mr. Milestone tells why.

It's unnecessary to do so, it's harmful and yet look like a moving picture, he's discovered to his own satisfaction. Forget what the stage must remember—that it must tell its story to the audience out front, Instead, tell the story from the character's angle. It's simple.

its story to the audience out front, Instead, tell the story from the characters' angle. It's simple. Don't photograph the picture as the play audience had to see-st, on one pine, from one angle, but as the characters in the play see it, from every angle. Immediately it moves. Disregarding the audience alone makes a play look like a moving picture, Mr. Milestone holds.

'Front Page'

When he took on the assignment to make Front Page, Milestone was faced with the problem of transferring what he considered an actionless play to the screen, and the screen is a medium that has to have action, movement, flow. So actionless play to the screen, and the screen is a medium that has to have action, inovement, flow. So he developed his theory, that of photographing the story as the characters as wit instead of as the audience of the play saw it, and the result was a picture said by many to have speed, pace, and excitement beyond that of the original. The play was direction and dialog. The picture was deentied with this play in situations and scenes, yet the picture and dialog. That movement to create the picture and characters aw the score developing.

The great advantage the screen has over stage technique is pictured billity to spit its audience anywhere, behind key-holes, through a crack in the floor, outside a window. Take advantage of that fact when making a nicture. Milestone asks.

crack in the floor, outside a window.
Take advantage of that fact when
making a picture, Milestone says,
and you've got a picture, not just
a stage play that's been photographed.
As for technique in direction, Mr.

THE ONLY WAY TO HAVE A FRIEND IS TO BE ONE.

AND MRS. JACK NORWORTH 130 West 44th Street New York

#### Coincidence

Hollywood, March 21.
When George Roesner, on a writing-acting contract at Warners, turned in his adaptation of 'Dr. X' it was discovered that Roesner could play practically every character in the

He's been cast as one of the

#### Holding Back Poll On Films to Plant **Opinions of Names**

Some 20,000,000 votes are expected to be polled from theatres in the Hays campaign to find out what's right and wrong with films in the mind of the American public. The theatre campaign, however, will not be attempted until which are being offered as a service to daily newspapers and magazines.

which are being onered as a server to daily newspapers and maga-zines. To date the Hays group has rounded up opinions from 6,000 prominent people. Doctors, poets, professors and artists are on record in this first batch.

#### Think Col. Will Shortly Sign Talent Agreement

Hollywood, March 21.
Signature by Radio Pictures has been placed to the film producers' mutual agreement recently made in writins, to safeguard talent by modics, etc. Only other hold ut or mains Columbia, which has not as yet signed. It is believed Columbia will shortly add its name, giving Haya producers complete representation.

It is first time organized picture makers have ever placed their names to contract virtually amounting to an agreement on water of talent between them. Objective of talent between them. Objective of

ing to an agreement on walver of talent between them. Objective of talent between them. talent between them. Objective of agreement is to prohibit involved companies from talent stealing. Radio Pictures is said to have delayed signing on advice of counsel, while Columbia is stalling mainly because it operates on £n independent basis and doesn't want too much restriction on the operation. much restriction on its operations.

#### Kent-Hayes' Shorts

Larry Kent, who headed Paramount's shorts, leaves that firm this week to independently produce shorts in the east. Associated with him will be Max Hayes, who directed dialog for Par's shorts last season.

season.

Kent proposes to start producing early in April. Program and studio yet to be set.

State Sues Mrs. Reid
Los Angeles, March 21.
Mrs. Wallace Reid is sued for
\$5,505 by the state bank supprintendent on a note given the Bank
of Hollywood in October, 1330.
Note was issued by Mrs. Wallace
Reid Productions, personally guarantred by Mrs. Reid.

Roulien in 'After Rain'
Hollywood, March 21.
Raul Roulien, Fox's Argentine
actor, goes into 'After the Rain'
with Peggy Shannon.
'After' is adapted from a play
by Aubrey C. Kennedy, promoter
and picture producer.

Milestone follows no set style. 'My approach, my style is governed by the story, not the story governed by my style.' The story is the important thing, he believes, and the divector has no business intruding. 'Watch the characters. They're telling the story, not me.'

Shiela Terry, the 2d
Hollywood, March 21.
Kny Clark, one of the several
ingenues newly 'arrived on the
Warnor lot, has been renamed
Shiela Terry.
It's the same name as that of the
English vaude actress.



WILL MAHONEY

Will Mahoney and his hilarious Mahoneyphone and Mitchell and Durant."

RALPH G. FARNUM 1560 Broadway

#### TWO 'CROONER' TITLES WB ANGLES FOR VALLEE

Hollywood, March 21.

Battle over the right to the title of 'Crooner' is expected to be fought out between Warners and Paramount.

Paramount.

Par. purchased 'Wild Waves,' radio play, and redubbed it 'The Crooners.' Warners bought' Crooner,' an original novel by Rian James, of the Brooklyn 'Eagle,' before it was completed and is rushing James to finish his script so that it can be put into production pronto.

After he Sales.

After he finishes the rough draft, James will smooth out his story for novelization.

novelization.

Warners is said to be ogling Rudy Vallee for the title part in its air tale, while Par. is supposed to have Bing Crosby intent for its ether feature.

#### Career of a Script

Hollywood, March 21.

'Mysteries of the French Police,'
which Radio originally planned to
make as a serial and then shifted
to a series of shorts, will be worked
over into a feature. If will be epermitted to go above the budget as
the studio sees chances of a good
special in the script.

Pandro Berman will supervise.

#### Cowan Moving In

Though not set yet it is under-stood Jimmy Cowan, manager of Paramount's Astoria studio, will move over to the Yew York home office in some capacity on the pic-

office in some capacity on the pic-ture end.

The Long Island plant went dark last week when all production stopped. Cowan will remain across the bridge for about three more weeks to straighten out the studio's beldeaue, business affects. holdover business affairs

#### Out and Back

Hollywood, March 21.
Richard Schayer, off the Universal payroll as scenario editor March 15, goes there today (21), in the same capacity on a 12 months' con-

Studio requested Schayer to re new at his current salary but he held out for the raise called for in his option. When this was refused he faded. Understood now that a compromise has been effected.

#### AMATEUR'S WB BID

Hollywood, March 21.
Warner is dickering with Harviet
Huntington, daughter of the late
western railroad magnate for the
footage she made of her recent trip
to China, Japan, Manchurja and

India.

Film is being edited by Miss Huntington. Warners wants it for novelty single reelers.

#### Bogart Rogers at M-G

Hollywood, March 21.
Bogart Rogers, brother of Adela
Rogers St. John, has been added to
the Metro writing staff.
Rogers has been contributing to

Talbot at WB Hollywood, March 21.

Lysle Talbot has been given a
Warner contract and goes into
'New York Town.'

## Rowdy Laughs for Men Shouldn't Be in Club Plays, Say Nice Film Girls

#### Air for Hair

Hollywood, March 21.
New reason for picture talent going into radio work is indicated by a film juvenile.
Juve explains that his hair had been getting too thin for film roles, so he's in radio until and if it grows back.

#### Milestone Tries Luck On 'Scarface' as Film Dates No-Censor Spots

Hollywood, March 21.

In a further attempt to have a compromise print of Scarface' board, Cado has enlisted Lewis Milestone to cut the picture. Stone is now in New York trying to shear the scenes so the final print will be satisfactory to both the censors and Howard Hughes. Uncensored print, shown to the press, here, is ready for distributions, the same of the press, here, is ready for distributions, and the same of the press, here, is ready for distributions of the same of the press, here, is ready for distributions in this territory to date. Scarface' was to premiere locally at the United Artists, but the theatre closes indefinitely tomorrow (22) on orders of H. B. Franklin. Picture will probably show locally at the Paramount.

#### Hollywood Laughs Off Chi Fair's Replica Idea

Hollywood, March 21.
Coy suggestion of the Chicago
World's Fair promoters that Hollywood film producers build a replica
of Hollywood at the 1833 exposition,
which picture men figure would
cost at least \$1,000,000, has been
received here as material for laughing purposes only.
However, a persented with personal appearances of stars or the
sending of a crew to make pictures,
but nothing on a big scale. Hollywood, March 21.

#### Holding 'Huddle'

Hollywood, March 21.
Possibility that Metro's 'Huddle, the Ramon Navarro football picture now in production, will not be released until the fall.

Studio is on the fence, with some of the execs both here and in the east feeling that immediate release of the picture would be had show manship.

#### PAR'S PLAGIARISM SUIT

PAR'S PLAGIARISM SUIT
Harry and Margetta Cort have
filed a plagiarism suit against Paramount over Ruth Chatterton's
'Once a Lady.' Claim is that it's a
steal from 'Black Butterfly' which
the Corts submitted to Paramount
for Chatterton.

#### One Off. One On.

Hollywood, March 21.
Ward Wing is off the Universal payroll. Went there from Metro to work out an original, City Hall, which so far has not jelled.
Raiph Parker, former fan mag

writer, and more recently on the Paramount scribbling staff, has been added to the U writing roster

#### SAILINGS

April 5 (London to New York), Helen Costello (Lafayette), March 31 (Paris to New York), Jack Connolly, William Ronnie, Moss Hart, Earl Carroll (He do

France).
March 23 (London to New York). Cedric Belfrage (Majestic).

March 18 (London to New York).

R. C. Sherriff, Murray Silverstone (Bremen).

R. C. Sherriff, Murray Silverstone (Bremen).
March 18 (New York to Berlin), Hudson Wonders (New York), March 18 (London to New York), March 18 (London to New York), March 18 (London to New York), March 17 (New York to Bermuda), Geo. K. Arthur (Monarch of Bermuda), W. March 18 (New York to Bermuda), Geo. K. Arthur (Monarch of Bermuda), W. March 18 (New York to Bermuda), March 18 (New York to Bermuda), March 18 (New York to Bermuda), March 18 (New York to Bermuda)

of Bernuda).

March 18 (New York to Paris),
Gerhart Hauptmann, Mr. and Mrs.
Ernest Torrence, Wilhelm Meydam,
Padraic Column (Europa),

Hollywood, March 21.

Aftermath of the last revel at the Dominos, femme film club, has the membership divided on the type of sketches which will be presented at the club in the future. Biggest yell from members came over presentation of Lizze Strutter, burlesque on Lysistrata. Name members of the olub claim that that sort of stuff should be taboo from now on, with the sketches presented appealing to the finer senses instead of belly laughs. Members who don't carry heavy picture names are holding out for the risque stuff.

Biggest disappointment to the ricay club members came curing the troops a fock of ungestient with the coose a fock of ungestient of the ricay club members came curing the intermission for more laughs. Girls figured that such beauting the intermission for more laughs. Girls figured that such beauting the intermission for more laughs. Girls figured that such beauting the intermission for more laughs. Girls figured that such beauting the stars of the Masquery and the such as the such

gunaws and gathered together dur-ing: the intermission for more laughs. Girls figured that such be-havior was okay for the Masquers but n.g. for the Dominos. Matter of cleaning up the club's open nights will be put before the members for a vote at the next gen-ral meeting.

If the risque gets the okay, a number of the name players who appear in the sketches say they will retire from the club's stage.

#### FOUR HUGHES FILMS IN HOCK TO TOOL CO.

Los Angeles, March 21.
Four Caddo pictures, 'Scarface,'
Hell's Angeles, 'Front Page' and
'Age for Love' are now legally in
hock for \$300,000.
A document passing title to the
Hughes Tool Tool Tool of the
father of Howard Hughes, has been
officially recorded as securing a

officially recorded as securing a note made out in January and pay-able Oct. 1.

#### Radio Drops 'Free Lady' As Connie Bennett's Next

Tree Lady has been scrapped by Radio as Constance Bennett's next picture. Production will be delayed while Adella Rogers St. John and Edith Fitzgerald rush through an original. Means a holdup of several weeks.

weeks.

Free Lady, a novel, was authored by Cecil Strange (pen name for Sam Ornitz) and Lester Cohen. Between covers it had many Hays code violations.

#### Dix's Quick 3

Hollywood, March 21.
Richard Dix, just back from his
New York vacation, has been given
a contract by Radio for three features to be completed within the
next 15 months.
Dix returned Thursday (17) in

next 15 months.

Dix returned Thursday (17), in order to go into the first of these, 'Roar of the' Dragon.'

#### HARDING IN 'WOMAN'

HARDING IN WOMAN

Hollywood, March 21.
Next for Ann Harding at Radio, following the current Westward Passage, will be an old Eugene Walter play, Just a Woman.

Gregory LaCava, arriving here Wednesday (16) from New York, will direct, Humphrey Pearson will adapt with production supervision by William LeBaron.

#### 'Mud Lark'-Stanwyck

Hollywood, March 21. Barbara Stanwyck goes to War-Barbara Stanwyck goes to War-ners for her next picture which will be 'Mud Lark.' It's from the Sat-evopost story by Arthur Springer, Actress arrives on the lot April 1 to prep for the film which starts April 10.

After that Miss Stanwyck goes to Columbia for 'Brief Moment.'

#### Mary Pickford Drops Play

Mary Pickford Drops Play Hollywood, March 21. Mary Pickford's deal to buy a current Broadway play, and the au-thor with it, for a coming picture is cooling. Miss Pickford and the playwright couldn't get together on money.

money.

Actress' first this year will be Frances Marion's original, tentotively titled 'Happy Ending.'

## One Hour with You'-Lucky Strike Tie-Up for Mutual Air Publicity

Paramount and American To-bacco have completed arrangements whereby the entire Lucky Strike MBC broadcast on April 2 will be devoted to scenes from Par's 'One Hour With You'. Idea for the tie-up originated with Famous Music, Par subsid, which promoted it through the film company. Broadcast will mark the first time that an entire film story, as pro-dued, has been reproduced via the ether. Feature players in the pic-ture, Maurice Chevalier, Jeanette MacDonald, Genevieve Tobin. Charles Ruggles and Roland Young, will all be on the period and will re-stage their 'One Hour With You,' dialog in-its original form for ether consumption.

consumption.

Ernest Lubitsch, director of the picture, will also be on the broad-

Ernest Lubitach, director of the picture, will also be on the broadcast as a speaker.
Orchestra to be used with the film-radio period is Jimmy Greer's, playing from the Coccanut Grove, Los Angeles. Music from the picture of the properties of Walter Winchell, who will me. c. from the east as usual, will originate from the coast. Lubitsch is expected to leave for the west this week. If it should so happen that the director is still in New York by April 2, he will be placed on the hour from this end.
Understood that none of the film names: used on this period will receive any monetary compensation from American Tobacco. It's a two-way exploitation tiet prodict of the film, which opens in New York this week.

#### INDIAN AUTHOR'S SUICIDE

Long Lance Ends Life at 36—Was Also Actor and Army Captain

Also Actor and Army Captain

Los Angeles, March 21.
Chief Buffalo Child Long Lance, 36, Indian writer, actor and lecturer, committed suicide Sunday (20) at the Los Lance, and the Los Lance Started in The Silent Enemy made in Arctic vegions three years ago by wealthy Burden family and released by Paramount. He attended Manilus, Carlisie and West Point and was a captain in the Canadian army during the World War. He was a frequent contributor to magazines and was also a former press representative also a former press representative for the Canadian Pacific Railroad.

#### Columbia Expects to Reunite Holt-Graves

Hollywood, March 21.
Columbia antiolpates making.
War Corresponden' with Jack
Holt and Ralph Graves, though
Graves has not yet signed.
In anticipation of the HoltGraves renuion, Raymond Shrock
is working on an original story
which will feature the duo against a
Chinese background, Graves was
formerly at Columbia as an actorwriter. He left and joined Metro.

#### Adoree Recovered

Prescott, Ariz., March 21.
Rene Adoree was discharged from
the hospital as cured here Saturday

She will remain six to eight weeks before returning to Hollywood.

#### BILLIE DOVE'S FREELANCING

Hollywood, March 21.
Billie Dove returns to Hollywood today (Monday) after being in Florida and New York.

Miss Dove is under contract to Howard Hughes, but as he contem-plates only one production for her this year she will freelance in the meantime.

#### MARION'S BREAKDOWN

Hollywood, March 21.
Frances Marion, scenarist, is in the good Samaritan hospital suffering from a nervous breakdown.

#### Inez Courtney Set

Hollywood, March 21.

Inez Courtney, who came west about six weeks ago on spec, is set for 'Manhattan Town' at First National.

Miss Courtney made several pic-tures at that studio on her former Hollywood sojourn.

#### Wet and Colder

Hollywood, March 21. Hollywood, March 21. Following the ceremony at the Joan Bennett-Gene Markey, wedding last week newspaper people, toasting the bride, commented on the vast difference in the cordisility displayed there in comparison to the Constance Bennett-Marquis of the Palalse mystelling, a publicity man heard the click of a camera. Rushing over to a camera. Rushing over to a

licity man heard the cilck of a camera. Rushing over to a cameraman, he pleaded: 'You didn't take a picture of Joan Bennett with a glass of wine in her hand, did you?'

Nope, said the cameraman, who had watted out in the cold

Note, said the cameraman, who had waited out in the cold at the previous marriage, 'It was Constance,'

— (From Variety's Hollywood Bulletin.)

#### 1.163 EXTRAS WORKING DAILY. BEST IN MONTHS

Hollywood, March 21. Hollywood, March 21.
Extra jobs skyrocketed to an average of 1,163 daily last week.
Best push the mob's had in two years with exception of the first week of September which had a

years with exception of the first week of September which had a 1,500 average.

Ten new features were started last week and seven went into the can, leaving 34 active ones continuing today (21) and nine possible starters in sight.

Biggest single day for extras in six months was last Monday, when 1,670 worked. Outstanding set that day was a prizefight crowd of 461 used by Roy Del Ruth at Warners for 'Winner Take All.'

#### P. A.'s Kiss Indian Chief Who Says Dix Not Wed

Wite Says Dix Not Wett
Hollywood, March 21.
Chief Bellmard, of the Kaw Indian tribe, no like the marriage that turned Winifred Coe into Mrs. Richard Dix. It's not legal, according to the Indian tribe, of which Dix is an associate member, so the chief commanded another

so the chief commanded another ceremony be performed. Its sweet music to the press department's ears and the marriage will be done again, with feathers and full publicity photography. Dix was made a tribe member after (Cimarron. Its the same mob that claims Vice-President Curtis.

#### Betty's Small Part

Hollywood, March 21.
Evelyn Brent goes to Columbia
for a secondary part in 'Criminal
Court,' the studio where until re cently she was under a starring con

Importance of the part, despite its brevity, appealed to her.

#### Deceased Stars

Hollywood, March 21.

Nowest one reeler being assembled by Screen Snapshots' is a series of clips from Ralph Staub's library of stars who have died.

Shows 24 deceased film luminating

#### Mrs. Reid Stars Son

Hollywood, March 21.
Mrs. Wallace Reid is preparing t produce and direct a picture star ring Wallace Reid, Jr.

#### GRIBBLE-FAGAN AT PAR

GRIBBLE-FAGAN AT PAR Harry Wagstaff Gribble and James Bernard Fagan, both play-wrights, have Paramount contracts. Former's agreement is for a year, Fagan's six months. Gribble, who co-authored and Fagan's the period with the part of the Fagan's type legit, will write and di-rect, Fagan is to write only.

#### Wampas Sues Caesar

Wampas Sucs Carea.

Hollywood, March 21.

Wampas p. a. association is starting litigation against Arthur Caesar.

Will try to collect \$90 claimed duethe p. a.'s organization for tickets for its last year's pan roas!

#### LUBITSCH REJOINS PAR

New 1-Yr. Contract Is on Basis of 3 Pictures

Ernst Lubitsch has a new con-tract with Par, following firtations with United Artists and Columbia.

He leaves for the Coast by the end of the current wcck.

Director's new agreement is for
one year with options and calls for
a stipulated amount per picture on
a basis of three productions for the
year. Contract does not carry a
boost for Lubitsch, it is said.
First story to be done after reaching the Coast, this not as yet selected, will be a comedy-drama.

## **MORE CRANK** STAR THREATS

Hollywood, March 21.

Picture players and exec names are receiving a flock of threatening letters from weak-minded persons driven to financial desperation. Writers are demanding financial help which if not forthcoming, they say, will bring dire results to the

say, will bring dire results to the picture names.
Postal inspectors say most of the letter senders are nuts who believe that everyone in pictures is living in luxury and are legitimate prey for petty extortionists.
No one expects anything to come of the threats, but they are provened annoyance to the picture needs.

#### Columbia's Offer to **Buzzell Remains Open**

Hollywood, March 21, Hollywood, March 21.
It's uncertain if the estrangement of Eddle Buzzell from Columbia Pictures is certain. They are at least temporarily separated owing to Buzzell's dissatisfaction.
As a novice film director, Harry Cohn, for Columbia, submitted to Buzzell an offer of \$32,000 for 46 weeks of the next 52 as a Columbia.

weeks of the next 52 as a Columbia, picture director. Buzzell rejected it. Buzzell's first full-length feature picture, directed by him for Columbia, is 'Big Time' It is receiving fair reports.

Buzzell's friends think Eddle may reconside bis decilent to well on

reconsider his decision to walk on Columbia in view of the Cohn offer, but it is said Buzzell believes he will be selected as co-director or the Eddie Cantor picture for Gold

#### 3 Shows, Film Contract On 1st Month in N. Y.

Within the four weeks she has been in New York, for the first time, Marion Burns has had three legit engagements and closed a film contract with Fox Thureday (17). Actress is currently in Intimate Relations; play opening on Broadway week of March 23. First week Miss Burns came to New York she went into stock at the Riviera, followed by They. Didn't Mean Any Harm, Milne play that closed quickly. Miss Burns la from stock.

## Matter of Story O.K. by Ethel,

## John and Lionel Too Much for Radio

#### **TOO CLOSE**

Plane Just Misses Crash—Harry Cohn, Alice Glazer Aboard

In lining up all the Barrymores Ethel, Lionel and John-to make a picture, Radio bumped into the Los Angeles, March 21.
This morning (Monday) the nine and the morning (Monday) the nine and the provided plane has been also been also provided to the story to be selected. As no as the plane touched the ground.
Harry Cohn and Alice Glazer were the only show people among the passengers. They proceeded to the provided to the provided plane on the flowed the fatal crash can alrways plane on the Phoenix to Los Angeles route. It crashed in goard two pilots were killed. situation of each family member re-

## **Pictures Venture Into New** Fields for Cycles; Satires On Politics and Radio Hot

#### **Grabbing Chance**

Hollywood, March 21. Paramount had engaged a swank residence for exterior

shots.

During production the mistress of the home halted the filming to notify the director that she had rented her place for photographic purposes but this did not include bathing privileges, and would the director kindly come upstates and removations of the extress of the production of the productio and remove one of the extras from the bath tub.

#### Beating Legit's Back Seats by Using Film Name Reservations

Hollywood, March 21.
Favorite gag to obtain choice seats from the local bo.'s is to make reservations in the name of some picture star.
Even when the dodge is suspected, treasurers are inclined to dig up front central spots and take no chances. Fatronage of names to chances. Fatronage of names ity. Even if the same name is used twice for the same show, there's no way of telling in advance which is the phoney.

way of telling in advance which is the phoney.
However, some bird who used the name of Ruth Chatterton to reserve four at the Hollywood Playhouse last week was out of luck. Mr. and Mrs. Ralph Forbes are chummy with the Horton brothers and had already arranged a party of 10 for the show. The phoney quartet sat in the 19th row.

#### DeSylva Wants Winchell For 'Beau Peep' Feature

For 'Heau Peep' Feature

Hollywood, March 21.

Waiter Winchell is being becknowd Hollywoodward by Buddy, DeSylva, who wants the transom
Pepys for the lead in 'Beau Peep.'
This is an original DeSyiva is writling with Ramon Romero. Story
sympathecially stars a keyhole
commentator.

Original Intention to produce the
story Independently with 'Monta
Bell is out, as Bell is to direct John
Gilbert at Metro. Authors now expect to peddle their satire to one
of the majors.

#### Hollywood, March 21. Several untried cycles are inter-Pictures what might be called original ideas will shortly be ready for exhibit-

ing. New trends are the political, attorney, radio columnist and topical stories. Oriental background plots, although not new, are also getting a heavy play.

Political trend is absolutely new. producers having avoided this subproducers having avoided this subject as worthless for picture purposes. Purchase of 'Washington Merry-Go-Roun,' even if just for the title, by Columbia, made other man and the producers of the producer of ject as worthless for picture pur-

set to do. Par is fishing for a political yarn, as is Metro.

State's Attorneys
Legal yarns, mostly about state's
attorneys, will be another cycle.
Warners has made The Mouthpiece' and Radio has started
State's Attorney', by Gene Fowler,
who wrote The Great Mouth-piece.
Columbla has a similar story which
Columbla has a similar story which
to Radio has '.. My Face Red'
and Warners has bought 'Blessed
Event.' Columble has none being
written by Sam Yuller. Metro and
Universal have plot nuclel based on
the daily by-line scribblers.
Fox has 'Trial of Vivian Ware,'
Warners 'Crooners' and Par 'Wild
Waves' for radio station themes,
All the above trends are in a
sense topical. Metro's 'Wet Paradio, prolibition story, is an example of a topical yard.

Oriental background thing isn't
sulfa as hot as 'Iwve weeks are
oriental background thing isn't
sulfa as hot as 'Iwve weeks are

ampie or a topical yarn.

Orient Fades
Oriental background thing isn't quite as hot as 'tree weeks ago, or since the Lindbergh baby forced the Chinese-Spaanes fracas off the father than the control of the father than the f

#### INDEX

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## **ERPI-RCA Recording Price Battle** Kills Bootleg, but Steams Majors

Hollywood, March 21. Price cutting war between ERPI and RCA has Hollywood producers and RCA has Hollywood producers and independent recorders dizzy. Major studios, not included in the cut, are being held to the \$500 per reel royalty. Independent recorders are consulting junk dealers getting offers for their equipment.

In the case of RCA the length of the consulting the same properties of the consulting the same properties of the consultance of the consu

exclusively to Phil Goldstone. Without any equipment of his own,
Goldstone will have to use the
sound channels of Larry Darmour,
Tiffany, Tec-Art and Educational.
It is doubtful if those companies,
which have to pay the high recording and royalty rate, will be in
sympathy with the RCA-Goldstone
plan. Already they are doing a bit
of yelling.

ERPl's Channels

#### ERPI's Channels

ERPI's Channels
ERPI is in a different position, having handed its reduction in price to Baisley & Phillips, indie Western Electric recorders who have eight sound channels of their own available and do not have to go to outside studies for additional equip-

ment.
Deal with Goldstone was made by RCA because the former has his hand in about 80% of the indie productions through financing. Sound company figured he could swing all the pictures he is financing to its wire. Goldstone evidently figured like a because he has guaranteed like a because he has guaranteed for the exclusive indie recording contract.

New Finance Group.

#### New Finance Group

New Finance Group

Early this week word got around that a group of picture men had formed a financing company in conjunction with one of the laboratories to go up against Goldstone. Understood the new financing company favora ERRI recording and already has options on financing several series of pictures which were to go to the Goldstone well.

The half dozen indie recorders who were averaging about \$1,000 per picture recorded on their booties quipment are now about ready to throw up the sponge. At the \$1,000 figure their business is profitable, but with major sound reduced to \$2,400 per picture they realise that few, if any, indie producers will take a chance on booting sound.

#### Report P-P Asking **Extensions on K-T** and G-S Payments

Paramount-Publix is reported having requested the Kunsky-Trendle interests in Detroit, and the Great States circuit for an extension of stock repurchase pay-ments. In both cases the report is that Publix has asked to defer until

September.

September.

Company's position is satisfacecompany's position is satisfacetory but it wants to husband resources over the summer and.

In the Kunsky-Trendle instance
the first deal was at \$80 a share to
have originally been paid hast fan.

I. This was later-allocated at \$125,000 a week for 16 weeks to start
in April. The new request is said
to be that this obligation not become active until September.

On the Great States end, that
circuit was to have received around
\$2,600,000 payable at the rate of
42% of the total every 30 days,
also starting in April.

#### RKO TRANSMITTING EXECS

All Radio studio players and exces will go into a two-recter to be made for edification of the delegates to the RKO-Radio-Tathe convention. Will be held in Chicago in May. First time the yearly confabs haven't been staged here.

#### More Todd-Pitts Shorts

More 100d-PRIS Shorts
Thelma Todd and Zasu Pitts
have been given contracts for three
shorts to be made on Had Roach's
program for next year. Outlons
for the additional three in the
scries of six announced,
Miss Todd will go to Paramoint
after undergoing a minor operation,
the gibt blond shutdown to apthree fields the Pour Marx Brothers'
Horsefeathers.

#### PARAMOUNT ADDITIONS

Levy and Asch, Writers—Formed Maybe on Chevalier's 'Henry'

Hollywood, March 21.

Ecn Levy has moved from Universal to Paramount writing staff and will assist in adaptation Springtime for Henry, as musical for Chevalier, if Paramount bid for play is accepted.

Another Paramount writing addition is Nathan Asch, German novelist and son of Sholom Asch, playwright.

## Wanger Says Col. Can Hug \$100,000 On Royalty Pix

Hollywood, March 21.
Columbia's much heraided step
Into making pictures to compete
regularly with those of the large
lots does not mean a jump in production cost. Studio expects to
edge into this class of what it calls
betten better to the bid budgets of
\$150,003 to \$155,000, with an occasional film running above that figure.

stonar him running above that his-ter proper with be accomplished through selections of stories and grabbing off player, writer and di-nector names of present high stand-ing who are available for the pe-riod of the picture's production. Col is now firiting with dozens of prominent names t make a picture. Sy charing a big name or two, and the resultant prestige, studio hopes to attract other names, either free lance or under contract else-where.

free lance or unuswhere,
where,
Between Assignments
aria present attit Hollywood's present attitude of maintaing smaller contract lists, with many stars being called on for only two or three pictures per year, will be taken advantage of by Col Studio will grab these players in

Studio will grab these players in between other engagements.
Walter Wanger, Columbia's new vice-president, is concentrating on the story end. He has been in daily conferences with Harry Cohn since coming here and will not return to New York for two or three weeks.

Open to Poyalty Deals

weeks. Per to Payalty Deals

Wanger any its open seamn for any player, write: or director of importance who wants to work on a royalty basis. There is some dickering with peopl; who are interested but so far no contract on this basis has been made. Terms and conditions are not set, depending on the individual deal.

This new open-mindedness of Col goes also f., pictures made by small independents, studio being outside product. Its program for the year is 26 features. Wanger sald Col'was 'open' to anything that would make money.'

Expected to be interested in legit

would make money."
Expected to be interested in legit Columbia, according to Wanger, will back plays in which it sees talent or film possibilities. No-company, however, will be formed for this purpose.

#### Amer. Bond & Mortgage Goes Into Bankruptcy

Chicago, March 21.

American Bond and Mortgage Co.
last week filed a voluntary petition
in bankruptcy. Company is one of
the biggest bonding houses associated with show business, having
handled the bonds and mortgages
on many theatres locally and
thoughout the indivest, besides
for bonds and enterprises, particularly, balletom in the hamareceivers for acceptage.

#### Levy as Div. Mgr.?

Chicago, March 21.
Asher Levy may become a division manager for RKO. His recommendation is said to have come up
in the east.
Levy was on the local committee
of Orpheum preferred stockholders,
which stock passed its October and
January dividends.

#### Indie Scheme for **Combined Wire Use** As Defense Weapon

As Defense Weapon

Independent exhibitors have found how they can use the telegraph as a minuter man and news disseminator in times of censorial man and the wise companies yiolate, the companies yiolate, the companies yiolate, the companies yiolate, the companies yiolate the wise companies yiolate the companies of the wise companies yiolate the control of the country. For \$20,000 yearly indie exhibs can obtain a service which specifies that the telegraph company will communicate the message of exhibitor headquarters to every exhibitor in the country. This means that every telegraph company in the country creating the message of exhibitor leaders which will urge the exhibitor leaders which will urge the exhibitor leaders which will urge the exhibitors would be pledged to send on an average of four 60-cent messages a year approximately that total. There would be no lump sum-payment. The recent New York state tax fight is said to have been the eye-opener to the potentialities of the telegraph as an industry aid. Some 1,300 stations in New York carried the message of the theter owners chambers of commerce to every exchambers of commerce to every exchibitors and the exchambers of the exhibitors of th

#### Cruze Halts Tiffany Squabble with Jam On Arbitration Law

Los Angeles, March 21. Attack on the constitutionality of California's arbitration law has put

Attack on the constitutionality of California's arbitration law has put a stop to the James Cruze-Tiffany production dispute until the points raised are argued out June 7. Sam Worlf for Tiffany obtained a Supremention to the production of the state of

#### Two Turndowns

of prohibition.

Two Turndowns

Scparate action was brought for Cruze-to secure arbitration underther Cruze-Elf. production agreement. As Judge Yankwich was about to name the arbitrator, Tiffany's attorney went after a stop order and took two turndowns in lower courts before getting the writ in the highest state court.

Attack on arbitration, if succession and arbitration, if succession arbitration of the company of the production arbitration clause.

Foints raised against it by Sam Wolf and Herry J. Miller, Tiffany ounsel, are that it violates the principle of equal protection in barring suits over labor, is a deprivation of the determining of rights by due process of law, deprives contendants of this right of trial by Jury, and usurps the judicial power of the courts by placing it in the hands of citizens (arbitrators).

#### Foliage Halts 'Park'

Tollage Haits Tark

Hollywood, March 21.

Because the foliage in Central

Fark, New York, has not blossomed
as yet, Warners has set back production on its 'Central Park' until
the buds bloom.

Meanwhile Mervyn LeRoy, who
will direct, has been assigned to

Xew York Town, 'original by

Blondell and Eric Linden.

## WB Holding Films to \$200,000 Cost, With \$350,000 as Top for Specials

#### RADIO ADDING WRITERS

Importing Grade Who Worked College Publications for Ideas

Hollywood, March 21.
On orders from David Selznick, Radio will gradually increase its writing staff chiefly with new blood. Part of the scheme of reorganization involves the importation on short term contracts of from seven to 10 college graduates who contributed to their college publications. These lads will be under the direct supervision of H. N. Swanson, editor of 'College Humor,' temporarily at Radio as story editor and material scout.

Sarah Y. Mason has also been added to Radio's writing staff.

## Fish Catch Is **Uncertain. So** Alaska Off Too

Seattle, March 21. E. B. Clayton is back from 18 months in Alaska where he was assistant manager of the Gross (film) circuit, Chain consists of seven houses in seven towns-Juneau, Ketchikan (both 1,006 seaters), Petersburg (650 seats), Wrangel, Douglass, Haines and Sitka, with the seating from 400 to 500 each.

500 each.

All equipped for sound, says
Clayton and using very little stage
talent. If any, it's local.

Business was good until the first
of the year, and now it's off due to
the uncertainty of the next fish
catch, states Clayton. Price of fish
will determine how many go out to
catch them this spring. A fair catch
means fair biz in the show shops
and towns in general. and towns in general.

Admission price at these houses

#### **BILL FOX'S OUICK** PEEP AT HIS THEATRE

Hollywood, March 21.
William Fox, now at the Cottage
hospital, Santa Barbara, paid a one
day visit to L. A. to look over the
Los Angeles theatre last Wednesday

(16).

Fox gave the lobby the or and spent the rest of his time in Joe Leo's office not bothering to peek at the auditorium of his \$1,-

060,000 house.

Optiside of announcing that the daily change policy at 15 cents would attick, Fox had nothing else to say and returned to Santa Barbera after a two hour sojourn. Before hopping back to Santa Barbera, Fox talked with Sol Wurtzel and John Stone starting rumors of a possible production active. zel and John Stone starting rumors of a possible production sctup. However, Fox is understood still bound by his company sale agreement to refrain from production and would sacrince a 4500,000 annual would sacrince a 4500,000 annual for the production and would sacrince a 4500,000 annual for the form of t

#### P-P Asking Employes' **Opinions on Shorts**

Its shorts production setup for the coming season (1932-33) being as yet tentative, Paramount-Publis s seeking ideas within its organiz tion in relation to this part of the

tion in relation to this part of the new program.

In various departments, including theatres, P-P is asking for opinions on shorts. These opinions may cover advisability of reducing the program, eliminating it altogether (thought unlikely), nature of manacrial, personalities, etc.

Official personalities, etc.

Honor official personalities, etc.

Warner Bros. next year will hold the majority of its features down to a maximum production cost of \$200,000 with budgets on specials at a \$350,000 top, according to reliable eports. This will be among important changes in policy and operation that will probably become known on the return from Florida,

Mornis late this month.

Also contempleted is an immediate downward revision on budgets applying to the balance of the curent season's product.

rent season's product.

On returning to New York it is believed Morris will again assume supervision of distribution as v.-p. nd general manager of the com-

pany.

Program for the coming season will not total 70 pictures. While nothing certain has been determined in that regard, it is believed the number will not exceed an announced 60 at this spring's sales convention.

Hollywood, March 21.
The Warner studio expects J. L.
Warner back here from Europe
April 15.

#### **New Brunswick Now** Carries Top Tax of N. American States

St. John, N. B., March 21.
Mith new boosts being put intoeffect, the province of New Brunswick has the distinction of having
the highest amusement and gasoline
tax of any state or province in
North America, and probably the
world.

world.
Provincial government has ordered a one cent increase in the amusement tax on all classifications. At present the tax comprises one cent on admissions up to 25 cents, three cents on admissions from 25-36, four cents 35-40 cents, one cent additional for each 10 cents on fraction thereof, and five cents on comprise complimentary tickets will be taxed 10 cents or taxed 10 cents on comprise complimentary tickets will be taxed 10 cents or taxed 10 cents

taxed 10 cents.

In no case is the tax absorbed by a theatre. The increase in the amusement tax applies to all anusements, except those hell for charitable purposes. Included are dances, baseball, hockey, prize fights, concerts, wrestling, etc.

The gaseline tax has been raised.

to seven cents by the New Bruns-wick government.

#### Botsford to Studio as Permanent Par H. O.

A. M. Botsford, chairman of the Paramount editorial board, will shift to Hollywood and make his permanent headquarters there. Ho permanent headquarters there. Ho leaves within two weeks. At the home office Botsford will be suc-ceeded in authority by Russell Hol-man, it is said. Holman is now on the Coast.

the Coast.

Botsford will be in command on all editorial matters for the production department. The editorial setup as now functioning on the Coast includes Chandler Sprague, Percy Heath and the assistants of all associate producers with the company, sprague is mostly on the purchasing end while Heath, after buye have heen made, is in supervision of the studio writers, treatments, etc., on material.

Hollywood, March 21.
Jeoffrey Shurlock, on the Paramount story board supervising new
staff writers, quit today (Monday),
leaving only Percy Heatli and
Chandler Sprague on the board
here.

here.

Heath will probably take Shur-lock's spot when A. M. Botsford takes over the board this April 1.

Laird Doyle's Metro Paper Hollywood, March 21. Hollywood, March 21.

Laird Doyle, New York news-paperman, has received a Metro writing contract.

## **Kent's General Supervisory Duties: Due for Coast Trip Around April 15**

Only the routine ratification of his new Fox contract by the lat-tee's board of directors awaits S. R. Kent before he starts operating as executive vice-president and general manager of Fox Films. That ratification is expected to take place any day. April 1 is the date offi-cially set for Kent start as a Fox

elally set for Kent' start as a Fox pfficial.
Kent is now in White Sulphur Springs, Va., but is expected back in New York late this week. He will probably go to the coast around April 15 for a studio visit.
Edward R. Tinker will remain as Fox president, from accounts, until Jan. 1 when Kent will step up. In the meantime, and under Tinker, Kent wills supervise all Fox properties. This latter point is said to have been made by downtown connections to clear the confusion of one miscued report which had Kent detailed exclusively to distribution.

title, viz., executive v.p. and gen-eral manager, indicates that certain changes in Fon management under changes in Fox management once. Kent may be inevitable. Thus W. C. Michel will step down from his present post of executive vice-president and W. R. Sheehan lets go of his general managership of Fox. Sheehan's producing activities for Fox remain as is, however, from all accounts.

#### Title Changes

Title Changes

It is likely that to avoid confusion of titles that J. R. Grainger may also no longer be called 'general manager of distribution' under Kent. Michel, Sheehan and Grainger, however, remain as vice-presidents of Fox. Michel, reported yountarily relinquishing his post to Kent, is believed to have had much to do with Kent's being signed by the Fox bankers, in this wise representatives of Chase.

Rumors that Kent already is operating, or suggesting management

Rumors that kent aireasy is operating, or suggesting management plans for Fox, were deemed erron-eous because Kent has been out of town. If any changes are to occur under Kent, before or after he assumes office, no intimation has been made officially 'in or out of Fox

ox. Upon Kent's joining Fox, company control shifts even more broadly than it has in the past un-der the aegis of financial mentors, in this case, Chase. This comes through the receivership of General Theatres Equipment in Wilmington, Del., Federal Courts

#### Clarke's \$30,000,000

Clarke's \$30,000,000
General Theatres, a Harley
Clarke property, and his lead into
the picture business, held control
of Fox stock as purchased through
Clarke. This stock, in each instance being the majority amount
of 'B' and 'A' common, was placed
with Chase to secure a bond issue
of \$30,000,000 by General Theatres.
Interest on the \$30,000,000 bonds,
which mature in 1940, is due April
1 and General Theatre receiver has
given notice that the payment will
not be met. This default puts
Chase in a position to take action
with reference to the security be-

Chase in a position to take account with reference to the security behind the bonds (that is, the Fox stock) which thus would come under control of Chase, which maneuvered Kent into the Fox pic-

#### PAR SOLICITS INDIES FOR PROGRAM FILLERS

Hollywood, March 21.
Several leading independents have received bids from Paramount to turn out product, mainly outdoor operas, to fill in the next year's Par list to equal the number of pictures made during the season now ending. These will be in addition to the transparent of the come from Charles R. Borse to come from Charles R. Borse centy nature than the usual western stuff. Hollywood, March 21.

#### Goldwyn Returns

Hollywood, March 21.
Sam Goldwyn returned here Friday (18) after five months absence
Producer disembarked after a ride

Via the Panama Canal.

First picture is not set, being either Brothers Karamazov' or Kid from Spain, but production starts May 1.

#### Naughty Reputations

Hollywood, March 21. Banker recently on the coast made it plain that he would like it if picture heroines were more refined. Couldn't se ines were more refined. Couldn't see why the screen should reflect the images of

should reflect the images of solicd femmes.

Later, while talking to a group of writers, banker was asked whom he considered the outstanding feminine names in history. Banker named six of his favorite historical characters, all notorious courtesans.

## **Academy Caught Between 2 Fires On Talent Pact**

Hollywood, March 21. Hollywood, March 21.
Indignation among the employee branches indicates that the unity of the Academy may be at stake when a general meeting of the full membership is called in about two weeks to discuss the producers' employment agreement.

ment agreement.

Producer members of the Academy will defend the document, promulgated through the Hays organization, against the criticisms of the four other classes of Academy

of the four other classes of Academy members.

Individual members see the elaborate anti-radding agreement as a definite usurpation of the Academy's functions as an arbitrator in the industry. Those of the employee groups resent the action of producers, in their own association, in

ducers, in their own association, in setting up arbitrary rules and their own arbitration machinery to con-trol employees' salarles. Agreement is looked upon by many as an act of secession from the airendy-functioning Academy machine.

#### Fox-Blumenthal Settle, \$500.000 Suit Dropped

30U,UU. Sult Dropped
Sult against the Fox Company for
\$500,000, which A. C. Blumenthal
brought through his attorney,
Nathan Burkan, some three months
ago, has been settled by mutual
agreement. The Fox Company is
paying off in monthly instalments.
Blumenthal's claim was on a note
given him by the Fox people after
negotiation with the then president
of the company, Harley L. Clarke,
in payment of commissions due the
real estater for his work in the FoxLoew deal.

Loew deal.

Blumenthal originally asked a higher figure. The \$500,000 note was a compromise.

#### \$30,000 Weekly Cut

Hollywood, March 21.
Herman Zobbel, Radio, treasurer,
nrived here Saturday (19) for conferences with Frank O'Heron under,
whose business supervision the Radlo Studio has been operating.
Report is that the studio budget
has been cut \$30,000 weekly.

#### Laemmle, Jr., West

Laemmle, Jr., West
Cail Laemile, Jr., leaves today
(Tuesday) for the Coast after prolonging his New York stay in
search of story material, and also
to find a successor to Davic Werner
who goes west in a new production
berth. Werner was formerly eastern story head. No successor has
been appointed, young Laemmle's
Harry Zehner, young Laemmle's
laid up with grippe while here, also
returns in the entourage.

#### METRO EXECS EAST

Hollywood, March 21. Nick Schenck, Felix Felst an Nick Schenck, Felly Felst and Howard Deltz are in the east by now after straightening out Metro's new program. They left here Thursday (18), preceded two days by Robert Rubin. Deltz are in the east by er straightening out Metro's

#### Rothacker Starts

Hollywood, March 21 Mollywood, March 21.
Watterson Rothacker begins his
duties as one of Radio's top execs
today (Monday). Title unset, bit
Rothacker will be associated with
David Selznick on all studio mat-

Former head of First National studio was taken into Radio to per-mit Selznick to concentrate on pro-

## **ONLY 1 SALES MEET FOR PAR**

Paramount will reverse its tradition of years with respect to its annual sales conventions, this year holding only one instead of two, Company has always held one conclave in the east and another in.

This year's single convention will be held on the Coast the latter part of May. Site will be either San Francisco or Los Angeles.

Since inducted into the general sales manager post, George J. Schaefer has been holding field meetings. He returned to New York Friday (18), accompanied y Stanley Waite, after his last conference with branch managers and Publix men at Atlanta. Soft of the conference with branch managers and not Charles E. McCarthy returned to New York earlier last week.

#### HAROLD LLOYD TO DO **EDDIE QUILLAN FILMS**

Los Angeles, March 21. Los Angeles, March 21.
Eddle Quillan has been signed for
a series of comedy features under
the direction of Harold Lloyd and
backed by the Lloyd organization.
Lloyd expects to complete his own
comedy in about two months, but it
will not be released until October

#### **BOYD LOSES RKO FIGHT**

Court Dismisses Baltimore Stock-holder's Receiver Suit

Baltimore, March 21.

Baltimore, March 21.
Receivership proceedings against:
RKO were disnissed in Circuit
Court here last Saturday.
The bill seeking a receiver was
filed by J. Cookman Boyd, a local
stockholder. Albert S. J. Owens and
Charles F. Stein, the judges, dismissed it without prejudice to any
other party not represented in the
suit.

suit.

Boyd has been fighting the management of RKO for many months. In his original petition he charged reckless waste of the corporation's funds. Later he objected to the refinancing plan which was effected several months ago. Boyd charged several months ago along the plan was illegal.

#### Katz Due Back

Sam Katz is expected back in New York by the end of the week, or Monday (28) at the latest. Katz will go west again the last of May to attend the annual Par sales meet.

## Schnitzer, Ascher, Lloyd and Fineman Probable Producers in Radio's Unit Plan at Pathe Lot

#### As a Factory

Paramount received its first offer for the darkened Astoria, Long Island, studio, last week and the deal is pending. A New York manufacturer

wants to use the studio as a

## SOLON'S INTENT WINS DAILIES TO FILMS

Hollywood, March 21. Hollywood, March 21,
Daily papers are gradually turning around in their attitude toward
the picture industry and giving it
a helping hand instead of the former downward thumb. This was
indicated strongly in the attitude
of the press toward the Scnator
a senatorial inquiry into the picture
business. Brookhart, was even
spoofed in papers in his own parish.
Alliance between pictures and

Alliance between pictures and press, brought about for protection against the mutual enemy, radio has been strengthened all along the

One reason for the fourth estate's pro-film stand is the manner in which editors have become fed up with the bluenoses. Newspapermen are beginning to argue that if the antis could be so wrong about control they must ong in their attitude t

#### COLOR HAS COMEBACK CHANCE IN MYSTERIES

Hollywood, March 21. Possibility of color coming back

Possibility of color coming back through mystery pictures. Execs at Warners, after looking at the test shots for Dr. X' made in Technicolor, think that getting away from black and wifte on the thrillers makes them more creepy. Universal has decided to follow suit and color tests have been or-dered.

#### Sheehan in N. Y.

W. R. Sheehan is authentically reported in New York, but is apparently doing a hideaway. Sheehan reached New York Friday (18) from Minmi and is said to be greatly improved in health. Length of stay is not known although presumed to be until the first or next month.

## Report \$560,000 Rental on Music Hall Which May Be Future Opera Home

An annual rental of \$560,000 is reported the figure named in the lease of the International Music-Ball of Radio City to the Radio Corporation of America. RCA in turn, subleases to RKO, with both agreeing upon S. L. Rothard is operator of the big theatre to seat cover \$6000.

operator of the big theatre to seat over 6,000.

John D. Rockofeller, Jr., Is said to have had a desire for years to provide a popular priced temple of grand opera for the masses of New York. This, it is claimed, accounts more for the Rockefellers standing belind the Immense Radio City account of the Control of the Cont

As the largest house in the project will be the Music Hall many, who state they have an idea of the Rockefeller ambition for Radio City, are of the impression that the Music Hall may eventually become the equivalent of the present Met-

the equivalent of the present Met-ropollitan Opera House or be turned into its successor. But the an-nouncement still stands that Roxy will open the big scater with a mammoth stage entertainment. That \$360,000 yearly rental for a theatire is not the record high. Two of the Fox deluxe theatres outside New York City are saddled with a higher rental, each paying around \$75,000 a year as rental overhead of costly site and building in the days of the new picture theatre craze.

Hollywood, March 21.
Without conflicting with David
Selznick productions at the Radio
studio, Harold Franklin, while here strainte inductions at the here last week studio, Harold Franklin, while here last week studios in the here last week studios in the proposed unit-made receiver for the proposed unit-made receiver for Radio at the Pathe studio. Without any deal closed as yet, it is said these Indie producers for Radio will include Josoph Schnitzer. Eph Ascher, Ben Fineman and Harold Lloyd's Eddie Quillan fail-length comedies. Franklin's layout at present contemplates 10 Yeatures amongst the indie group at Pathe. If this experiment is fairly satisfactory the limit of 10 will be extended. Franklin product will be additional to that turned out by Sciznick at Radio.

Sullivan-Ryan Duties

Franklin has appointed Charles

Franklin has appointed Charles Sullivan as production overseer at Pathe, to represent RKO-Radio, and Phil Ryan will have charge of

and Phil Ryan will have charge of studio rentus, of the independent expected to make their pictures at the Pathe lot are Charles Rogers, set to turn-amount release, and Cecli DeMiller feature, also for Par release, though nelliter of these producers has made final arrangements to produce at Pathe.

Franklin left, for the east Saturday inght (18). He is due to stop off in Chicago Tuesday (22) to talk day hight (18). He is due to stop off in Chicago Tuesday (23) to talk excess and reach New York Friday (25). It is understood out here that Franklin does not intend to directly concern lineself with Radio production other than to fnaugurate this unit system. Franklin's present

this unit system. Franklin's pro association with RKO is pres as general advisor to Pr

as seneral advisor to President Hiram Frown.

New Morale

Attaches of Radio Studios say there is more of a good will atmosphere surrounding the lot now than evident at the plant formouths. This condition is analyzed by Radio product, the plant work on Radio product, to belief by studio staff that there is chance to turn out much better plctures under the new studio situation and that they want to do it.

Actually, the new Radio regime's group of pictures, made under David Selznick's supervision, will start out about June 1 next. Group of features to be released meanwhile is accredited to former studio management though given some attention by Selenick since he assumed charge of the studio.

#### SAENGER STOCK SALE FOR SON AND BROTHER

New Orleans, March 21.

New Orleans, March 21.
The late Julian Seager, former theatre magnate who died recently, left but \$218,000 in stock of the Julian Saenger Co. Inc., which stock will be soid at auction here Thursday (24).
One third, of the proceeds from the sales will go to the deceased theatre man's adopted, soon and the other two-thirds to his brother, to the same of the collection of the section of the section of the section of the section.
Trustees named in the will have refused to serve and others will to be appointed.

#### Harry Marx Quits WB

Harry Marx, supervisor of WB's deluxe houses in Pittsburgh, Testing deluxe houses in Pittsburgh, resting last week. Resignation takes effect immediately. Marx has served in this capacity for more tian a year, coming to Warners from Publix. No successor has been nomed.

Marx intends to vacation in the south before making new connec-

#### NORTH IN MAY

Hollywood, March 41.
Victor Fleming will direct Metro's
Eskimo feature, taking cast to
Greenland in May.

## **MPTOA Vote Control Adoption Prevents Convention Results Demonstrating Worth Until June**

Under a velvet hammer policy the now independently vote-controlled Motion Picture Theatre Owners of America has gone what virtually emounts to '100% round table.' This new policy was voted at the convention in Washington last week.

It will be three months however before the accomplishments of the 19th annual MPTOA convention will have the opportunity of getting of the resolutions book. Practically everything was passed on to the everything was passed on to the chair or committees. Agreement of the unit back home must be ob-tained before any of these signa-tories can really function, and it is figured that June will be the carliest before committees can officially

swing into action.
While the conveniton seemingly
ran through its three days like any
other three days during conventions in the past 10 years, some
definite precedents for Indie meetlings were established under the
gavel of President M. A. Lightman,
who continues through 1932 in that
capacity.

That most indie conventions of That most indic conventions of national order have falled in the past has been due chiefly to one or two things: Either the convention has attempted to solve within three days the ills the industry has acquired over a period of many years, or the convention has gone through or the convention has gone through the customary barnstorming act spending a lot of time discussing isolated troubles, and then handed a sack filled with resolutions over to committees which have forgot-ten them as soon as the banquet was over.

#### A Difference

A Difference
At last week's meeting there were
plenty of speeches, but most were
of an exceptionally lich order.
There were also plenty of resolutions, the outcome of which it is
also too early to predict. But the
differences between Washington and
its predecessors included a sincerity of purpose which markedly supplanted the horseplay that has belittled most of the indie swarms in
previous years. Whenever they,
forgot they were 'genilemen' they
were ruled out of order except when
the fissue involved was particularly
pertinent.

The Hays Organization got its

The Hays Organization got its The Hays Organization got its biggest indie break, the attention of exhibitors being called to the fact that, while they are in the habit of lambasting it they have also used it for a ram. Also there was a tendency to see difficulties of producers and a definite recording to temporize indie woes. There was to temporize indie woes. There was nothing durin, the convention to insinuate that the indies were preparing to sell out to Hays, or that the Hays representatives present were guiding the organization.

Against Govt. Intervention

Against Govt. Intervention
Most illustrative of this was the
last day stand against going to the
Federal Trade Commission for a
redefinition of its ruling regarding
industry practices, and also the
agreements arrived at by the
6-5-5 plan.

E-5-5 plan.

For a time it looked as though the simon pures were being outwitted by a handful witted by a handful relative that procedure was greater. The final vote against government intervention was unanimous when the entire convention was convinced that any other action would be reveinding its stand against the Broothart bill, and playing directly into that senator's hand.

Another tangent new to national

Into that senator's hand.

Another tangent new to national conventions was the defining of problems which have heretofore conventions was the defining of problems which have heretofore extended to the strictly local problems and that little hone can be extended for one plan covering the entire country; they were told to thresh these out in their home towns and, if pressure were needed, then to inform national headquarters which would communicate with which would communicate with

On the other hand arbitration and standard exhibition contract, as

#### 1st Runs on Broadway

(Subject to Change)

Week March 25

Par).
Roxy—'Gay Cabain.
Capitol—'Tarzan, the and dan' (Metro).
Giveli—'One Hour With You'.
and the

Strand — Beauty and the Boss' (WB). Mayfair — Girl Crazy' (Ra-

Mayfair—Gil.
dio).
Winter Garden—The Crowd
Roars' (WB) (22).
Rialto—'One Hour With You'

Paramount - 'Shopworn' (Col). (Col), Roxy—'Devil's Lottery' (Fox). Capitol—'Are You Listenin'?' (Metro). Rivoli—'One Hour With You'

Riveli—One Hour With You'
(Par) (2d week),
Strand—'It's Tough to Be
Famous' (FN),
Winter Garden—'The Crowd
Roars' (WB) (2d week),
Rialto—'One Hour With You'
(Par) (2d week),

\$2 Pictures
'Hell Divers' (Metro) (Astor)
3th week).

Foreign Films is Lied 1st Aus' (Super-(German) (Europa) (8th

'Das Lied Ist Aus' (Super-film) (German) (Europa) (8th wcek).
'Stuerme der Leidenschaft' (Ufa) (German) (Little Car-negie) (2d week).
'Cossacks of the Don' Am-kino) (Russian) (Cameo) (2d

kino) (Russian) (Cameo) (2a week), 'Ria Rosa' (Napoli) (Italian) (Sam Harris) (27), 'Mein Leopold' (Capital, (German) (Hindenburg) (31).

as modifications in blockbooking so that the indle will be permitted certain selective latitude, were conceded to be work for the etional hody

national body.

The velvet hammer was introduced in a resolution requiring immediate action on the part of distributors forcing short subjects with feature bookings on the part of the MPTOA should let the present contracts ride as they stand to give the distrib a fair break, but the next selling season will review past performance and attempts will be made for adjustmenest accordingly.

Metal's Beccanage.

Metro's Percentage

Metro's Percentage
Motro-Goldwyn-Mayer was the
only Hays member singled out for
definite inquiry by committeemen.
This has to do with Felix Felix's
alleged declaration to an indie
body that Metro's 25-30-35 percentage policy was national. Hundreds of exhibitors, if they can
prove their case that Metro sold
differently, will enter claims for reimpresented on their confracts. imburgement on their contracts.

RCA Photophone's reduction on equipment prices resulted in com-nitteemen being designated to in-vestigate Western Electric and find

westigate Vestern Electric and find why that company, with the major number of installations, cannot affect of the second of the

#### L. A. to N. Y.

H. B. Franklin. Noel Coward. Nicholas Schenck. Felix Feist. Howard Dietz.

#### N. Y. to L. A.



#### CHANEY and FOX

Present a New Act. Staged and produced by CHANEY and FOX Costumes and scenery designed by MISS CHANEY

MISS CHARLY
This Week, Loew's State, New York
Direction: JOHNNY HYDE
RKO: CURTIS & ALLEN

#### **Conventionalities**

Wachington, March 16. Washington, March 18.
Chairman M. A. Lightman reminded the convention so often
about being brief that ever some
of the Congressional speakers evidence self-consciousness. It got so
that when a full-blooded indic arose
the first thing was, 'Gentlemen, I

apologize,

Mike O'Toole received the toughest editing. He prepared a 47-page report which Lightman announced he had cut down to one reel.

Senator Dill got the boys all excited when, at the close of a technical subject on copyright provisions, the impression prevailed that Washington was abolishing

the seat tax.

Not so, however. If the amendment carries, the tax will be off sound-on-film but not disk. Distributors, commented the Senator, probably will reflect the seat tax, which would fall to them on the sound track, back to the exhib, but probably on a lesser scale than now exists. Anyhow, the exhib wouldn't have.

Jake Conn of Providence, who did most of the talking at the start of the convention, turned white when Col. Schiller suddenly presented Col. Schiller suddenly presented Conn as not even being a member of the MPTOA.

This wasn't half as bad as the

(Continued on page 62)

With Ontario houses now paying \$22,000 into the provincial treasury as amusement tax, theatre-owners are considering a plan of refusal to continue collections for the government. Move follows new budget provision for removing present exemptions on cheaper seats.

Motion picture exhibs are barely

Motion picture exhibs are barely breaking even on operations and any further increase in taxation will mean the closing of many more theatres in the suburban and smalltown areas, claims Oscar Hanson, spokeman for Allied Exhibitors of Ontario, representing 19 theatres in the province. Group is considering whether they will continue to act as agents in collecting the agents of the control of the

Ontario Exhibs Rebel Against

Toronto March 21 With Ontario houses now paying

## Hollywood

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

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.

Whitbeck Joins Par Frank Whitbeck Joins Paramount today (21) to originate national ad-vertising campaigns from the studio. He takes over some of the duties previously performed in the east by Arthur Mayer.

4 of 5 Unions Sign
Fractional concessions in rating
overtime have been made in several
of the new union contracts with
producers. Fifth and last contract,
with the scenic artists, is to be
closed this week.

Burtis on 'Square'
Thomson Burtis is on the Coast
to complete his script of 'Madison
Square Garden,' Charles R. Rogers
first for Paramount release.

Jinxing Louise
Anita Louise, Radio contractee
who hasn't been signed in seven
months, lost another chance to get
on the screen when Metro rubbed
out her part in 'As You Desired Me.

Consolidated Lab is putting fin-ishing touches on 'Chubby's Adven-ture,' under the hammer April 2 for a \$488 Lab bill, Leslie Bain pro-duced it.

Berman Supes Berman Supes
Pandro Berman, assistant to
David Selznick, has been made a
supervisor with "Truth About' Hollywood' as his first assignment.

Par Contracts
George Raft, Gordon Westcott
and Adrianne Allen, players, have
been given six-month optional contracts at Paramount. William Hurburt, writer, gets same type ticket.
Irving Cummings engaged to direct
Countess of Auburn.

Pickford Airs Ether
Fairbanks-Pickford broadcasting
deal is cold due to technical difficuities of short-waving Fairbanks
from the South Seas. Miss Pickford turned down two deals in New
York, claiming the money didn't interest her.

U in Politics Cycle
Edwin H. Knopf assigned write an original political yarn universal. John Stahl will direct.

W S. Van Dyke's Fast One
W S. Van Dyke's Inished 'Night
Court' at Metro in 16 days. Schedule was 22. Van Dyke will head for
Greenland in two weeks to direct
Eskimo', based on Feter Freuchen's
book. Principals will go from here.

**Proposed New Provincial Tax** 

Horton Doubling
E. E. Horton goes into 'Roar of
the Dragon' at Radio, doubling between the studio and his 'Springtime for Henry' at the Hollywood
Playhouse

time. If the tax is automatically passed on to the public, the exhibitor will still suffer because the number of patrons wil be reduced and the number of theatre employees will decrease. Popular opiaion about the motion picture business unfortunately is that everyone in it is making a hugh profit. The opposite is true.

Can't Pass Tax On

Metzger's Theatre Beal
LOW Metzger, former sales manager of Columbia, eggentating for
the Spreckles theatre, San Diego,
now owned by J. J. Franklin, Ben
Berinstein and B. H. Lustig, Frankllin also selling his interest in the
Sunbeam, Compton, to Berinstein,
one of his partners. Zack Harris in
the market for the trio's National
City, house,

Schubert at U

Bernard Schubert, recently off
Radio's writing staff, at Universal
to write one original. He'll return
to Radio.

Ford's First U
First for John Ford at Universal is 'Shanghal Interlude,' by Wong Wellcaley, who is at the studio putting finishing touches to the script.

Postponed
Story and casting difficulties caused postponement of Free Lady," retitled 'Unmated,' at Radio.

retitled 'Ummated,' at Radio.

Twelvetrees' Predicament
Helen Twelvetrees is out of 'Truth
About Hollywood' at Radio. Studio
figures on spotting an unknown.
United Artists wanted Miss Twelvetrees for tests on 'Rain', but Radio
wouldn't let her go. Same for tests
of 'Red Haired Woman' at Metro.

Louise Fazenda Leaves Louise Fazenda left to open her ublix tour in Chicago March 24.

Lazarus With Schulberg
Jeff Lazarus is on B. P. Shul-berg's production staff at Para-mount studio. Had been operating Paramount and UA theatres down town for H. B. Franklin.

Metro's Two Duys
Metro purchased two novels, 'For
(Continued on page 39)

#### Union Working on Scale Reductions For Gotham Indies

Independent exhibitors of New York are to obtain operator reductions in accordance with individual contracts held, the union taking every indie chain or individual owner's case up separately. Decision to provide a cut for the independents follows an agreement with the major chains reducing wage scales by 10%.

Deal was negotiated with Local Deal was negotiated with Local

scales by 10%.

Deal was negotiated with Local 306 by a committee representing the theatres, headed by Major Thompson of RKO, with the reduced scale effective last week.

The wage scale committee of 366 is already at work on cuts for the safect within 30 days. All independents will not be given a reduction, it is said, but it will embrace those operators which now have rock-bottom contracts. Where an indie owner can prove he is actually losing money 306 will meet him half way, it is contended.

The average reduction with the indies will also be around 10%, it is estimated.

#### Charge House Mgr. with Robbing His Former Thea.

Rechester, N. Y., March 21.
George M. Dana, 24, of Spring-dale, Conn., former manager of the Batavia theatre, was arrested on a charge of burglarizing the house and getting 350 from the safe. He, denied the charge and posted \$500 ball.

motion on cheaper seats.
Motion picture exhibits are barely breaking even on operations and any further increase in taxation will mean the closing of many more the adversariance of the control of the c

Harry Zehner. Dave Werner.

Ernst Lubitsch. Carl Lacmmle, Jr.

## **Hollywood Production**

(Pictures now filming, or about to start, are listed below alphabetically by studies. Symbols are: D—Director; A—Author; C—Cameraman; COLUMBIA.

COLUMBIA County Zelina Sears

Zelina Sears

Hollywood, March 17.

A—Wanda Tuncher

Zelina Sears

Hydlis Clark

ohn Elliott
oe Dominguez
regg Whitespear
'Fatal Alarm'
(starting)
-Otto Brower
-Adele Buffington
-Faxon Dean

erike Boros

'Sky Bride'
(St week)

D—Stephen Roberts

Apple Brand Leahy

Grover Jones

C—David Abel

S—Cherk Arlen

Jack Cakle

Kokak

Jack Oakle
Robert Coogan
Virginia Bruce
Tom Douglas
Louise Closser Hale
Harold Goodwin
Charles Starrett
Randolph Scott

Eugene Pallette Lesilo Fenton James Finlayson Edward Van Sloan Mona Rico

Strange Case of C. (6th week)

RADIO

Bird of Paradise'
(9th week)
King Vidor
Richard Walton Tully

andolph Scott

'Slaners in the Sun'.

('I hweek')

David Burton

- Mildred Gramrence
Waldeman Young
Samuel Hoffenstein

-None

-Star.)
-COLUMBA-Chinial Court
-Chinial Court
-Chinial Court
-Court
-C Douglas Cosprove
Tod Alexander

\*Riding King of Santa F
Tod week)

D-Roef Ledomina

On Total Ledomina

A-Wm. Coll MacDonald

S-Tim McCoy

Wallace MacDonald

Wheeler Oakman

Russell Simpson

Montague Love

ussell Simpson
ontague Love
sernon Dent
ate McKse

Faith
(starting)
—Alan Dwan
—Robert Riskin
—Joe Walker
—Walter Huston

'And God Smiled'
(3rd week)
-Lew Seller
-Isadore Bernstein
-William Thompson
None sekiy sekiy

Scelety Girl'
(starting)
(starting)
John Larkin jr,
Charles Beahan
James Dunn,
Peggy Shannon
neer Tracy
t Hanlon
lier Byron

rt Hanton

Her Byron

Let Byron

Samuel Mofenstelr
Samuel Mofenstelr
S—None Carole Lombard
Carole Lombard
Carole Lombard
Alleon Stlpworth
Agental Barlow
Zita Moulton
Cary Grant
Gary Grant
Cary Grant

A-George Seltz
S-Nore Consigers
S-Nore Consigers
S-Nore Consigers
Helen Foster
Conning Considers
Conning Considers
Conning Considers
Con

D—Louis Gasnier
Max Marcin
A—Arthur M Brilant
Max Marcin
C—Henry Sharp
S—None
Wynns Gibson
Pat O'Brien
Frances Dee
Dudley Digges
George Barbier
Russell Gieason
Lee Kohlmart Lee Kohlmar
Cora Sue Collins
Florence Britton
Clnra Blandick
Arthur Picrson Arthur Picrson

'Horse Feathers'
(2nd week)

D-Norman McLeod

A-Bert Kalman

Harry Ruby

Ferelman

S-J Ferelman

Florine McKinney

Frank Alberton
Martha Sleeper
John Art Themp'
John Art Themp'
John Art Themp'
John Art Themp'
John Martha Sleeper
John Art Themp'
John Martha Sleeper
John Martha Martha Sleeper
J

C-Clyde deVina
Joel McCrea

\*State's Attorney'
D-George Attorney'
D-George Attorney'
D-George Attorney'
D-George Attorney'
D-George Attorney
George Attorney
George Attorney
George Attorney
George Attorney
George Attorney
Hein Twelytrees
Living Plenni
Raiph, Ince
Jili Emmond
Frederick Burton
Waiter Waiter
West Grasses'
D-Robert Milton
D-Robert Milton
Laurence Ollvier
Zant Fits
Bradley King
C-Luclen Andriot
Laurence Ollvier
Zant Fits
The Randhouse Murder
D-J. Waiter Ruben
C-Tweller Ruben
D-Tweller Ruben
D-T

A.—Wanda Tüchock
Zelma Seinz
S—Marie Dressler
Polly Moran
Rochol Moran
Rochol Moran
Rochol Moran
Rochol Moran
MONOGRAM
(Tren Carr)
Rildera of Desert'
D—Rota Moran
Suny
(—Archite Stout
S—Bob Steele
Garfrude Messenger
Active Suny
John Billott
Joe Dominguez
John Billott
Joe Dominguez

Phyllia Clark
Pumeil Prair
Pumeil Prair
Pr

A—Adele Buffington
C—PayaRAMOUNT
World and the Klenk'
World and the Klenk'
B—John(dit week)
A—Phillipp Zenke
Emnt Shr Barroft
Mirlam Robbins
George E. Stone
Mitchell Lawls
Harry Cerdins
Emnett Corrigan
Occar April

C—Ross Fisher
C—Ross Fisher
Sally Binds
J. Farrell, McDonald
Buster Colling
Buster Colling
Fisher
George
Colling
C

Clarence Wilson
Julian Riviere
Charles Coleman
'Love Is a Racket'
D—William A. Wellman
Courtenay Terrett
C—Sid Hickox
S—None

A—Rian James

—Rian James

—Sale look

—Note look

—No

Charles Kenyon
C—Ernest Haller
S—None
Kay Francis
Aian Dinehart
Gloria Stuart
Roland Young
Marjorie Gateson
Allan Vincent
Louise Beavers
"Succeasful Calamity"
(tith week)

Allan Vincent
Louise Beaver
Louise
Louise Beaver
Louise
Lo

Yesterday's Prices

Sales. 110h. Low List of Sales. 120h. Can. F. 110h. Low List of Sales. 120h. Can. F. 10h. Sales. 120h. Can. Sales. 120h. S

#### R. I. FACES OWN TAX

State Bill Proposes 10% Slap On All Amusement Tickets

All Amusement Tickets

Providence, March 21.

Possibility of a State tax on amusements is strong here as the cesuit of the introduction of a tax relief bill in the Rhode Island Legislature by the leader of the majority party (Republican). Should it pass, cities and towns in the state would consider the state would be stated by the stated by the

snould both the Federal and loca tax measures be approved.

A levy of 10% on all admissions would be placed under the local bill. Rhode Island Theatre Exhib-ltors' Association is mapping out

#### STUDIO'S CHANGE

Hollywood, March 21.
Standard Sound System's lease has been cancelled on Beachwood Drive Studio by failure to pay rent.
R. H. Townsend has reopened the plant as Western Pictures Corp., for rentals.

#### **INCORPORATIONS**

New York

Captiol Motion Federac Sapphy Corp.,
New York: motion picture business; 190
New York: motion picture business; 190
The American Broadcasting System.
Lee, New York: general broadcasting business; 24,000
Theatres, lac., Smithtown: general theatrical business; 24,000
Theatres, lac., Smithtown: general theatrical business; 24,000
Lee, Manhatten: motion picture business; 110,000
Lee, Manhatten: motion picture business; 110,000
Lee, Manhatten: motion picture, motion; 100 shares motion; 100 shares motion; 100 shares motion; 100 shares motion; theatrical; 100 shares motion; 100 share

Dissolution

ent Corp., New York. Statement and Designation
Fan-American Broadcasting System
Inc., 300 Market street, Wilmington,
Del.; general broadcasting business;
New York office 561 Fifth avenue. New
York City; C. G. Webb, Jr.; 80,000
shares no par.

#### California

Galifornia

W. & W. Teachemento, Morth 21

Los Angeles; capital atock (5,000, nonsubscribed, W. Edward W. Wilmot and
of Sylvester, Inglewood,
Americas Liliogiaph Co. Inc.; capital
Americas Liliogiaph Co. Inc.; capital
Coller, Magnetta McCurs, Thompson,
Jacobs,
Collerdin, Corporation of California,
Collerdin, Corporation of California,
Lious shares, none subscribed, Cartis F.
Magel, W. T. Crespinal, Doman Scott,
E. Buwer, R. W. Plavider,
State, Epoch, Composition of California,
City, Capital, Iclines Corp., Dicknown
City, Capital, Persuson, H. B. Brattain
and H. W. Forguson,

#### **Judgments**

Sayl J. Haron, as temporary admr. and A. J. Sylanger Amus. Butcepties, thus; it. V. Leighton; \$6.50.81. Title Brooklyn Amusement Corp., Title On Martaden Publications, Inc. and Bernart Macfadden; The N. Y. Society for the Suppression of Vice; costs; 133. Nun Printing & Publishing Asvn. Inc.; A. Bloorva, A. Bloorva, A. Bloorva, C. B. Bloorva, C. Bloorva, C. B. Bloorva, C. B. Bloorva, C. B. Bloorva, C. B. Bloo A. Moore: \$7,555.75.

Vacated Judgment

Juck Livingston and Am. Surely Co.
of N. Y.; People, etc., \$500; Jan. 6, 1932.

4-Paith Baldwin Sheridan Cibney S-None Loretta Young David Manners Helene Barcia

'Jewel Robbery'
(starting)
D-William Dieteris
A -Ludislau Fodor
Erwin Gelsey
S - William Powell

## Pressure Against Shorts Brings Upturn, Rails Leading, Theatre Stocks Do Little, Market Dull

By AL GREASON

A demonstration against the short account brought a minor recovery yesterday, but volume of scarcely more than 1,009,000 left the session without much significance. Basis upon which the bull party appear to the session without much significance. Basis upon which the bull party appears to the session of the session without make month in rallroad earnings, but that was merely a pretext to drive in the bears who for the moment had gotten in a little deeper than they cared to be. Gains appeared almost exclusively among those stocks which have been a target of short sexually among those stocks which have been a target of short sexually left and Eastman Kodak, which were up from 1 to 2 points. Offsetting these gains in part was weakness in the motor shares, with General Motors in new bear market low ground below 18; a new bottom for R. H. Macy below the sexual party was recorded and kennelott.

Paramount was brought into the Paramount was brought into the

Paramount was brought into the pward movement, gaining almost full point to better than 8, while sew continued to give evidence of a full point to better than s, while Loew continued to give evidence of liquidation on strong spots. Price struggled up to 29, and just before the gong, when the rest of the list was going strong, 500 came out down a fraction, a typical maneuver in this issue.

Turnover was negligible among the amusements, with not half a dozen transactions for example in Fox.

dozen transactions for example in Fox.

Bonds ald indifferently. The old Par llens gained 1, wille the newer Par-Publix. Issue lost 2 in very much larger dealings, going to a new low on the movement. Seemed to be a good speculative demand for General Theatre 6's at steady prices around 2%, up from 1 last week.

Down Signals Appear.

around 2½, up from 1 last week.

Down Signals Appear

Preponderance of adverse news
depressed the general market further last week, until the Industrial
average broke through expected resistance points above 80; ralls approached their bear market lows,
as did the utilities, and signals for
peared among the amusements, one
of the weakest sections in the whole
list.

peared among the amusements, one of the weakest sections in the whole list. Splannation of the relapse that Wall Street wanted to plu out was the confusion over tax legislation, but this scarcely looked like a valid reason. Trading view was that the ticker was registering a swing to revival in business was fading and the securities markets were trying to discount business disappointment in advance, as usual. The latter is, tic interpretation of last week's events in the market. Whatever eventually comes out of Congress by way of revenue legis-adantly, and any kind of a law that will cover government expenditures would be a bullish development. Failure of business upturn signs to siow drift of prices downward, paralleling, perhaps, the movement of 1931, when the same influences were at work, culminating in the bottom of the first week in June, when the being. Whether the week's relapse was

of the nest week in Jung, when the termed the market up for the time being.

Whether the week's relapse was due to the House meine over taxative to the House meine over taxative the termed the second of the terme to the terme terme to the terme to the

Scattered New Lows
These considerations were reflect-

ed among the theatre stocks in two Instances that stood out prominent v. A significant wave of selling to the stock of the week, which is quite a built for that usually inactive issue. At any rate, it broke sharply to 18, within a point which it yields between 10 and 11%, an extreme return for a stock of this one's former investment rating. Warners at 2 was in new bear market low ground.

Apparently that depressed Loew, which since you would be the stock of the work of the stock of

general.

That there was a general retreat on among the amusements was recognized from many angles. Warner Bros., broke to 2 flat, lowest price for the issue since it came out, while the Paramount clique was either letting its favorite drift or was maneuvering rather urgently to get out from under. Prices broke sharply, ending the week practically of 2 full points, representing a drop of nearly 22%.

of nearly 22%.

Volume continued heavy at around 60,600 shares, but there was little sign of rallying power even when surrounding conditions favored intermittent railies which were scattered through the week as the market sponsors tested out the possibilities of catching an extended short account, nappling.

market sponsors tested out the possibilities of catching an extended short account napping.

Bonds Give Way

Particularly disheartening was the break in several of the important bonds, quotations on the several of the important bonds, quotations on the desired an extremely thin market in the amusement mortgages. Loews 6's, which had been conspicuous on the January and February advance, turned down again, losing nearly get the week 2% net lower at 87. Fairly heavy offerings of the Paramount-Publik 5½, s beat that lesue down 6 points net, the low point coming at the Saturday close when Para-F-L bonds did little better, closing also on the bottom at 51, off 5% net on the week.

Warners bonds about repeated the same performance, sinking precipitately to a four-time bottom at 25 for a net loss on the six trading days of 6 full points. Pathe Bonds lost 3 to 75; Shubert llens sank ½, which represented more than 25% of its quotable values and touched a constitution of the path of the properties of the constitution of \$1 on the official notice that interest due April 1 and a delivery required that the April 1 and a delivery required that the bonds would sell 'flat' after April 1 and a delivery required that the week left the five princinal surface and the week left the five princinal tensors and the week left the five princinal tensor and the surface and the surface and the principal tensors and the week left the five princinal tensors and the surface and the principal tensors.

the April I and susequent coupons be attached.

Summarking these developments in the bond market, dealings for the control of the group—Loew. Pathe, the two Paramounts and Warners—an asgregate of 23½ points lower, loses being heaviest in the most tm-portant descriptions.

So general an attack of weakness was abundant evidence that the ago was more than a assual period of profit taking as appeared at that time, but rather represented higher-ups appraisal that the peak of the movement had been reached and a drastle mark down was in prospect.

Comparison With Stocks

Severe losses among the bonds hecome significant in relation to the hecome significant in relation to the hecome significant in relativity securities in the same amusement group. As against aggregate losses of nearly 24 points in five leading bonds, the five leading stocks of almost the same companies (Fox, Low, Par-P., RKO and Warners) were oft only 6% in the aggregate demonstrates that the declines are out of line. So violent an upset among bonds, jeopardy of whose return has nowhere been mentioned, certainly outh to have resulted in more drastic mark-downs in the (Continued on page 19)

(Continued on page 10)

## Wet Parade,' \$12,000, Pretty Damp At \$2 at Grauman's Chinese as L. A. In Battle of Tabs and Stage Shows

Los Angeles, March 21.
Quick \$2 flop was registered at
Grauman's Chinese by 'Wet Parade. First week grossed hardly \$12,00 Picture was deemed interesting by public shied shied away from the title heme. Picture was sold on story only with cast names, Walter Huston, Lewis Stone, Neil Ham-liton, Jimmy Durante and Dorothy Jordan submerged in their charectorizations

Responding to the challenge of Warners' Downtown 10 vaudeville Warners' Downtown 10 vaudeville acts, RKO has slashed its Hillstreet prices to 25 cents until 6 p. m. Downtown offers 1,000 seats 'anytime at same scale. RKO to bal-ance 10 Bert Levey acts at the

Downtown offices 1,000 seats anythme' at same scale. RKO to balance 10 Bert Levey acts at the Downtown is trying to educate the public to the RKO trademark as a guarantee of superiority.

It is the superiority of the superiority of study in exploitation, public reaction, and the shopping instincts of a short bankroll burg. Whether quantity can outwelgh and outgross quality seems in process of testing budgets its five around \$3,000.

Downtown is second run to Warners' Hollywood, but choosing between Warner and Pirst National Part runs of Eadlo and Columbia releases, the screen strength averages up in favor of the Downtown Vaudeville meant very little to the latter house until they stretched have a second run to warner and the stretching the budget. No question that any stage attraction, freak draw, or exploitable personality, can get immediate bookings locally from several sources. No question that any stage attraction, freak draw, or exploitable personality, can get immediate bookings locally from several sources. No question that any stage attraction, freak draw, or exploitable personality, can get immediate bookings locally from several sources. No question that any stage attraction, freak draw, or exploitable personality, can get immediate bookings locally from several sources. No question that any stage attraction, freak draw, or exploitable personality, can get immediate bookings locally from several sources. No question that any stage attraction, freak draw, or exploitable expension to be the thing. While Rodney Pantages awaits Gregory Ratoff's Girl Crasy, another boiled-down musical is current at the State. That gets the densed form, seems to be the thing. While Rodney Pantages awaits Gregory Ratoff's Girl Crasy, another boiled-down musical is current at the state. That gets the unfortunate picker in that Sons o' Gune' is logging and the leight sylve of one even averagely well, and with a three-day version to permit house witching (29) to Saturday opening, the engagement is apt to be anything but memorab

Estimates for This Week
Chinese (Fox) (2028; 50-\$1.50),
Wet Parado (M-G) and stage show
(Ist week). Came in Thursday with
customary Grauman whoop-lar no
and annoy both wets and drys, simuitaneously, impartially, and with
Metro as neutral as Switzerland.
First week under \$12,000, evidencing
proper spoil sation in not building

ing poor exploitation in not building up cast name (WB) (1800; 25-65). Wan Who Played Gof (WB) and Who Played Gof (WB) and sa potent as expected last week at Hollywood, and grave question if high-brow star is draw with yokelry patronizing Downtown. Figure \$11, 600. Last week 'Play Girl' copped shadowing in lraw.

patronizing Downtown. Figure \$11.

600. Last week Play Girl copped \$11,500, but with those 10 acts over \$11,500, but with \$11,500, but George Sidney setting big billing for cast; Mervyn LeRoy mugged for daily ads as directed boundet from studio. Around \$14,000, okay. Last week ariss picture bettered \$13,000. The studio \$15,000, \$10,00

#### Same Story in Columbus: 'Millionaire,' \$10,500, Off

Columbus, March 21.
Local houses could probably save
money by closing Holy Week, but money by closing Holy Week, but they're trying just the same. Chances are good for a poor week everywhere.

Estimates for This Week

Estimates for This Week
Palace (RKO) (3,075; 25-50)
'Prestige,' (Radio). Will do mighty
well to reach \$5,000, bad. Last
werk Impatient Maiden' (U) off at

we.k Impatient Maiden' (U) off at \$4,4700.
Ohio (Loew-UA) (3,000; 25-50) 'She Wanted a Millionaire' (Fox) and stage show. Light \$10,500. Last week Strangers in Love' (Broad (Loew-UA) (2,500; 25-50) 'Wayward' (Par). Bucking bad reviews started with a record low bo,: no better than \$5,000 in sight. Last week 'Sity Devils' (UA) 200med at opening then grounded flat better than \$1,000 in sight. Last week 'Sity Devils' (UA) 200med at Opening then grounded flat better than \$1,000 in sight. Last week 'Sity Devils' (UA) 200med at Opening then grounded flat (UE), Grand (Neth) (1,100; 16-35) 'The Expert' (WB). Fall \$3,000. Last week 'Fireman Save My (Child' (FN) good at \$4,100. (1,100; 10-25) Techind the Mask' (Col). Will sufficient than \$1,000 in the color of the color of

#### BALTO. ON LEVEL KEEL; **WISER SEX' AT \$18,000**

Baltimore March 21 Holy Week won't hang up any records either way. Polly of Cirrecords either way. Folly of Cir-cus, at the Stanley, looks best, but nothing handsome is likely. Wiser Sex' should do fairly well at the Century,
'Tarzan' led last week, while 'Dis-

orderly Conduct' surprised by a big ce at the New.

Estimates for This Week

Estimates for This Week Contury (Loew-UA), Wilser Sex' (Par) (3,200; 25-60). Hardly the calendar spot for a b.o. panic and no big name on stage to help; 185-000 will be fair. Toancing in Dark' (Par) last week, plus Ben Lyon in person in old home town, just

no big name on stage to help; \$18,olo will be fair. "Dancing in Daric
(Par) last week, plus Ben Lyon in
price of the pri

#### TACOMA TEPID

Everything Off—'Unexpected Father

Tacoma, March 21.
Nothing standing out this week

c. Estimates for This Week

Estimates for This Week
Orpheum (RKO) (1,500; 255-50)
—Prestige' (Pathe). With vaude
first half, and Behind Mask' (Col.), \$4,500, bad. Last week 'Woman of Monte Carlo' (FN), and 'Impatient Maiden' (U), split week, oke at \$5.

Maiden' (U), split week, oke at \$9,60.

Blue Mouse (Hamrick) (650; 25.
55-50)—"Unexpected Father' (U).
This one liked, iaugh-loaded; fall at
(UA) slow at \$1,750.

Rialto (Fox) (1,200; 25-25-50)—
'Arsene Lupin' (M-G), and 'Freake'
(M-G), \$4,000, good. Last week
'Beast of City' (M-G), 'Tomorrow'
(Far), and 'Guardsman' (M-G), slow
\$3,800,

#### Strong Fare in Ind. Should Offset Things; 'Ladv.' \$15.000. Best

Picture grosses should hold up favorably this week. Fare is good throughout downtown. Plassionate throughout downtown. Plassionate strong and looks able to bring this house up a bit from its past performances. Grosses last week were boosted favorably by 1,696 high school stubasketball tourney. Ethel Barrymore did exceptionally well at English's in 'School for Scandal.' Fred Stone's 'Smiling Faces is due for two days and a at Keith's is reviving 'Uncle Tom's Cabin,' which incidentally includes the ice scene.

Estimates for This Week

Estimates for This Week
Indiana-Public) (3,300; 25.35.50)
Lady With a Part' (RKO), Will de
\$15,000 because of Constance Bennet's pull with the femmes. Last
week Broken Lullaby (Par) did
\$17,000, a bit better than was anticipated.
Circle (Publix) (2,800; 25.35.50)
Willer See (Par), Will in block
Wiser See (Par), Will in block
Wiser See (Par), block
\$15,500 maybe. Raps from the press
not helping any; Last week
Dancers in the Dark' (Par) touched
\$6,000; good.

not helping any. Last week Dancers in the Dark (Par) touched \$5,00; good.

\$5,00; good

#### MACKAILL-FIREMAN' IN ST. LOUIS, \$18,000

St. Louis, March 21.

It's Holy Week in St. Louis, to And things are pretty slack arout the box offices. To make matter still worse there's not an outstanding program in town; all of the bil are about equal in merit; the results the takings of each of the fifther trun houses is no more than at

first run houses is no more than average.

With comedies for the film attractions, the Ambassador and Loews to the film attractions, the Ambassador and Loews helped some by the personal appearance of Dorothy Mackalla Loews State (Loews) 3,000: 25.5 kg. Loews State (Loews) 2000: 200

ance of Dorothy Mackaili.

Law's State (Loew's) 23,000;
25-62-83 State (Loew's) 24,000;
25-62-84 State (Loew's) 24,000;
25-63-84 State (Loew's) 24,000;
25-64 State (Loew's) 24,000;
25-65 Sta

## Cab Calloway Rates Draw Credit at Minnesota, \$20,000: Town Is Blah

#### All Off in Cincy: Poor \$18,500 for 'Business'

Cincinnati, March 21. ord low of the year for amusement returns. Regardless of attractions the answer has always been the

same.

Estimates for This Week
Albee (RKO) (3,800; 35-65)—
Business and Pleasure' (Fox) and
vaude. Poor \$18,500 in prospect.
Last week 'Corsair' (UA) and Mitzi
Green as stage topper pulled \$24,-

Green as stage topper pulsed. ea., 500.

Capitol (RKO) (2,200; 30-50)—
Play Gir! (WP). Aided somewhat by extra drawing, fair \$3,500. Last week 'Dancers in Dark' (Par) \$8,500.

Palses (RKO) (2,800; 30-50)—
Palses (RKO) (1,285)—
Palses (RKO) (1,285)—
Palses (RKO) (1,285)—
Palses (RKO) (1,285)—
Palses (RKO) (1,285; 30-50)—
(Par) \$14,000.

Lyric (RKO) (1,285; 30-50)—
'After Tomorrow' (Fox) \$8,000, fair. Last week 'Arsene Lupin' (M-G) rounded out fortnight with \$7,500 on second week.

Last week Arsene Lupin' (A.-G) rounded out for hight with \$1,500 on seith's (Libson) (1,600; 25-40)—"West of Broadway' (M-G). Poor \$2,800 indicated. Last week 'Lotal Boy' (FN) \$4,600. Strand (RKO) (1,350)—"Woman Commands (Radio) and 'The Excommands (Radio) "The Excommands (Radio) —"The Excomma

#### WASH, AS ANTICIPATED: 'HOTEL CONT.' \$19,000

Washington, March 21. Most of the houses are tightening up for Holy Week. Nothing his currently with business running to just what was expected. Estimates for This Week

just what was expected.

Estimates for This Week
Colmbhat Lewy This Week
Colmbhat Lewy This 22: 35-50)—
(Treekun Hander This 22: 35-50)—
(Treekun Hander This Treekun Hander This Treekun

#### Portland Fair as 'Maiden' Heads for Pretty \$11.500

Portland, Ore., March 21. Fox-Portland is concentrating to nake the 3,500-seat Paramount col-

Minneapolis, March 21.

After a week of boom-time prosperity Loop show houses again are mmersed in the slough of despond. Lasting only a brief seven days, the temporary interruntion of the bear-

Lasting only a brief seven days, the temporary interruption of the bear-lish box-office trend has given way once more to the downward swing, and gloom holds full sway aloug-the Rialto. The seven was a complete lack of outstanding box-office attractions this week, and that may have something to do with the return of reactionary business forces. Whatever the cause, business is conspicuous by Cab Calloway and his band in person at the Minnesota is the best of the current box-office bets rather than any screen offering. This attitution of the current box-office bets rather than any screen offering. This attitution of the current box-office bets rather than any screen offering. This attitution of the current box-office bets rather than any screen offering. This attitution of the current box office bets rather weak picture, 'Alias the Doctor' although \$2,000 is no wow. After a week of marvelous busidens and the current box-office of the order of

rather tough again. Nan Halperin, local girl, is pulling in some shekels, by the process of the pulling in some shekels, by the Greeke' is far from a knockout, but it has attracted some class trade to Pantages and will have a fair week. Disorderly Conduct, at the street, as out a fair week the street, as out a fair week the street, as out a fair week the street, as out a fair week. Misting the street, as out a fair week. Misting the class of the street, as out as seen as the street, as out as seen as the street, as out as seen as the street, as out as seen place of usual Fanchon-Marco unit. Picture not so hot and Bartheimes no in the street, as out as seen as the street, a

Love (rar) and El Brendei in person around \$30,000 big, with Brendei rating all the credit for the Corpheum (RKO) (2,890; 50)—
Trestige' (Pathe) and vaudeville. Ann Harding ordinarily a draw here but not in this poor vehicle. Vaudesville, excepting Nan Harding ordinarily a draw here but not in this poor vehicle. Vaudesville, excepting Nan Halperin, also some. About \$10,000 indicated, bad. Last week Lost Squadron' (RKO) and Benny Meroff on stree around \$15,000, big, with Meron artice around \$15,000, big, with Meron artice around \$15,000, big, with Meron arcedit as the picture for immense draw.
State (Publix) (2,200; 50)—Disorderly Conduct' (Fox). Picture first rate but nothing to get populate whiley enthusiastic Anount as magnets. Laurel and Hardy company unity of the state o

of 'Arrowsmith (UA) access very conding (Publix) (1,90; 25) —Wayward' (Par). Meddorre picture, Nancy Carroll and Richard Arlen no draws, will be lucky to top \$3,500. bad, Uast week 'Deast of the City' (Acter (Publix) (200; 25) — 'The Deceiver' (Col) and 'Mad Genius' (WB), split about \$900 indicated for weak pictures, bad, Last week from Monte Carlo' (FN) around \$300. noor.

\$800, poor, Grand (Publix) (1,100; 25)— 'Union Depot' (WB) and 'She Wanted a Millionaire' (Fox), split, Second Loop runs, around \$1,200-indicated, with 'Union Depot' draw-ing most of it' fair. Last week 'Emma' (M-G), second Loop run, full week, about \$1,800, good.

#### Col. Following Par's Ad **Work During Production**

Hollywood March 21. Columbia is following the lead of Paramount to create ideas for ad-vertising layouts and paper at the studio while pictures are in produc-

tion.

Mon Randall, who has been at
Metro on ad layout work, goes to Columbia to handle the new duties Columbia to handle the new duties under Hubert Veight. Under plans ad and poster layouts will be made up, sans color, and shipped during production to the home office as 'suggestions' Also entails specially prepared 'still' scripts.

## State-Lake's Dual Bill Billing Means Poor \$14,000; Chi with Stanwyck, Stage-Screen, \$44,000

Chicago, March 21. No averages in the loop this week, the bad shows sliding far into the the bad shows sliding far into the mud while the few good ones are doing outstanding trade, Holy Week or not. Loop theatres are becoming more and more dependent on their stage attractions. This fact is smacked home particularly

becoming more and more dependent on their stage attractions. This fact is smacked home particularly at the Chicago, Orlental and vaide Palace. In the majority of recent big business weeks the b. o. pumping has been directly the result of stage, Sockies weeks the b. o. pumping has been directly the result of stage, Sockies is currently being This angle is currently being This angle is currently being the stage of the s

Estimates for This Week

it didn't help.

Estimates for This Week
Chicago (Publix-B.&K.) (4,000;
50-75-85) 'Shopworn' (Col) and
stage show. Barbara Stanwyck and
Frank Tay on stage in conjunction
with Stanward stanking the conjunction
with Stanward thin; doing heeper
the conjunction
with Stanward thin; doing heeper
the conjunction
with Stanward thin; doing heeper
the conjunction
McVickers (Publix-B.&K.) (4,000;
50-75-85) 'Man Who Played God'
(WB). After diabby opening seethan indicated \$10,000 for current
stay; stloks until 28th when 'One
Hour With You' (Par) arrives for
the post-Lant festival.

Oriental (Publix-B.&K.) (3,200;
50-75-85) 'Disorderly Conduct'
in the flesh and attracting; will
hold gross to fair \$24,900 for Holy
Week; theather having trouble with
its evenings, having developed too
much into a matinee spot. Last
week Wayward' (Par) and Dorothy
28,300 in person, across nichy at
328,300 in person, across nichy at
328,300 in person, across nichy at
28,300 Halpe (RKO) (2,500; 50-75-85)

Macician in person, across niedy at 328,300.

Palace (RKO) (2,500; 50-75-85) Fireman' (WB) and vaude. Mittal Green heads show and bringing and the state of the s

on its holdover, \$11,100, and currently, though dipping to red, holds to \$1,500.

State-Lake (RKO) Impatient State-Lake (RKO) Impatient State-Lake (RKO) Impatient Control of the state of

#### BROOKLYN LIMP

\$30,000 for 'Dancers' at Par-Arlis Pretty Good, \$17,000, Strand

Brooklyn, March 21.

Pola Negri has canceled her per-sonal appearance at the Far. upon physician's advice, and the Fox, backed by big Hearst campaign on Pense by the Market Campaign of with new low admission prices. Estimates for This Week

with new low admission prices.

Estimates for This Week
Paramount (4,200; 25-35-50-75-85)
—Daniers in Dark' (Par), and stage
show. Final week of Bing Crosby
on stage; a poor \$30,000 in the offing. Last week Wiser Sex (Par)
indirectal.

(a) and etage show. Slow despite
heavy selling; prices dropped to 56c,
top seem to make no difference;
stage name policy out; relying solely
on units; about \$25,000. Last week
Alber (2000): \$2-35-50-75—Tost
Squadron' (Radio) and vaude. Film's
second week fair enough at \$23,000.
First week was a good \$30,800.
First week fair enough at \$30,800.
First week was a good \$30,800.
First week was a good \$30,800.
First week fair enough at \$30,800.
First week was a good \$30,800.
First week fair enough at \$30,800.
First week was a good \$30,800.
First week was a good \$30,800.
First week good \$30,800.
First w

#### Holy Wk. in Pitt. Won't Mean Much by Contrast: 'Lupin,' \$25,000, Not Bad

Pittsburgh, March 21, Pittsburgh, March 21.
Holy Week doldrums will not be too noticeable this year since last few sessions locally have been ministure Holy Weeks. The Penn alone is likely to withstand the plant will be a support of the support of the plant will be a support of the plant will be a su

Davis (WB) (176) and 18 just about washed who can be seen and the seen and seen and

anames and seasonal depression will result in a weak \$2,500. Last week 'Cheaters at Play' (Fox) about the same.

Same. (Shea-Hyde) (J.759: 10-15-25-35-50), 'Two Kinds of Women' (Par). Opened not so bad but easing off to weak \$5,000. Last week 'Business and Pleasure' (Fox) Judier (WE) (J.800; 10-15-25), 'Secret Witness' (Col) and 'Sally of the Subway' (Indle). Two feature-length mysteries on same bill not length mysteries on same bill not week 'Law and Order' (U) about \$2,700.

Penn '(Loew-UA). (3,300; 25-35-36), 'Eysne Lupin' (N-C) and Sally of Urinish towns only real opposition to Holy Week decline: growth of the Subway' (Indle Colored (W-G) and Arthur Tracy (The Street Singer) in preson gave house \$23,000, best in some time, tradio name.

Stanley. (WE) (3,600; 25-35-60), 'Eshind the Mask' (Col) and stage show. Picture of the horror-medico' Sammy Cohen on stage may heip. Last week 'Lost Squadron' (RKO) around \$20,000 (Not on stage may heip. Last week 'Lost Squadron' (RKO) around \$20,000 (Not on stage may heip. Last week 'Lost Squadron' (RKO) around \$20,000 (Not on stage may heip. Last week 'Lost Squadron' (RKO) around \$20,000 (Not on stage may heip. Last week 'Atter Tomorrow' (Fox) Just over \$1,000.

#### Kelly Head W. B. Dresser

Orry Kelly, N. Y., costume designer who has been freclanding herealbuts, is new head of the dress department at Warners-First National.

Succeeds Earl Luick.

#### 'Union Depot.' \$14.000 Sole Bright Spot in Den.

Denver, March 21.

Typical Colorado snowstorm played havoc with the grosses Everything batted a consistent poorness.

poorness,
'Racing Youth,' at the Aleddin had the best start in a long time but brodled completely when the storm hit.

the died completely when the storm hilled completely hilled

#### Nice Weather Hurting Frisco, but 'Fireman' Near Record, \$17,000

San Francisco, March 21. All, the advertising and publicity in town is being directed at the kids this week. It's Holy Week, but it's Easter vacation, too. And business looks as if it will hold up, athough the excellent weather is hurting

is as if it will hold up, although the excellent weather is hurting everything.

Low's Warfield is copping honors with a western, 'Gay Caballero,' in which is a home town boy, George motif. Warners with 'Fireman' is another bell ringer, coming near the record with 31,700 for 'Fireman,' while the Orpheum with Thurston in a second week and a complete change of fare is continuing neatty, which is a little above average. Fox with 'After Tomorrow' and Paramount with 'Strangers in Love' just fair.

Estimates for This Week Estimates for This Week
Fox (5,000; 35-65), 'After Tomorrow' (Fox) and stage show. No
draw and \$25,000 poor. Last week
'Beast of City' (M-G) above usual,
\$33,000.

\$33,000.

Golden Gate (RKC) (2,844; 3560), 'Carnival Boat' (Pathe) and
vaude. Tenth anniversary show and
Harry Barris-Loyes Whiteman add12,500 below average. Last week
a poor \$10,000 an 'Nice Women' (U).
Orpheum (RKC) (2,270; 35-60),
Silent Witness' and stage show.
Thurston in second week and
with "Tinal Edition" on secree.

Paramanut (Fox (2,700; 35-60)

with 'Final Edition' on screen.

Paramount (Fox) (2,700; 36-60),

Strangers in Love' (Par). Hard one to sell here and \$11,000 is all. Second week 'Shanghal Express' (Par) got same figure.

United Artists (1,200; 25-40-60),

Sky Devils (UA) (24 week). Only holdover in town and \$3,000, pretty \$10000.

holdover in town and \$8,000, pretty good. First week slightly over \$10,000. Test week slightly over \$10,000. Test weeks slightly over the slightly over the

## Nifty \$65,000 for Paramount Due To 'Three's a Crowd' Tab: Capitol And Roxy Limping with \$50,000 Each

The poorest theatrical week of the year, Holy Week, will be one of the best for the Paramount, but all others on the big street are in fosome suffering. While the Published Gedurer will object to the State of the dy wear, Holy Week, will be one of the best for the Paramount, but all both for the Paramount, but all is best for the Paramount, but all is best for the Paramount and the property of the paramount regardless of the paramount regardless of the plages a Crowd, last season in the paramount regardless of the plages a Crowd, last season in the paramount regardless of the plages a Crowd, last season in the paramount regardless of the plages and the plages of the plages and the p

#### Mont'l Gloomy, Tho Loew's Has \$13,000 Opportunity

Montreal March 21. Holy Week and holdovers make a current gloomy prospect. Palso retaining 'Shanghal Express,' which did fine trade last week, but is liable to fade. His Majesty's is dark Tony Sarg's Marionettes. Liable to go well in this town where there are no amusements for minors under

ther deplete theatre grossos.

Estimates for This Week
His Majesty's (CT) (1,908; 80\$1.50). Legit. Tony Sarg's Marlonettes (3 days). This will be twoa-day. Last week's three days of
"Queen's Husband" about \$6,000,
mixing over \$9,0000: The Sarg's Marlonettes (Par) (2d week). Just a
tryout for Daster Week Maybo
\$10,000. Last week this pleture
topped everything, \$15,000, fine.
Capitol (PP) (2,700; 80). 2010;
Capitol (PP) (1,700; 25-40). 2010;
Capitol (PP) (1,700; 25-40).

Stonnool (Par) and Cannonballe
(Par) and Cannonballe
(Par) and Cannonballe
(Par) (Par) (2,700).

## **New Haven Going Strong for 'Follow** Thru,' Tab; May Hit a Smash \$20,000

I aramount may go into a snash week with the introduction of tic-contensed musical, Food with the introduction of tic-contensed musical food with the introduction of t

Epidemic of sickness has crimped and school (Cot.) same use Hitim for Justice (Cot.) about the hings locally in past two months.

Estimates for This Week
Paramount (Publix) (2,932; 65).

Perion (Public) (2,932; 65).

Pollow Thriv will be high with since After Tenks' (Mc.), and Steady Crimpeny. Opened at fair \$4,000 rates, and Terefair (Mc.), and Steady Crimpeny. Opened at fair \$4,000 rates, and Terefair (Mc.), and Steady Crimpeny. Opened at fair \$4,000 rates, and Terefair (Mc.), and Steady Crimpeny. Opened at fair \$4,000 rates, and Terefair (Mc.), and Steady Crimpeny. Opened at fair \$4,000 rates, and the second of the second

#### Arthur Lake, L'ville Local, Makes Good with 'Play Girl' for \$8.800

Louisville, March 21.

Spring weather broke on St. Patick's eve and business at theatres picked up after 10 days of cold weather. All managers are trying to cash in with spring festivals. Personal appearance Arthur Lake' Kentucky boy, is helping the Rialto to a good showing. The cold of the spring the Rialto to a good showing the Rialto to a good showing the stock optimistic over postfaster plans. National theatre is ready for the reception of No. 1 company, although Wright did badly with Mary Anderson last summer.

Summer.

Estimates for This Week
Low's (3.52; 25-35-50-60), 'Arsene Lupin' (MGM), '8,500 good
for Holy Week. Last week 'Arrowsmith' (U), '8,800, oke.
Strand (Fourth Ave.) (1,855; 2535-50), 'Bixiness and Pleasure'
(WB), \$4,400, not bad. Last week
Broken Lullaby (Par), '8,500.
S50-69), 'Play (Gh', (FN) and Arthur
Lake in person. '8,800, not bad.
Last week 'Dancers in Dark' (Par),
\$8,230.

\$8,250.

Brown (2,100; 20-30-40) 'Prestige' (Radlo). Weak with \$3,000. Last week 'Fhreman Save My Child' (WB) \$5,200, airight.

Alamo (Fourth Ave.) (1,000; 15-25-40), 'Wiser Sey' (Par.). Slow at \$2,255. Last week 'Murlers in Rue Morgue' bad with \$2,150.

#### HOLY WK. OK IN PHIL.; GABLE PULLS \$46,000

films.

The Mastbaum started very briskly with Polly of the Circus, most of the credit being ascribed to Clark Gable's following. He was billed here far more prominently than Marion Davies. Nothing much in the way of a stage show but the combination is expected to gross \$46,000 or better.

combination is expected to gross \$46,000 or better.

'Greeks Had a Word For It' (S-W people are using It' and not 'Them' in all billing here) is expected to gross \$19,000 at the Boyd, and the Fox, despite some pannings, figures at \$16,000 with 'Shop Angel' on the screen and Eva Tanguay on the stage.

screen and Eva language.

"Lost Squadron, almost \$20,000 on its first week at the Stanley, should get \$14,000 or close to it this week, while Beast of the City, which also exceeded expectations in first week at the Stanton, should achieve to the Stanton, should achieve to and

Women' ought to get \$3,000 at the Little Arcada.

The Hatchet Man' follows Lost Squadron' at the Stunley and Squadron' at the Stunley and Greeks. The Mastbaum gets 'Alais the Doctor' next and 'Beast of the City' holds over at the Stanton.

Estimates for This Week

Methaum (4,800; 35-50-75)

Estimates for This Week

Astbaum (4,800; 35-50-75)

Held of the Stanton of

\$14,000

Boyd (2.400: 35-50-75)—Greeks

Had a Word For It! (UA). Middling
notices and some doubt about its
making grade for second
around \$19,000 likecond. Action
around \$19,000 likecond. Action
week.

#### PROV. CAN TAKE IT

Albee Plugging for \$8,000 and Fay's \$5,500—Biz 'Way Off

Providence, March 21. Every spot in town hit this week, only cheerful spots are the Albect and Fays, both playing vaude, but here, too, Holy Week has calmed things considerably, Estimates for This Week

Estimates for This Week
RKO Albee (2,300): 15-50-69) Impatient Maider (U) and vaude.
House will lead with at least \$8,000
looked for: Last week Behind the
Mask (Col) and Paul Whiteman.
set new record for policy at \$15,500; five shows a day over weekend.
Fay's (2,000; 15-50) Police Court'
(Mono) and vaude. Managing to
keep moving and should reach \$5,Last week vanddering overything.
hast veek State (3,700; 70, 26,50,75)
lice at \$7,500.

#### Stuart-Carol Help 'Big Timer,' Boston, \$18,000

Doston, \$18,000

Boston, March 21.

The Keith-Boston headlined by Mick Stuart.

The Keith-Boston headlined by Mick Stuart of the Stuart of Holy Week, always a tough one on the flickers, with only one legit opened. Several of the Stuart of Stu

one legit opened. Several of the film houses should keep out of the red. Estimates for This Weak Met. (Publis) (4,309; 50-75) "Disorderly Conduct" (Fox). Good filcker but stage show weak; 325,000 expected. Last week "Dancers in the Dank" (Par) and Lilyan Tashman of Last week "Dancers in the Dank" (Par) and Lilyan Tashman of the part of the

## 'GREEKS,' \$14,000, MILD

Leew's Midland with Greeks' caught the fancy of the fammes, while 'After Tomorrow,' with Charles Farrell strong featured, appealed to the younger set at the Liberty, but both eased of the younger set at the Liberty, but both eased of the the Parages continues of the parages of the the pool of the parages of the the pool of the parages of the the pool of the parage of the parage the parage of the parage of

Last Week 'After Tomorrow' (Fox) (Mono) and value and so pine keep moving and should reach \$ 6, 500; fair considering everything. Last week 'After Tomorrow' (Fox) (Mono) (Mono)

Newark, March 21.

Nothing much hoped for any-where this week and no great drawing cards. Film houses are simply waiting for the week to pass.

Entarisment for This West-5-50.

—Chan's Chance (Fox) and unit.
Probably won't cross \$10,000. Last week 'Heart of New York' (WB) disappointed at \$11,200.

Capitel (WB, 10,200; 15-25-38).

—Capitel (WB, 10,200; 15-25-38).

—Title (Indian) (209; 50).—Five-Little (Indian) (209; 50).—Five-Little (Indian) (209; 50).

—Title (Indian) (209; 50).—Five-Little (Indian) (209; 50).

—Title (Indian) (209; 50).

—Title (Indian) (209; 50).

—Title (Indian) (209; 50).

—Title (Indian) (209; 30).

—Title (Indian) (209; 30).

—Title (Indian) (209; 20).

—Title (Indian) (200; 20).

—Title (Indi Lupin' (M.-G) got \$13,500 in second week.

Fox (3,000; 35-50-75) —Shop Anger!
(Tower) and Dva Tanguay on stage.
Stanton (1,700; 25-65)—Beast of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling power and was held over nothing of the City (M.-G). Suprised by pulling of the City (M.-G). Suprised by pulling the consolidation of the City (M.-G). Suprised by pulling the consolidation of the City (M.-G). Suprised by pulling the consolidation of the City (M.-G). Suprised by pulling the consolidation of the City (M.-G). Suprised by the consolidation of the City (M.-G) (M.-G). Suprised by the consolidation of the City (M.-G). Suprised by the consolidation of the City (M.-G). Suprised by the cons

#### K. C. FULL OF TWIN BILLS Det. Sluffing This Wk.; 'Dancers'-Nagel, \$26,000

Detroit, March 21. Holy Week is the usual reason

Holy Week is the unual reason for the bad business. 'Hotel Continental' and Conrad Nagel in person are the only spots not very bad. Everybody is getting ready for big things next week. 'Michigan' (4,045; 15-35-69-and paners' and the second of the cattly been but far from fortewill break even at \$26,000. Last week 'Polly of the Circus' (M-G), \$33,100.

activity here but far from forte-Will break even at \$25,000. Last week Polly of the Circus' (R.F.G.). Fox (5.100; 15.25-50) Hotel Continental (Tiff). Nice exploitation helping but poor at \$15,000. Last week Disorderly Conduct' well liked and Fisher (2,685; 15.35-60-75)—Broken Wing' (Par). Plenty weak this week and way down in the cellan with \$3,000. Last week "Play (December 12,750)—Explorers of the World' (Indie). Doing fair for the conditions, about \$3,000. Last week "Impatient Malden" (U). United Arists (2,018; 15-35-60-75-90)—The Wiser Sex' (Par). Just another picture to fill in till atter Lent and doing accordingly; lucky to yet \$3,000. Last week show week at \$3,900. Paramount (3,448; 15-35-60-75)—Final Edition' (COI). Lucky to yet \$7,000. Last week Showown' (Par). Disappointing at \$3,900.

#### Seattle Credits Gable

For 'Polly's' \$13,500

#### SOME NEW LOWS IN N. O.: 'BUSINESS' BEST, \$12,000

New Orleans, March 21.
Poorest business in years is evident in the local houses currently
with several striking new all-time
the several striking new all-time
Tusiness and
Pleasure so withing abend of the
others but returns generally are
brutal.

Estimates for This Week

Sanger (3,000; 60) 'Business and Pleasure' (Fox). Will Rogers still has local cohorts and week looks like \$12,000; not bad considering, Laat week 'Greeks' drew a poor

Last week 'Green, which all the state of the state (3,200; 60) Dancers in the Dark' (Par). Struggling to plitful grosses with not more than \$9,000 apparent. Last week 'Arsene Lupin' (M-G) garnered a nice

Lupin (M-G) garnered a nice \$14,000.
Orpheum (2,400; 60) Ladies of the Jury (Radio). Suffering with the rest and will only get \$7,000.
Last week Lost Squadron (Radio).
Orpheum (1,800; 50) Wayward (Par).
Very light and may reach \$2,000. Last week 'Blonde Crazy'
(WB) did \$2,200.
Tudor (800; 35) Disorderly Conduct. Maybe \$2,500. Last week, 'Gay Caballero,' \$2,000, also bad.

#### Ed Roberts On Stories

Ed Roberts has left Paramount-Publix to join the story department of Columbia at the Coast studios. Roberts was assistant to Lem Stewart, publicity, with the theatre

For 'Polly's' \$13,500

| Seattle March 21. |
| Clark Gable is being given locat credit for helping Marlon Davlest protected for helping Marlon Davlest protecte

### Stock Market

(Continued from page 7)

corresponding stocks, even assum-ing that the shares already have gone a long way to discount condi-tions. All but one of the stocks concerned (Loew) are, and long have been, off a dividend basis. The point concerned (Loew) are, and long have been, off a dividend basis. The point is that with Faramount bonds on a yield basis of around 12%, for insparent the state of the basis of around 12%, for insparent the state of the state of

original hands of RCA. Last quo-tation was 90. Deduction from the surrounding situation and among the section of situation and and stock tickers, is that for the present the drift looks lower with perhaps resistance at the February bottoms and perhaps in-termittent railies based on news de-velopments. General market seeme

			STOCK EXCHANGE	
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Over the Counter, N. V. All Quoted for Saturday

.... Noxy, Class A .....

MR







set of S. R. O. signs

order larger money bags



call out the 🐗



cops to handle the mobs

You're going to do the biggest business you've ever done in all your life when you play—the greatest entertainment natural ever made ...



## CHEVALIER

starring in a veree gr-rand picture



MAC DONALD

GENEVIEVE TOBIN

CHARLIE RUGGLES • ROLAND YOUNG

A fortune in any depression! "One Hour With You". The most definite dollar-pulling picture you've ever had! Chevalier was never better. The story is swell. The lyrics and music are a treat. Everything in it is entertainment! You will demand this one for extra playing time—and you'll gather in extra profits in a big way! You'll see! Directed by Ernst Lubitsch. From a play by Lothar Schmidt. Music by Oscar Straus.

Opening BOTH Rivoli, Rialto Theatres, N. Y. Wednesday, March 23.

## **Talking Shorts**

BENNY RUBIN 'The Perfect Suiter' Gomedy 17 Mins. Strand, N. Y.

If Mine.
St tand, N. V.

Vitaphone Nos. 1344-45
Mostly a waste of Benny Rubin's
dialect comedy talents, but manside to the state of t

builds up for a moderate mushab.

Romantle interest is injected
through Rubin's attentions and
later marriage to a cop's daughter,
with he and the cop cashing in on
a fat reward following the robbery
attempt. Cit! played feely by
Marjot Warren Hymer the
but otherwise unimpressive manner, Char.

'BELIEVE IT OR NOT'
With Robert Ripley
NOVELTY
9 Mins.
Strand, N. Y.
Vitaphohe No. 1336
Another highly interesting episode
Into the curious discoveries of Robert Ripley. More varied than some
includes variety of bits, mostly demestic.

includes variety or bus, mestic.

Ripley shows articles of oddity to a young lady who asks questions, and an extended to the series of the separation of the seplanation. It's piece work cleverly assembled for picture audi

cleverly assembled for picture audiences.
Floating rock, lace tree, black egg, nummified head and other objects around the control of the con

CITY OF FAITH

CITY OF FAITH'
Travelog
18 Mine.
Roxy, N. Y.
An overlong survey of Palestine
which is partly saved by an intelligently written lecture intelly recordintelligent of the world, for no particular reason, and
works into the Holy Land with most
of the villages mentioned in the old
and new Testaments, but with espedual was upon Jee and the service of the life of t

ciuding the second relation of hundred feet of unnecessary main very little of the photography is up to standard, and most of it suggests that the cameraman forgot to make proper allowance for subtropleal area. Not helped, either, by being thrown on the wide screen, which magnifies its defects.

'NORTHERN INDIA' E. M. Newman Traveltalks 9 Mins.

E. M. Newman Traveitairs 9 Minn.
Strand, N. Y.
Vitaphone No. 1249
Many travelogs of India and outposts have been made, but none dwell so intently on importance of otherwise, as Northern India. That alone in this short makes it very agreeably engrossing material.
Cook's tour extends from Bombay Into the hill country near the border of the total of the control of the companying dialog not overdone.

MAGIC CARPET SERIES 'Over Bounding Main' 8 Mins.

Over Bounding Main's Minis.

Embasey, N. Y.

Fox Movietone

This is the nearest thing to a plug seen in a long time. It is semi-advertising for a Bermuda stemship line in the normal set of the semi-advertising for a permuda stemship line in the name of the vest set is semi-advertising to the semi-advertising the semi-advertising the semi-advertising the semi-advertising in far more glowing colors then could be accompilable by a vigin Picture paints are about the first more glowing colors the could be accomplished by Waly.

DEMPSEY RETURNS Clips; 18 Mins. Pantages, Hollywood

Independent Cognizant of the interest in Jack Cognizant of the interest in Jack Dempsey's comeback try, Arthur Wenzel, theatre press agent, and Curtis Benton, radio announcer, have assembled all clips available on Dempsey's ring career for an interesting 25 minutes of footage accompanied by Benton's dubbed comment.

companied by Benton's dubbed comment.

As an actual record the film is lacking, being prohibited by contract holders from including the two most important fights—Dempsey's acquisition of the title from Jess Willard and his loss of it to Gene Willard and his loss of it to Gene Willard and his loss of it to Gene Dempsey in training, the Carpentier pushover, Firpo Meise, Sharkey mauling and the futile second match vith Tunney, the fleet. Photography, because of age, is necessarily poor, but the recorded comment is good. Film can be booked safely as a filier in view of Dempsey's popularity.

Beng.

'AUFFORDERUNG ZUM TANZ'
('Invitation to the Dance')
Ballet Dance
7 Mins.
Little Carnegie, N. Y.

Music for this short was played by the Berlin Symphony Orchestra and the ballet danced by the Berlin State Opera ballet. Considering which, it is surprisingly bad, even supposing a short subject showing had a chance had a chance. Carl Maria von Weber's music is played here so fortissimo that it's almost startling. Bugen Rex leads too willowy. Making it a bust even for arty houses, only ones where it would have a chance. It is the wood willow, and the subject of the foreign and the court regard to the foreign angle.

SCREEN SNAPSHOTS'
Novelty Newsreel
Mins

Columbia

Columbia

Every edition of this 'newsreel' has an incoming train. Latest release has Pola Negri returning to make her first talking picture. Stag and beach clubs, latter affording chance to introduce a host of names, are included. Most amusing is a brief glimpse of Joe Frown in a baseball game. Wdly.

CURIOUSITIES' Comedy, 10 Mins. Translux

feminine patronage.

Columbia

Columbia

A cat that was bequeathed a
house, an estate and a maid, is the
most unusual in this batch. Part
of the owner's will is read into the
film.

film.

Bombay cows, Wyoming's whistling trees, ilquid air and the world's
largest bible are the rest. Waly.

The Woman's Angle

'Tingle-Tangle' (New Era). German ladles will exclaim over the cuteness of 'Schlumsi, the Wonder Dog,' but they'li find cheap, amateurish technique a severe strain on their patriotic support of native product.

'Hotel Continental' (Tit)—Melodrama woven into the background of a metropolitan botel awakens feminine interest in the colorful locale promised by its title. 'Cheap production limits sustained enjoyment to uncritical faneties who are content with obvious dialog and dry, workman-

'Tempost' (UFA). Jannings getting a dirty deal from a blonde dame gain, pictured with simplicity, directness, Teutonic realism and strong uspense-laden cilmaxes. Engrossing stuff for the discriminating ladies of the 'art' theatres.

'Play Girl' (W.B.) Falsely titled and illogically developed story of young marriage cracking up because the husband gamble, made into good femme entertainment by Loretta Young's straightforward and sympathy-winning performance. Holds interest but lacks intrinsic box office draw.

'Carnival Boat' (RKO-Pathe). Lumber camp romance palls for the ladies as the camera devotes itself to close-ups of falling timber, camp brawls, raging torrents and escaping locomotives. 'Cossacks of the Don' (Amkino). Lengthy Russian romance, clumsily told and interrupted by over-acted close-ups. Holds no inducements to

'Dancers in the Dark' (Par). An attractive titie, a potentially interest-ing dance-hall locale, and a cast that audiences could like in a big way, reduced to just another picture by a muddled love story clumsity de-veloped and directed, seeking excitement in vain from primer grade

#### Miniature Reviews

'Play Girl' (WB). Below average programmer that will need extreme selling and ex-ploitation playing up juicy choles ient by story. Loretta but reangles ient by story angles ient by story. Lorette Young at her best, but re-strained through poor part of strained through poor part opposite, unwisely built up as unsympathetic. If over house averages, will be due to exploitation pressure.

'Hoted Continental' (Tiff). Thin plot and indifferent acting, but should get over in a large way on the milior runs.

'Dancers in the Dark' (Par). Intriguing title and cast of names that should mean something on the marquee. Dance-hall comedy-melo only fair for Times Square, looks sure-fire in the hinterland. Satisfactory material for all grades behind. the key deluxers.

the key deluxers.

Polly of the Circus' (Metro).
Marlon Davies and Clark
Gable. Combination probably
will silde talker through, although frail entertainment
with both leads miscast.

Carrival Boat'. Not a showteam and the sound of the sound
the sound of the sound of the sound
general of the sound of the sound
general of excellent comedy
relief. Bill Boyd and Ginger
Rogers have, the support of an Rogers have the support of an

Rogers have the support of an unusually good cast.

'Cossecks of the Don' (Am-kino). Russian film sans propoganda and with a love story. Terrible. Not much money chance even in highly patriotic Russ nabes.

#### PLAY GIRL

Warner Bros. production and release. Di-rected by Ray English. From original by the production of the production of the by Maude Fulton. Film editor, Owen Marks. Photography by Grega Toland. Co-teatures Loretta Yagung and Norman Fostor. At Strand, N. T., week starting March 17. Running time, 60 mines.

March 17. Running time, 60 mins.

Buster Lorette Young
Georgine Winnie Lightner
Wallie Norman Fester
Finkelwald Guy Kibbee
Elmer James Ellison
Moffatt & Edward Van Sloia
Sarcastic Girl. Dorothy Burgess

A department store clerk's sturgeles against adversitles of romane form the basis of this one, with expectant motherhood in the face of a missing husband trying to drag in dramatic appeal. It's turgid screen material, tediously drawn mild program material and saved as mild program material mainly by its gag.

its gags.

Had more stress been laid on the love, interest and less on laughs, with Winnie Lightner absent from the cast, there wouldn't have been anything left to 'Play Girl' except an elementary romantic lure, bad enough as it is with the humor figure to the control of the

gagement. In the daily ads and other matter the house is telling enough of the story to suggest prompt of the story to suggest prompt and the suggest prompt of the suggest prom

#### HOTEL CONTINENTAL

Tiffany production and Sono Art-World Wide release. Features Peggy Shannon and Theodore von Eliz; story by F. Hugh Herbert and Paul Perez; directed by Christy Cabanne; continuity by Warren B. Duff; RCA recording, At the Roxy, March 15. Running time, 07 mins, 07

xuoning time, 67 mins.

Ruth Peggy Shannon
Bennett Theodors von Eitz
Mr. Underwood. Alan Mowbray
Tierry Rockliffs Pellowes
Mrs. Underwood Eithel Clayton
Winthrop Henry E. Walthall
Letyton Bert Rosch
Alicia Mary Carliele

y with the service of the content of

#### Dancers in the Dark

(With Songs)

Farmonist tymicalization and release. Feetures Alteina Hopkins. Directed by David Burton. Sub-featured players are Jack Conics, William Coller, Frank Lyda Rock, Conics, William Coller, Frank Lyda Rock, Land Lyda Rock, Conics, Charles and Lyda Rock, Conics, Conics, William Coller, Conics, time, 70 mins.

Miriam Hopkins

Jack Oakle

William Collier, Jr.

Eugene Pallette

Lyda Roberti

George Raft

Maurice Black

Walter Hiers

Marie Black
Ollisters

Nation Meria
Marie

part, saved only by the special knack of this actress for putting the human note into cardoard financial control of the contro

'Polly of the Circus' (MGM). The Cinderella story in one of its more lifeless, unreal, and outmoded aspects. Direction fails to put over the Dayles personality, leaving a box office handica, that Gable single-handed, and burdened with an unromantic role, can't overcome. The ladies will make it only a moderate grosser at best.

14



Theatre Advertising as Indicated from Various Cities On Week Days



LOS ANGELES



Handle This Girl With Care! Miriam Hopkins Jack Oakie "Dancers - Dark EUGENE PALLETTE
WM. COLLIER Jr. SLIM UMMER-VILLE FREE! Blde a Radio-As Riviera at regular YOUR REYURN RIDE

## It may offend the Wets -It may offend the Drys

• • But M. G. M. has had the courage to present America's greatest problem since Slavery!

# PARADE

Upton Sinclair dared to write the truth about the burning subject of today. No war-no threat of national disaster has ever caused such wide-spread discussion.

HERE'S THE FIRST GREAT TALKING PICTURE EPIC



Redolent with Romance!

Throbbing with Thrills! Pungent with Passion! Deluged with Drama!

COME OUT with your TRUE Colors

TOUCHING THE HEART OF EVERY HOME

#### WORLD PREMIERE TOMORROW NIGHT

A Star Bedecked Graumanesque Opening bringing with it a superb new

SID GRAUMAN PROLOGUE

For the \*5

We urge Immediate Reservations Grauman's Chinese .

Regular Grauman Prices thereafter

SELLING FOR ALL PERFORMANCES































#### **EXPLOITATION** -:- By Epes W. Sargent

Busting a Club

Busting a Club
Some unangers are beginning to
wory about thair clubs founded to
the glory of this or that star. It
looked like a fine theup with the
product contracted for, but they are
wondering whether they can get
tyear. Even with one of a risk to
plet the star of the star of a risk to
but too closely to a star. Fox West
Coast broke away from the Mickey
Mouse idea. Other managers who
want to broak the chains would do
well to sturt now instead of waiting
until they have lost the name pletill can be done by announcing.

wall they have lost the name pletures.

It can be done by announcing
that the club has outgrown its
original purpose and needs of the
relation of the control of the control
strong of the control
s

#### The Lowdown

The Lowdewn

In a rather academic discussion with an out-of-town manager over publicity values, mention was made of the fact that Tetrarsin, of the fact that Tetrarsin, and the fact that the fa

#### Relamping Signs

Relamping Signs

Nothing gives a house a more slovenly, appearance than a sign with dead ismps. Some of the large houses make Inspection as often as the summer of the sum

#### Nickel Admish Campaign

sticket Admish Campaign
Columbus, March 21.
The old Nickelodeon, with sound refinements, is back in town.
In a "get acquainted" campaign, as small main stem theatre which specializes in westerns, has stated to the state of the

#### Dept. Store Research

Dept. Store Research

Birmingiam.

Pizitz, a local department store, added a new angle to campaigns in a drive to find out what customers wanted to buy and how much they wanted to pay for goods.

With the Alabama (tablit) the With the Alabama (tablit) the John and John and

places it will be better if the party is held in the country. Stage lines or the local auto club can be contacted for transportation, or perhaps the trolley line will run special ears. If the trolley line has an amusement part, it's a pushover. Lay out in advance a program of sports for all ages, and take along sports for all ages, and take along to the children a really good time and they will tak about it for months. But don't tackle it unless you're willing to work hard enough to make it a real success.

#### Hooking In

Reading the daily papers will often give inspiration for a better gag than can be found in the press book, and almost always there can be found some suggestion for riding the news.

be found and suggestion for riding the news.

Announcement of a relief committee was followed in one instance by the offer of office room in the ineatre, an otherwise unused room, and the standard of the committee was glad to accept the offer, and the almost daily stories of the charity carry the name of the theatre. Not only that, but everyone who desires restion comes down to the thetare. From another angle, in a smaller town, an exhibitor who read in the divorce reports that a pseudo wife objected to her husband learning to let the ambitious musician use the theatre either before or after the show for his practise room. As the man was well known it got a general laugh.

#### Trailed Beauties

Washington D. C.
Fox theatre pulled.
Washington D. C.
Fox theatre pulled.
When preparing for 'She Wanted a Millionaire'. Story revolves around a beauty contest whner, so Louis Brown, pub. dir. hooked the 'News' Washington' of Jarious contests and finding out what they were doing now. Brought four three-col breaker done by a sob sister, with art for three.

#### Stronger Color

Stronger Color
From time immemorial red on yellow has been the press agent's idea of a flash, and nothing better in the way of a color combination has been found to date. But for sign work try outlining the red letters with a comparatively narrow tried this, you will be surprised at the increased effectiveness of the display. The black holds the red within the letter and gives about three times the emphasis, outlined the color of the pain the color of the pain they of the color of the paint slop it will be well worth the extra the the color of the paint slop it will be well worth the extra trouble.

#### Rogers for President'

A Will. Rogers for President'

A Will. Rogers for President'
campaign, with headquarters in a mach puzzled and a little excited for a couple of days before a reporter exposed it as a gag planted by M. A. Malaney as a build-up for Rogers' current. Sueiness and Pleasure.' the Rogers' stills and election ballyhop plastered all over the rented store's windows. Expose got more laughs and space than it would if gag hadn't been uncovered.

#### Headaches

Radia booking for a feature for his house organ got the idea of offering a couple of tickets for the best local joke printed each week. First week he received from 15 to 35 copies of a dozen jokes. He remacazine he ran an evidently original joke and nearly lost some customers when others came around to complain that their jokes were better. He told them they had been they are the comic papers and they are the comic papers and they are the comic papers and they are the comic papers. The gag is out.

#### Bad Two Ways

and displayed merchandise. A good looking girl handed out the questionnaires containing blanks for each property of the proper

#### Symbol Sales

A stunt which dates back about 30 years, and was developed by a vadeville comedian, is doing good probably it will work just as well in the cities, particularly for the neighborhoods. In the original it was tied to the then new trademark of the American Baking Co., the Uneedas.

was tied to the then new trademark of the American Bailing Co., the form of the American Bailing Co. the Coloradas.

The original advertiser wrote a letter to managers and booking agents soliciting their aid in a payse. He wrote he would send them a symbol which would remind the observer of his act. About two days later he sent the drawing of the that they thought of the act wheneves they saw the blacult ad. In the adaptation a similar letter was sent, but the recipient was told was sent but the recipient was told particularly good abow. In this case it is a solid triangle within an outline circle. When a picture is to be sold intensively this symbol is used in all newspaper work, on the front of the house and sniped. And so far it is selling every picture, because it is used only on the best of the product.

#### 2 Kid Contests

Mitzi Green, during her in-person engagement at the RKO Albee, was pivoted in two contests. One was with Kroger chain of grocery stores for a coloring contest of a girl character designated as Kroger's if their submission has been used. See the children under 12 years. Contest with the name of the author. Contestants who win are apt to for a coloring contest of a girl character and others look at the display to see page ade with competition limited a rule that no winner may repeat the children under 12 years. Contest within six weeks keeps the same sponsored by Mitzi, who also acted

San Francisco.
United Artists promoted D. J. McNerny from management of the local exchange to district chieftain's
post. Oliver Watson up from salesman to head of exchange.

Ramona theatre, formerly the Columbus, March 21. Larry Thompson, ass't at Loew's Broad, shifted to Loew's in Akron

Canton, O.
Dick Cruisger, from the Warner
Lincoln, Massillon, to manager of
the local Alhambra (WB). Succeeds Bob Bean who returns to the
Palace as assistant to George
Riester.

as judge. Prizes for 12 and their escorts at a hotel dinner, attended by Mitzi, followed by box party at sponses and so pleased Kroger that 16 prize winners were selected.

A Mitzi dinner and theatre party also given by the Post to a dozen of its carriers as winners of a subcort of the carriers as winners of a subcort of the carriers as winners as well as

#### Uses B. O. Reports

Uses B. O. Reports
One exhibitor writes an envelope for each title he has booked and then watches Variety for the box-office reports. When he finds a title in the lead line he clips and slips into the proper envelope. Just be-on a card for the lobby. He knows the success follows success and that his people like to see what the big cities approve.

By our constant of the lobby and slips approve.
By our constant in the reports do not appear on his boards.

#### Slogans

Here's another way to have your ads read if you are located in a town under 15,000. Advertise for slogans to be used in advertising features, offering a ticket for each worked into newspaper advertising as well as used for the lobby cards, as well as used for the lobby cards, with the amant of the abuttlor. With the name of the

#### Values

Values
Frequently a clever advertising idea will be passed up because it costs too much. A manager recently passed up a gag that cost five cents each in favor of a throwaway that stood him \$2.50 for 2,000. These tribution for a house-to-house distribution. The second of the circulars. Probably another 500 were fished out and thrown away without reading. Often this percentage of years of the circular if is above the average. That same \$2.50 would have paid.

read the circular it is above the average.
That same \$2.50 would have paid tor 50 of the noveltles. Each would have been shown to from five to 10 the the control of the co

#### For the Critic

For the Critic

What one schibltor regards as one of his best exploitation atunts is saving seat for the complex of the comple

#### Using Soap Contest

Dick Adams, Paramount theatre publicity director, scored with the kids when he tied in with the Ivory Scap national soap carving contest. The Control of the

morning shows.

A local laundry using the soap ran a quarter page calling attention to the contest; also distributed 10,000 horalds and put streamers on all trucks.

#### Using Cigarettes

Mexico City.

Nine local nabe houses have arranged with a cigarette manufacturer to give a free admission for a stated number of empty cigarette

stated number of empty cigarette boxes.

A dozen years ago the American' Tobacce Co. endeavored to work a robacce Co. endeavored to work as the control of t

#### Sounded Real

Loew's red inked the front page of the "Times Press' for 'Shanghai Express' with copy that read more convincing; than most of the red link editions. It announced that More than the convincing that the state of the red link editions is a should be supposed to the state of the red link editions. It announced that More Charles are the state of the state of

#### Plays for the Cops

Plays for the Cops
Free admission each weekday
night to 10 policemen in uniform is
one stunt used by a house manager
who does a lot of street stunts. He
has special tickets printed, and the
captain of the precinct makes the
distribution to the men off duty.
As the day and night platoons shift
tricks, all of the men get a chance
at the skows.
It helps a lot when stunts we
being worked, and the manager feels
that the street of the cops in the house he is
take if it to gos in the house he is
take if it to gos in the house he is
take if it to gos in the tops in the late of the
tickets are good for two, but stipulate that they shall be presented by
a man in uniform.

#### Endurance Auto Run

Foramount tied in with local merchants on an endurance auto merchants on an endurance auto merchants on an endurance auto merchants of the second sec

#### Big Billing

For the premiere of Tarzan' at the Stanley the Meter of Tarzan' at the Stanley the Metro home office, put on, the campaign with three 18s-sheet stands made up of six 24-sheets each, streamered.

Biggest display, ever seen in Baltimore, not excluding the circus.

S. N. Fangman has succeeded Chester Lyman as manager of the Rialto theatro here. Lyman has become affiliated with the Fox-Midwest Corp., Kansas City.

RKO changes include Coney Holmes, manager of Proctor's, to Trenton. Succeeded here by Her-bert Moyran, manager of the Tem-ple, Rochester. Bob Ungerfeld to the local Plaza from Wisconsin. He succeeds John Appleton, sent to the Albee in Brooklyn.

Appleton, Brooklyn.

Schenectady

Broadway and Raito went under new management all the Went Daniel Enterprise, Inc., took over the playhouses on optional lease contracts. Danville Enterprise will be part of the Fublix-Kincey theatre interests of North Carolina. Firm operates a chain of 14 houses in North and J. C. Hester will be replaced home by J. Denor School Carolina of the State of North Carolina.

J. C. Hester will be replaced here by J. Boner Sams.

The Grand is now Topeka only week run pleture house. Also the only spot where there has been no cut in admission price, the 50c. mark sticking. A reduction is expected. Jayhawk has gone to three pletand the Best five. The State has cut prices to 36c, lowest stock price town has ever known, is using two for one and vaude.

George Richardson, ad sales man-ger of the Washington Paramount

exchange to Boston. Tom Duane, of that branch, to Washington. A promotion is Edward Walter, poster clerk in the Buffalo exchange, to ad sales manager.

BEHIND the KEYS

Rick Ricketson made manerer of the entire Rocky Mountain Deer of the entire Rocky Mountain Deer of the entire Rocky Mountain Deer of the Deer of the Deer of the Denver, transferred to Chicago. Succeeded here by Jerry Zigmono. Succeeded here by Jerry Zigmono. Succeeded here by Jerry Zigmono. The Denver, to the Jocal Paramount. A. E. Patchen, Avalon manager in Grand Junction, Colo., will be brought to the Denver when Publix closes of Parak Milton has resigned managership at the Empress, retaining the Rivoll. Succeeded by Tom Brown. Ticonderoga, N. Y. and added to the list of communities in Northern New York that permit Sunday movies. At last week's election the voters gave approval to Sunday pictures by a count of 590 to 275. Bronx, N. Y.
Charles P. Carroll transferred from Skouras home office to manager of Audubon.

Rames

Rochester, N. Y.
Kenneth McMahon, former assistant manager of the RKO Palace,
becomes manager of the State,
moving in from the Rialto, East
Rochester. Both are Shine houses.
A. G. Hamel, former assistant manager of the Capitol, goes to the
Rialto.

B. B. Grove has bought the Royal theatre at Gering, Neb., from Clyde Gilland.

Seattle.
Tom Olsen to Spokane to manage
Liberty theatre, purchased by
Finklestein & Rosenberg, operators
of Fox-Pacific theatres. Liberty
former Graumbacher house.

Dave Fred left Saturday (18) for Des Moines for a publicity-advertising assignment in that Fublix division. His orders were to report to Gene Fox, in charge at Des Moines.

Wellman, Ia.
Wellman theatre traded to I. T.
Alfred, Conesville, for a 40-acre
farm near Oiln and a residence
property in Oiln.

Waterloo, Ia.

John Kriev takes over management of the Strand. C. W. Peterson transferred to Rock Island, Ill Dubuque, Ia.

Keota, Ia., Princess, closed on ac-count of road conditions in neigh-boring territory, has been reopened Mrs. A. C. Spraker, Des Moines purchased the Iowa theatre here and has assumed the management.

Charleston, W. Va.
R. E. Knight, manager of Fairmont theatre, Fairmont, promoted to WB district manager. Succeeds J. G. Balmer, newly appointed supervisor of WB's Pittsburgh nabe theatres.

## German Films Strive for Broad U. S. Market with Imposed Titles

Superimposed English titles will go on all German pictures shown in the United States in the future, Leo Brecher and Capital Films, have definitely declared for the titles on all their future product, with the these mailer distribs forced to first many the control of the stay to await the find the many the first many th

and the declared for the titles on all their future product, with the few smaller distribs forced to line up.

Move is called a necessity by both Brecher and Capital because, they claim, the market for German pictures in America must be increased and titles are called the only way of opening new avenues of revenue.

Titles Pass Test
Brecher has been experimenting with English superimposed titles for some time and for the past year has used some nort of titling for all his product, he is definitely sold on titles all around. Deciding cell Ufa product, he is definitely sold on titles all around. Deciding test on titles is said to have come several weeks ago when Max Goldberg, indie distributor, stuck English titles on Das Lied'lat Aus' (The Song is Ended') at his own Europa Theatre, New York, after it had run five weeks in its original form. Addition of the titles is claimed to have increased his business to the point where the film could be held another four or five weeks.

#### Export Ban on Money Impels Osso to Start **Producing in Hungary**

Budapest, March 12.

Picture producing has got started in Hungary. Two new Hungarian pictures, 'Kiss Me, Darling' and Pirl' Knows Everything', have just been finished at Hunnia Studios, and Osso,' the French company, which has formed a Franco-Hungary under the productive company indexes.

and Osso, the French company, which has formed a Franco-Hungarian producing company under the name of Minerva, has entered into the possession of the studio. Lease will run five months, with these prove satisfactory.

Government restrictions prohibiting export of money earned in this country, impel foreigners to invest money earned here. Foreign companies have discovered that pictures are a form of value which they can conveniently export, and are investing, in them here accordingly. Local cay ital size is interested, and alrer y there are voices against leastry the one available sound-sulperial independent producers

on Leroux detective story, adapted by Bouquet.
Osso-Minerva will employ Hungarian talent as far as possible, and of course in all Hungarian versions.

#### Salary Record

London, March 21.

British International has given Margot Grahame, ingenue, a further year's contract at \$1,450 weekly, which is a record salary for a girl here.

First assignment under the new First assignment under the new of the control of the

#### Loew's Look-See Abroad

Parls, March 21.
Arthur Loew here to start a survey of condinent.
Soon as he's through he'll go on to London.
Tentative plans call for a return to New York about the end of April.

## PARIS WEATHER OK-BIZ NG

Paris, March 21.
Weather continues beautiful here, despite business conditions.
B: o. reports all way off.

For Release in States

Jack Warner is extending his British stay to await the finished print of 'illegal,' made here for Warners.

Warner wants to see whether the picture's good enough for American

## **JOINVILLE OPEN: ECONOMY TO** BE RULE

Paris, March 21. Paramount has reopened its Join-ville studios, with three companies going to work immediately. Com-plete schedule for foreign produc-

coing to work immediately. Complete schedule for foreign production has not been made up yet, but considerable pruning and switching. Willing into effect.

Immediately after ordering reopening of the studies, J. H. Seidelman, Par's foreign chief, and Robert Kane, foreign production manneger, left for London to look the green feet for London to look the green feet for London to look. Stepen Fitzgibbons has been ordered from Joinville to Elstree where he will become production supervisor. Waiter Morosco, current production supervisor. Waiter Morosco, current production supervisor in England, was dropped, as also David Cunningham, studio managor. Most important thing being attempted by Seidelman and Kane is to institute drastic budget cuts on statement of the statement of the statement of the foreign markets.

London, March 21.

London, March 21.

Tilly Christine, Paramount's newest London-made talker, is ready
for distribution. Paul Stein, who
directed, is leaving for Hollywood where it's understood he'll go work for Radio

#### Fox Advocates School Films for Australia

Sydney, Feb. 17. Sydney, Feb. 17.
Local office of Fox gave a special screening of shorts before the State Education Bureau. Officials may install sound in the high schools of New South Wales. At present only silents are screened.

Stanley Crick, m. d. of Fox here is behind the scheme.

#### Donada's 6 Mons.

London, March 12. C. J. Donada has six months' lease C.J. Donada has six months lease on the Leicester Square theatre here for his concern, County Cinemas, Ltd. Profit accruing from operating will be divided 50-50 between Sir Walter Gibbons, owner, and the Donada Co. Total Constant of the C

#### Connolly Moves

Paris, March 21.

Jack Connolly here for a few days after business trip to London. He started the works there for some Trans-Lux theatres.

From here he mark

From here he goes to Berlin and then sails back to New York on March 31.

#### DENHAM LEAVING BRIT. PAR

London, March 21.
Regluald Denham is leaving Paramount British after a year as dialog editor.
He'll go back to play producing,
his work before joining Par.

#### Siemens' Dividend

Spaniards' Search
Seria, March 13.
Several Spanish film people arc distribution of a 3% dividend for here negotiating for sound film apparatus which is tree of royalties.

#### 14 Italian Homemades Of 319 Total in 1931

Of 319 Total in 1931
Films shown in Italy during 1931
dropped off about 25% Figures are 319 subjects in 1931 as against 410 in 1930, it is revented in U. S.
Commerce Trade Report.
Of the 319 pictures the United States provided 187, the other 132 being split: among all other European countries. Only 14 were made in Italy itself by major Italian companies.

#### 4 OF SHANGHAI HOUSES OPEN; ALL DOING BIZ

Shanghai, Feb. 25.

The war brought about a number of changes in the theatre world here. But seven picture houses are running in Shanghai! 21 houses are dark in the city's war zone.

The only first run house which the control of th

Fox Film has been reorganized under the Chinese Trade Act. Title of the company's Shanghai office now is Fox Film Federal Inc. U. S. A. Delbert Goodman is president; Clayton Sheehan and W. C. Michel vice-presidents; Beverly Griffith, treasurer.

#### Am. Changes in Prague New Czech Prod. Co.

Prague, March 14.
A number of changes in the management of American film-producing concerns for Czechoslovakia, have taken place. Josef Kabelac is now director of United Artists, successive Consults and the control of the control o eeding Councillor Schmitt who has joined the directorship of the Czech A. B. company. Director Richter now heads M.-G.-M. Richter, until lately, was connected with Paramount in Agram, Jugoslavia Richter is assisted by Robert Fanul, until recently connected with Chicago films, and for years director of the Sasch company in Vienna. A new Czechoslovak company, Film-Studio, has been formed to produce films at moderate cost, headed by the Czech film manager Gustav Machaty, Otto Sonnenfeld of Slavia Films and Hackenschmidt, noted photographer. joined the directorship of the Czech

Slavia Films and Hackenschmidt, noted photographer.

The first Czechoslovak filmproducing concern to enter in competition with the already established A. B. Company has been formed under the name of Host-A. G. Coo, with headquarters at Hostivar near Prague. The new company is headed by Director Kafka of the Mercur insurance company, Grob, managing director, and director, and director, and director. pany, Groh, managing director, and Feucl, theatre owner, who controls

## White Arms' \$14,500, London Empire Low Mark: Lent Hurts West End B.O.

#### TOBIS' VIENNA STUDIO

German Firm Seeks Affiliation with Austrian-Sascha

Berlin, March 13:

Tobis has decided to open a branch in Vienna for collecting license fees.
Company also plans to unite, to a certain extent, with Austrian-Sascha, film company, with a view of joint utilization of studios:

It is thought that Lothar Stark-Co, Lamac-Ondra, Muelleneisen-Osso and Sudfilm company are apit to produce in Vienna in conjunction with Tobis. Negotiations between Tobis and Austrian authorities re-

Tobis and Austrian authorities regarding the quota have also taken

## NIBLO. HAKIM **SPLIT AFTER** 1ST FLOP

London, March 21.
Fred Niblo split with Eric Hakim three days before finishing 'Diamond Cut Diamond.' Hakim's second of three pictures for Metro. Maurice Elvey, British producer, Will finish the picture.
Niblo's first picture for Hakim, 'Two White Arms,' shown for the first time last week, got a terrific press panning, with Niblo swearing he advised Hakim against making it.

It.

Impression in the trade is that
Niblo caused the present fight before
finishing his picture in order to
avoid further damaging his prestige. Probability is that Elvey will
get screen credit as co-director
letting the American out of full resmonthlitie.

letting the American out of American sponsibility.
Hakim argues that Niblo failed to fuifil expectations and Niblo replies that Hakim supervised in the wrong places. Meantime Niblo left for Germany Saturday (18) with a

Niblo's salary and expenses from Hakim brought him about \$1,500 weekly.

#### Edmond See, Critic, New Chief Paris Censor

Paris, March 21.
Edmond See, president of the Critics Association, has been named chief censor to start immediately. He replaces the late Paul Ginisty.

#### FARRAUD RESIGNS

Paris, March 12.
Jean Farraud, the GaumontFranco-Film-Aubert theatre head
resigned and left within 24 hours
to be succeeded by Andre Pineau, a

young engineer.

Farraud objected to bankers interfering in the circuits bookings.

# West End please are do-lng poorly, with the lowest grosses attributed to the pre-Easter slump. Lack of attractions that pull, how-ever, may have something to do with it.

with 16.

Estimated Grosses (At current rate of exchange)

Empire—Two White Arms' (Metro).

Big disappointment.

Eric Miller and Adolphe Menjou acting.

It got just about \$14,500 for a new low at this house. 'Hell Divers' (Metro) followed in and looks like a real smash.

The Menace' (Col). Surprisingly good at \$12,600 for a new low at this house. 'Hell Divers' (Metro) followed in and looks like a real smash. (Pox) and The Menace' (Col). Surprisingly good at \$12,670, probably on the Edgar Wallace pull. Could hold over, but house is sticking to the weekly change policy.

Averaging under \$10,850, which is better than expected, but yeaching the policy of t

cetting a heavy play and a cinch for a month.

Marble Arch — War Is Hell (Resco), This one made by a small indie German concern has limited appeal, but ought to hold on a fort-night.

#### Tarzan' Synced in 3 Tongues at Record Low \$10,000 Budget

Hollywood, March 21.

Metro will start synchronizing three versions of Tarzan this week in French, German and Italian, Marquis de la Falaise has been spetted to meg the French, others

spotted to meg the French, others not set yet.
Each of the versions has been budgeted at \$10,000, lowest production cost of any synced picture yet made by a major studio.
Production schedule for the versions has been set at eight days, also a pre-production paper record.

#### TRI-ERGON SUES 19 ON GERMAN RIGHTS IN U. S.

Nineteen distributors of foreign films in the United States have been served in a suit by Tri-Ergon charg-ing conspiracy and fraud and asic-les for an accounting of profits from German made films distrib-uted on this side. Suit was filed in the order of the side of the side of the can Tri-Ergor Holding A. G. it is a separate suit from the one Tri-Ergon has in the courts against "I Ergon has in the courts against all American companies to sustain its

American companies to sustain its patents.

In the present suit, Tri-Ergon alleges that it had previous agreements with the German film producers including kinagilm, Ton Bild Syndicate and Universal Films (UFA) which gave Tri-Ergon American rights on all their films. On the substitution of the companies distributing the German pictures on this side had been warned that Tri-Ergon owned the rights but went on dealing with the German producers.

Tri-Ergon also wants the court to order that all future German films shown in the United States must be stamped as having been madeunder Tri-Ergon patents. Tri-Ergon.

Hirsh, Newman, Reess & Becker are representing Tri-Ergon.

#### Duvales' \$1,200

Paris, March 12.

Last legit comedian to go pictures is Duvales of the Palais Royal. His first screen effort is 'Paris Mediterranean' and got him a Natan contract at \$1,200 per week.

For France this is exceedingly

#### BEAUDINE'S BRITISH DEAL

Hollywood, March 21. William Beaudine is in negotlation with a British company to di-rect a series of pictures over there. If it's closed, magger will leave here in two weeks.

## One-Third of World's 61.551 Cinemas Now Wired: U. S. Loses as Others Gain

HOFFBERG'S BIG 4 DEAL J. H. Hoffberg has closed with Big 4 Films for foreign distribution of the latter company's next sea-

son's pictures.

Hoffberg already has the European and South American rights to Peerless and Chesterfield pictures.

#### 2 PARIS OPS. BURNED

Paris, March 21.
Two operators were badly burned
in a booth fire at a small Montparnasse picture house.
Audience remained quiet till the
fire was not out

#### VANDAL'S FILM AIM

Berlin, March 13.

Marcel Vandal, chief of DelacVandal, is here seeking partners for a co-production project.

Negotiations are on at present with Ufa, but Emclia may also step in.

An exhaustive and official survey An exhaustive and omicial survey just completed shows there are now \$1,551: film theatres in the entire world and that little over one-third of these are equipped for sound. Considered most amazing is that there figures proclaim increases in theatto population in every part of the theatto population in every part of the United States the exception of the United States the exception of the United States the exception of the During the height of depression in 1931, Europe, Latin America and Africa doubled the 1930 total of their sound installations while the Near East went from one theatre with an equipment to 15 talker houses. Worldwide installations, incidentally, jumped from 19,894 in '30 to 23,617 at the close of last year.

Disgost dent in lowering the total of the control just completed shows there are now

(Continued on page 40)

#### **EXPLOITATION** By Epes W. Sargent -

#### Busting a Club

Busting a Club

Some managers are beginning to
worry about their clubs conded to
the condense of the condense

until they have lost the name pictures.

The done by announcing
that the club has outgrown its
original purpose and needs a more
general name. Joe Lee, who doctor's
RKO houses, never fell for the sales
talk, but he wanted something to
be stalk, but he wanted something to
be stalk, but he wanted something to
be stalk. But formed his own
club. He found a star stamp series
which was inexpensive. The promoters did not know how to swing
the stunt, so he promoted 2,500
the stunt when the stunt was the stamps. Then he announced that
each child who presented a filled DOWNED. Then he announced that each child who presented a filled book to a near-by savings bank would be given a passbook and \$1. Usual gag of requiring that the dollar stay in for a habit-forming year. It jistened like money. When the president of the neighboring Mickey Mouse club applied for a book, Lee knew the battle had been won.

#### The Lowdown

In a rather academic discussion ith an out-of-town manager over ublicity values, mention was made the fact that Tetrazzini, doing our shows a day at the Paramount, ew York, got only six and eight-

four shows a day at the Paramount, New York, got only six and eightAnd back came the managerial end with 'Her four-a-day deserves only six-line stories. Should she find the Lindbergh baby or sing a baby one to appeal opera is abot to pieces, then she would deserve space, because newspaper don't care what news is printed so long as it pleases their public trace what news is printed so long as the pleases their public the manager wrapped up the essence of press work. It is precisely the reason why so much stuff sent to the editor hits the waste basket. It eight the sum of the

#### Relamping Signs

Relamping Signs
Nothing sives a house a more sloventy appearance than a sign with dead lamps. Some of the large houses make inspection as often as every hour, and all of the large where the lights are used in the daytine.

Small theatres frequently let it run for a week, and there comes a rapid succession. Signs should be inspected when first turned on, and new bulbs inserted wherever needed. If they run through the early after-inspection just before the evening run. Negligence may cost more than the price of the bulbs.

#### Nickel Admish Campaign

Mickel Admiss Campaign
The old Nickelodeon, with sound
refinements, is back in town.
In a "get acquainted" campaign,
In a "get acquainted" campaign,
tonned a main stem theatre which
specializes in westerns, has stationned a main in front to pass out
consors which with a nickel in
mission. Offer is good for five days
a week and only during matinee
hours. mission. Offe a week and hours.

#### Dept. Store Research

Dept. Store Research

Birmingham.

Fizitz, a local department store, added a new angle to campaigns in a drive to find out what customers wanted to buy and how much they wanted to buy and how much they wanted to pay for goods.

The store built a platform in the lobby and displayed merchandise. A good looking girl handed out the questionnaires containing bianks for checking soods wanted at such and such a price. The questionnaires Ad manager of the store sail he was disappointed in the results because theartregoers were in too big a hurry to fill out the blanks.

#### May Parties

Managers who run kiddle clubs and who caunot arrange for Easter egg hunts might try a May party. With a little hustling refreshments can be promoted and the event made into a community affair.

Some nublic nark may be seemed.

places it will be better if the party is held in the country. Stage lines or the local auto club can be contacted for transportation, or perhaps the trolley line will. run special cars. If the trolley line has an amusement park, it's a pushover.

Lay out in advance a program of sports for all ages, and take along sports for all ages, and take along out of trouts. Given the special cars, it is not trouted to the special party of the special product it trouted the special product it trouted the special product it is not the special product the special product it is not trouted to the special product the special product it trouted the special product it trouted the special product it is not special product the special product in the special product is special product in the special product in the

#### Hooking In

Hooking In

Reading the daily papers will
often give inspiration for a better
gag than can be found in the press
be found some suggestion for riding
the news.

Announcement of a relief committee was followed in one instance
theatrs, an otherwise unused room.
Paper had said quarters were
being sought. Committee was
being sought. Committee was
almost daily stories of the charity
carry the name of the theatre. Not
only that, but everyone who desires
to make a donation or ofter a sugto make a thinking who read in the
divorce reports that a peeved wife
objected to her husband learning
to let the ambitious musician use
the theatre either before or after
the show for his practise room. As
the man was well known it got a
general laugh.

Trailed Reanties

#### Trailed Beauties

Fox theatre washington, D. C. when preparing for 'She Washed a swift one when preparing for 'She Washed a still at the state of the sta

#### Stronger Color

Stronger Color

From time mmemorial red on yellow time mmemorial red on yellow the strain of the period of the per

#### 'Rogers for President'

'Hogers for President'
A Will, Rogers for President'
campaign, with headquarters in a
main stem store, had this town
puzzled and a little excited for a
couple of days before a reporter exposed it as a gag planted by M. A.
Malaney as a build-up for Rogers'
current 'Bushess and Pleasure.'
Which is a supplementation of the couple of the

#### Headaches

Exhib looking for a feature for his house organ got the idea of offering a couple of tickets for the best local joke printed each week. First week he received from 15 to 35 copies of a dozen jokes. He recalled having seen two of them in a called having seen two of them in a loke and nearly lost some customers when others came around to complain that their jokes were better. He told them they had been lifted from the comic papers, and they all weat away in a lunt; resentant of the comic papers and they all weat away in a lunt; resentant of the comic papers and they all weat away in a lunt; resentant of the comic papers and they all weat away in a lunt; resentant of the comic papers and they all weat away in a lunt; resentant of the comic papers and they all weat away in a lunt; resentant of the comic papers are considered.

#### Bad Two Ways

Bad Two Ways

There has been almost an epidemic of press book campaigns in definition of press book campaigns in salaclousness when the picture does not present this angle. In a recent release, all of the synonyms for sin and vice are used to suggest the host conductive and the superior of the superio

#### Symbol Sales

A stunt which dates back about 30 years, and was developed by a vadeville comedian, is doing good sales work in a town of 20,000. Probably it will work just as well in the cities, particularly for the comedian of the comedian and the comedian and the comedian and the comedian of the co

#### 2 Kid Contests

Mitzi Green, during her in-person aggement at the RKO Albee, was plvoted in two contests. One was with Knoger chain of grocery stores acter designated as Knoger's II their submission has been used. The condition and the conditio

San Francisco, United Artists promoted D, J, Mc Nerny from management of the lo-cal exchange to district chieftain's post, Oliver Watson up from sales-man to head of exchange.

as judge. Prizes for 12 and their escorts at a hotel dinner, attended by Mitzi, followed by box party at the Albee. There were 12,600 retailed the party of the prize withers were elected. A Mitzi dinner and theatre party also given by the Post to a dozen of its carriers as winners of a subscription contest, the first winner result of the prize with the property of the prize of the prize of the prize winners of a subscription contest, the first winner result the prize of the prize o

#### Uses B. O. Reports

Uses E. O. Reports
One exhibitor writes an envelope for each title he has booked and then watches 'Varlety' for the box-office reports. When he finds a title in the lead line he clips and slips into the proper envelope. The thee on a card for the lobby. He knows the success follows success and that his people like to see what the big clies approve.

It is approved that the contraction of th

#### Slogans

Here's another way to have your ads read if you are located in a town under 15,000. Advertise for slogans to be used in advertising features, offering a ticket for each worked into newspaper advertising as well as used for the lobby cards, as well as used for the lobby cards, with the name of the withor.

#### Values

Tuesday, March 22, 1932

Frequently a clever advertising idea will be passed up because it costs too much. A manager recently passed up a gag that cost five cents each in favor of a throwaway that stood him \$2.50 for 2,000. These were used for a house-to-house distribution.

were used for a more tribution.
Pretty gate to say that there was a waste of about 500 of the choulars. Probably another 500 were fished out and thrown away without reading. Often this percentage of waste is higher. If 1,200 actually read the circular it is above the

read the circular it is above the average.
That same \$2.50 would have paid for \$0 of the novelties. Each would for \$0 of the novelties. Each would read the second five it would not only have reached 250 persons, but would probably have spread further through comment without showing. And each next without showing also impression than the cheap circular.

#### For the Critic

For the Critic

What one exhibitor regards as one of his best exploitation stunts is saved in the property of the property of

#### Using Soap Contest

Dick Adams, Faramount theatre publicity director, scored with the kids when he tied in with the Ivory Scap national scap carving contest. The Faramount is running it in morning shows.

The Paramount is running it in conjunction with its Saturday morning shows.

A local laundry using the soap ran a quarter page calling attention to the contest, also distributed 10,000 heraids and put streamers on all trucks.

#### Using Cigarettes

Mexico City.

Nine local nabe houses have arranged with a cigarette manufacturer to give a free admission for a stated number of empty cigarette boxes.

stated number of empty cigarette board.

According years ago the American Tobacco Co. endcavored to work a similar scheme, packing coupons in each box and 10 of which were accepted as admission to any dime theatre. The stunt brought such a protest from parents that it was abandoned almost as soon as it started.

#### Sounded Real

Loew's red inked the front page of the "Times Press' for 'Shanghai Express' with copy that read more convincing; than most of the red lak editions. It announced that Marlene Dietrich had been captured by Chinese bandits aboard the State of the red by Chinese had the state of the red by Chinese than the state of the state of the red by Chinese bandits aboard the State of the red by Chinese bandits aboard the state of the red by Chinese bandits aboard the state of the red by Chinese bandits aboard the state of the red by Chinese bandits and the red by Chinese bandits aboard the bandits and the red by Chinese bandits aboard the bandits are red by Chinese bandits aboard the bandits and the red by Chinese bandits are red by Chinese bandits and the bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red by Chinese bandits and the red by Chinese bandits are red

#### Plays for the Cops

Fire admission each weekday night to 10 pollemen in uniform is one stunt used by a house manager who does a lot of street stunts. He has special tickets printed, and the captain of the precinct makes the distribution to the men off. duty. He is supposed to rotate the favors, As the day and night platoons shift tricks, all of the men get a chance at the lower between the supposed to the supposed

treate, all of the men get a chance at large and the men stunts ure being worked, and the manager feels that with 10 cops in the house he is safe if a panic should occur. The tickets are good for two, but stjurlate that they shall be presented by a man in uniform.

#### Endurance Auto Run

Paramount tied in with local merchants on an endurance with merchants of the merchants gave prizes to guessers on mileage piled up during run.

Stunt dish's cost Par a nickel.

#### Big Billing

For the premiere of Tarzan' at the Stanley the Metro hone office put on the campaign with three 18s-sheet stands made up of six 24-sheets each, streamered. Biggest display ever seen in Bal-timore, not excluding the circus.

## Bronx, N. Y. Charles P. Carroll transferred from Skouras home office to manager of Audubon. Ramona theatre, formerly the Bluebird, will close shortly.

Columbus, March 21. Larry Thompson, ass't at Loew Broad, shifted to Loew's in Akroi

Canton, O.
Dick Cruisger, from the Warner
Lincoln, Massillon, to manager of
the local Alhambra (WB). Succeeds Bob Bean who returns to the
Palace as assistant to Ceorge
Riester.

RKO changes include Coney Holmes, manager of Proctors, to Trenton. Succeeded here by Her-bert Morgan, manager of the Tem-ple, Rochester.

Bob Ungerfeld to the local Plaza from Wisconsin. He succeeds John Appleton, sent to the Albee in Brooklyn.

Boone, Ia S. N. Fangman has succeeded Chester Lyman as manager of the Rialto theatre here. Lyman has become affiliated with the Fox-Midwest Corp., Kansas City.

Broadway and Raldo encourser new management Raldo encourser new management management Daville Bhotoprise, Inc., took over the playhouses on optional lease contracts. Danville Enterprise will be part of the Publik-Kincey theatre interests of North Carolina. Firm operates a chain of 14 houses in North and South Dakota.

J. C. Hester will be replaced here by J. Doner Sams.

The Grand is now Topkka's only week run picture itouse. Also the week run picture itouse. Also the cut in admission price, the 50c mark sticking. A reduction is expected. Jayhawk has gone to three pictures weekly, Geni is showing four cut prices to 35c, lowest stock picture weekly with the cut prices to 55c, lowest stock picture in the cut price with the cut price in the cut pr

exchange to Boston. Tom Duane, of that branch, to Washington. A promotion is Edward Walter, poster clerk in the Buffalo exchange, to ad sales manager.

BEHIND the KEYS

Denver.

Rick Ricketson made manager of
the entire Rocky Mountain Division
by Foxwesco by Skouras Bros.

Publix has made the following
changes: Holden Swiger, mgr. of
the Denver, transferred to Chicago.
Walter B. Shuttee, asart at Denver,
to the local Paramount. A. E. Patchen, Avalon manager in Grand
Junction, Colo, will be brought to
the Denver when Publix closes
former house.

Frank Milton has resigned managership at the Empress, retaining
the Rivoll. Succeeded by Tom
Brown. Ticonderoga, N. Y.
Ticonderoga added to the list of
communities in Northern New York
that permit Sunday movies. At last
week's election the voters gave approval to Sunday pictures by a
count of 590 to 275.

Rochester, N. Y. Kenneth McMahon, former assistant manager of the RKO Palace, becomes manager of the State, moving in from the Rialto, East Rochester. Both are Shine houses. A. G. Hamel, former assistant manager of the Capitol, goes to the Rialto.

B. B. Grove has bought the Royal seatre at Gerlug, Neb., from Clyde

Seattle.

Tom Olsen to Spokane to manage
Liberty theatre, purchased by
Finklestein & Rosenberg, operators
of Fox-Pacific theatres. Liberty
former Graumbacher house.

New York.

Dave Fred left Saturday (19) for
Des Moines for a publicity-advertising assignment in that Publix
division, His orders were to report
to Gene Fox, in charge at Des
Moines.

Wellman, Ia.
Wellman theatre traded to I. T.
Alfred, Conesville, for a 40-acre
farm near Olin and a residence
property in Olin.

John Krier takes over manage-ment of the Strand. C. W. Peter-son transferred to Rock Island, Ill

Dubuque, Ia. Kcoin, Ia., Princess, closed on account of road conditions in neighboring territory, has been reonened.

Mrs. A. C. Spraker, Des Moines, purchased the Iowa theatre here and has assumed the management.

cut prices to 35c, lowest stock price town has ever known, is using two for one and yaude.

New York, George Richardson, ad sales manager of the Washington Paramount

## German Films Strive for Broad U. S. Market with Imposed Titles

Superimposed English titles will go on all German pictures shown in the United States in the tuture. Lee Brecher and Capital Flims, have definitely declared for the titles on all their tuture product, with the few smaller distribs forced in the product of the p

all their future product, with the few smaller distribs forced to line up.

Move is called a necessity by both Brecher and Capital because, they claim, the market for German pictures in America must be increased and titles are called the only way of opening the state of the control of the c

#### **Export Ban on Money Impels Osso to Start** Producing in Hungary

Budapest, March 12.

Picture producing has got started in Hungary. Two new Hungarian pictures, Kiss Me, Davling and Piri Knows Everything, have just been finished at Hunnia Studios, and Osso, the French company, which has formed a France-Hule grain proof of the studio. Lease will run five months, with more pictures to come if the first three prove satisfactory.

Government restrictions prohibiting export of money carned in twest money earned here. Foreign companies have discovered that pictures are a form of vaiue which they can conveniently export, and are livesting in them here accordingly. Local Budapest, March 12

conveniently export, and are investing in them here accordingly. Local capital also is interested, and already there are volces against leasing the one available sound-equipped studio to foreigners when Hungarian independent producers are waiting to take up the lease. First Osso picture to be made here, in French only, is 'American Boy,' adapted from a play by Plerre Yeber. Albert Prejean and Anna

ber. Albert Prejean and Anna lia are leads, and Galione is di-

recting.

Next picture, with scenario by a

Hungarian authoress, is to be made
in four language versions and directed by Paul Pejos. Third will
probably be a picture based on a

Gaston Leroux detective story,
adapted by Bouquet.

Osso-Minerva will employ Hungarian talent as far as possible,
and of course in ail Hungarian versions.

#### Salary Record

London, March 21.

British International has giver fargot Grahame, ingenue, a furer year's contract at \$1,460 week, which is a record salary for a

ly, which is a supplied the new girl here.

First assignment under the new terms will be the title role in 'Mald of the Mountains,' which was a stage operetta.

#### Loew's Look-See Abroad

Paris, March 21.
Arthur Loew here to start a survey of conditions on the Continent. Soon as he's through he'll go on to London.

Tentative plans call for a return to New York about the end of April.

#### PARIS WEATHER OK-BIZ NG

Paris, March 21.
Weather continues beautiful here, despite business conditions.
B. o. reports all way off.

## For Release in States

London, March 21, Jack Warner is extending his British stay to await the finished print of lilegal, made here for

Warner wants to see whether the picture's good enough for American

## JOINVILLE OPEN: **ECONOMY TO** BE RULE

Paramount has reopened its Joingoing to work immediately. Com-plete schedule for foreign produc-tion has not been made up yet, but

piete schedule for foreign production has not been made up yet, but
considerable pruning and switching
will go into effect.
Immediately after ordering reopening of the studios, J. H. Seidelman, Par's foreign chief, and Robert Kane, foreign production manager, left for London to look over
the Elistre production activities,
notion being to get closer co-operation between the two studios.
Steven Fitzgibbons has been ordered from Joinville to Elistree
where he will become production
supervisor. Waiter Morosco, current production supervisor in England, was dropped, as also David
Cunningham, studio manager,
Most important thing being attempted by Scielinan and Kane is
modulation and on every clust posschedule angle of making pictures
abroad for the foreign markets.

London, March 21.

London, March 21. 'Lily Christine,' Paramount's new est London-made talker, is ready for distribution. Paul Stein, who directed, is leaving for Hollywood where it's understood he'll go to work for Radio.

#### Fox Advocates School Films for Australia

Sydney, Feb. 17.

Local office of Fox gave a special screening of shorts before the State Education Bureau. Officials may install sound in the high schools of New South Wales. At present only silents are screened.

Stanley Crick, m. d. of Fox here, is behind the scheme.

#### Donada's 6 Mons.

Donada's 6 Mons.
London, March 12.
C. J. Donada has six months lease
on the Leleester Square theatre
here for his concern, County Cinemas, Ltd. Profit accruing from
operating will be divided 50-50 between Sir Walter Gibbons, owner,
and the Donada Co.
The J. L. Sachs project is still
The J. L. Sachs project is still
and the second of the second concern
to the control of the second control of casting. RKO formerly leased this
house.

#### Connolly Moves

Jack Connolly lere for a few days after business trip to London. It started to the started for a few days after business trip to London. It started Trans-Lux theatres.

From here he goes to Berlin and then sails back to New York on March 31.

#### DENHAM LEAVING BRIT. PAR

London, March 21. Reginald Denham is leaving Par-amount British after a year as dia-

amount British after a year as dia-log editor. He'il go back to play producing, his work before joining Par.

Spaniards' Search
Serlin, March 13.
Several Spanish film people are here negotiating for sound film apparatus which is free of royattles.

Siemens' Dividend
Berlin, March 13.

#### 14 Italian Homemades

Of 319 Total in 1931

Of 319 Total in 1931
Films shown in Italy during 1931
dropped off about 25%. Figures are 319 subjects in 1931 as against 410 in 1930, it is revealed in U. S. Commerce Trade Report.
Of the 319 pictures the United States provided 187, the other 132 being split among all other European countries. Only 14 were made in Italy itself by major Italian companies.

#### 1 OF SHANGHAI HOUSES OPEN: ALL DOING BIZ

Shanghal, Fcb. 25.

Shanghai, Fcb. 25.
The war brought about a number of changes in the theatre world here. But seven picture houses are running in Shanghai; 21 houses are dark in the city's war zone. The only first run house which remains closed is the Nanking theatre on Avenue Eduard VIII in the French concession. Owners are Chinese and were threatened by some patriotic society, so the district of the control o

Fox Film has been reorganized under the Chinese Trade Act. Title of the company's Shanghai office now is Fox Film Federal Inc., U. S. A. Delbert Goodman is president; Clayton Sheehan and W. C. Michel vice-presidents; Beverly Griffith, treasurer.

#### Am. Changes in Prague New Czech Prod. Co.

Prague, March 14.

A number of changes in the management of American film-producing concerns for Czechoslovakia have taken place. Josef Kabelac is management of American film producing concerns for Czechoslowskia have taken place. Josef Kabelac is now director of United Artists, succeeding Councillor Schmitt who has joined the directorship of the Czech A. B. company. Director Richter, now heads M-G-M. Richter, until lately, was connected with Paramount in Agram, Jugocalvat. Richter is assisted by Robert Fandland Control of the Sasch company in Vienna. A new Czechoslowski company, Film-Studio, has been formed to produce films at moderate cost, headed by the Czech film manager Gustaw Machaty, Otto Sonnenfeld of Slavia Films and Hackenschmidt, noted photographer.

The first Czechoslowak film-producing concern to enter in competition with the aircady established A. B. Company has beet and the control of the c

company is headed by Director Kafka of the Mercur insurance com-pany, Groh. managing director, and Feucl, theatre owner, who controls certain movie-apparatus interests.

## White Arms' \$14,500, London Empire Low Mark: Lent Hurts West End B.O.

#### TOBIS' VIENNA STUDIO

German Firm Soeks Affiliation with Austrian-Sascha

Berlin, March 13. Tobis has decided to open a branch

Tobls has decided to open a branch in Vienna for collecting licenss fees. Company also plans to unite, to a certain extent, with Austrian-Sascha, film company, with a view of joint utilization of studios. It is thought that Lothar Stark Co., Lamac-Ondra, Muelleneisen-Osso and Sudfilm company are apt to produce in Vienna in conjunction with Tobls. Negotiations between Tobis and Austrian authorities re-Tobis and Austrian authorities re-garding the quota have also taken

## NIBLO. HAKIM SPLIT AFTER 1ST FLOP

London, March 21.
Fred Niblo split with Eric Hakim
three days before finishing Diamond Cut Diamond, Hakim's
second of three pictures for Metro.

second of three pictures for Metro. Maurice Elvey, British producer, will finish the picture. Niblo's first picture for Hakim, Two White Arms, shown for the first time last week, got a terrific press panning, with Niblo swearing he advised Hakim against making it.

It.

Impression in the trade is that Niblo caused the present fight before finishing his picture in order to avoid further damaging his prestige. Probability is that Elvey will get screen credit as co-director letting the American out of full re-centibility.

Hakim argues that Nibio failed to fulfil exp to fulfil expectations and Niblo re-plies that Hakim supervised in the wrong places. Meantime Niblo left piles that Hakim supervised in the wrong places. Meantime Niblo left for Germany Saturday (19) with a new contract. Niblo's salary and expenses from Hakim brought him about \$1,500

#### Edmond See, Critic, **New Chief Paris Censor**

Paris, March 21. Edmond See, president of the Critics' Association, has been named chief censor to start immediately.
He replaces the late Paul Ginisty.

#### FARRAUD RESIGNS

Paris, March 12.
Jean Farraud, the GaumontFranco-Flim-Aubert theatre head
resigned and left within 24 hours
to be succeeded by Andre Pineau, a
young engineer.
Farraud objected to bankers interfering in the circuits bookings.

# London, March 21. West End picture houses are doing poorly, with the lowest grosses attributed to the pre-Easter slump, Lack of attractions that pull, however, may have something to do with it. Estimated Grosses

with it.

Stimated Grosses

(At current rate of exchange)

Empire—Two White Arms (Metro).

Big disappointment.

Different of the street of the

Getting it nearly play and it chies for a month-ch — War Is Hell' (Resco). This one made by a small indie German concern has limited appeal, but ought to hold on a fort-night.

#### Tarzan' Synced in 3 Tongues at Record Low \$10,000 Budget

Hollywood, March 21.

Metro will start synchronizing three versions of Tarzari this week in French, German and Italian. Marquis de la Faiaise has been spotted to meg the French, others

spotted to meg the French, others not set yet.

Each of the versions has been budgeted at \$10,000, lowest production cost of any synced picture yet made by a major studio.

Production schedule for the versions has been set at eight days, also a pre-production paper record.

#### TRI-ERGON SUES 19 ON GERMAN RIGHTS IN U. S.

Nineteen distributors of foreign films in the United States have been served in a suit by Tri-Ergon charging conspiracy and fraud and asking for an accounting of profits from German made films distributed on this side. Suit was filed in New York Supreme Court by American Tri-Ergon 7-07p, Tri-Ergon A. G. and Tri-Ergon Holland, A. G. It is a separate suit from the one Tri-Ergon has in the courts against all American companies to sustain its patients.

Brgon has in the courts against an American companies to sustain its patents. In the present suit, Tri-Ergon alleges that it had previous agreements with the German film producers including Klangdim, Ton Blid Syndicate and Universal Films (UFA) which gave Tri-Ergon American lights on all their films. Compiracy chiese comes out of the companies distributed that German pictures on this side had companied their forman pictures on this side had remained their films warned that Tri-Ergon owned the rights but went on dealing with the German producers.

Tri-Ergon also wants the court to order that all future German films shown in the United States must be stamped as having been made under Tri-Ergon patents.

William Fox owns Tri-Ergon. Hirsh, Newman, Reass & Becker are representing Tri-Ergon.

#### Duvales' \$1,200

Paris, March 12.

Last legit comedian to go pictures is Duvales of the Palais Royal.

His first screen effort is Paris Mediterranean' and got him a Natan contract at \$1,200 per week.

For France this is exceedingly good money.

#### BEAUDINE'S BRITISH DEAL

BEAUDINE'S BRITISH DEAL William Beaudine is in negotia-tion with a British company to di-rect a series of pictures over there. If it's closed, megger will leave here in two weeks.

## One-Third of World's 61,551 Cinemas Now Wired: U. S. Loses as Others Gain

### HOFFBERG'S BIG 4 DEAL

J. H. Hoffberg has closed with g 4 Films for foreign distribution of the latter company's next sea

son's pictures.

Hoffberg already has the European and South American rights to Peerless and Chesterfield pictures.

#### 2 PARIS OPS. BURNED

Two operators were badly burned in a booth fire at a small Montparnasse picture house.

Audience remained quiet till the fire was put out.

#### VANDAL'S FILM AIM

Berlin, March 13.

Berlin, March 13.

Marcel Vandal, chief of DelacVandal, is here seeking, partners for
a co-production project.
Negotiations are on at present
with Ufa, but Emelica may also step.

just completed shows there are nov

Just completed shows there are now 61,551 film theatres in the entire world and that fittle over one-third of these are equipped for sound. Considered most amazing is that there figures proclaim increases in theatron population in every part of theatron population in every part of the United States and Africa and Africa doubled the 1930 total of their sound installations while the Near East went from one theatre with an equipment to 16 talker houses. Worldwide installations, incidentally, jumped from 19,894 in 30 to 28,617 at the close of last year. Biggest dent in lowering the total of film theatres during 1931, from its total of 64,505 in 30, is caused by U. S. darkenings. There were 2,721 of those here, while Africa (Continued on page 40)

(Continued on page 40)

# Tell-them-















# JAMES CAGNER THE EROWD

New York will see it Tonight at Winter Garden!...
You'll see it March 31st at
Trade Showings Everywhere!















-and you'll sell them

# SHORTS Specially selected to Fill the Bill with "THE CROWD ROARS" "SEA LEGS" All-Star Musical Revue

Directed—and how!—by HOWARD HAWKS

specially selected to Fill the Bill with "THE CROWD ROARS"

"SEA LEGS"
All-Star Musical Revue
TED HUSING
Sport Slants No. 7

"CROSBY, COLOMBO
and VALLEE"
Merrie Melodies Cartoon

MARINE TO SEE



Smash Twin Opening in giant Publix theatres set for April first! A top-notch picture in top-notch houses! Columbia "natural" is attracting big play-dates by the dozen from every direction!

#### STANWYCK'S EMOTIONAL MASTERPIECE!

Giving everything she's got in a performance that reaches genius. Great story and cast. It's your picture-it's **EVERYBODY'S PICTURE!** 

#### with REGIS TOOMEY—ZASU PITTS

Lucien Littlefield-Robert Alden

Story by Sarah Y. Mason Dialogue by Jo Swerling and Robert Riskin Directed by NIOHOLAS GRINDE



THE LINK BETWEEN SHOWMEN AND PROFITS!

ARO Virginia ACOMA BASH

FT. WORTH, TEX HKO Hollywood DALLAS, TEX

POCH-STER N Y
RKO Place
YOUNGSTOWN O
RKO PLACE
PPOVIDENCE R I
RKO A BOS
AKRON, O
RKO Palace

## Film Contracts in Upheaval as Chi Theatres Switch Ownership

Chicago, March 21.
Exchanges which thought they were through with booking and contract troubles, now that double features are the local exhib craze, are being upset again as they find more and more contracts being repudiated. This is due to the number of switches in theatre ownership locally.

switches in theatre ownership locally.

Every time a new owner steps into theatre business he disclaims any responsibility for the picture contracts of his predeceded for the contracts. Exchanges have found it impossible in most instances to make any amicable settlement of these claims and have been calling in the law in order to get somebody to make good. Several judgments have been won by the exchanges, but in most cases the results in the end were hardly worth the exponse and trouble. In most cases the lncoming owner claims that he can buy pictures cheaper than the prices

coming owner claims that he can buy pictures cheaper than the prices named in the existing papers. Theatres locally have been switch-ing hands with unusual rapidity. While many owners are not able to keep going under the present eco-nomic strain, the though the con-traint of the control of the con-traint of the control of the con-traint of the control of the con-trol of the con-

Ayers' Chinese Film
Hollywood, March 21.
Lew Ayers draws the stellar assignment in Shanghai Interlude.
This is Universal's contribution to
the cycle of Chinese war storles.

"IMPRESSIONS OF 1932"
(Mar. 19), Penn, Pittsburgh

WALTER DARE

WAHL

The Original Fall Cuy

With EMMET OLDFIELD

PAUL LITTLE

In Person Dir.: Lyons & Lyons

RITA DE-LANO

That Mountain of Blues

FRANKIE FINN

"FROLICS OF 1932"

STEVE FREDA and

JOHNNY PALACE

Pasquali Bros.

JOYCE COLES

CARLOS PETERSON
"Gyrations Galore"

NICHOLAS DAKS

Chester Hale's Frolic Girls

A LOEW PRODUCTION "WHIRLIGIGS"

4 FLASH DEVILS

S. W. WARREN C. C. GILL C. P. WADE C. A. BANKS "8 Feet of Flash"

BARTE and ARDEN

TYPES, TINTS and TEMPOS

La VERNE

PAUL KEAST

Chester Hale's Whirligigs

Tishman & O'Nell Chester Hale's Impression Girls **VOTE AGAINST SUNDAYS** 

Kans. Municipal Elections Favo Closed Theatres

Topeka, March 21. Although state officials are under deeral injunction preventing them from enforcing the Sunday Labor laws as applied to Fox theatres in six Kansas counties, municipal elections are going against Sunday showings. Hearings on the injunction is to be held at Wichita next month, case having been appealed to the federal circuit of appeals.

the federal circuit of appeals.

Emporia, one of the towns affected
by the injunction, voted 1,984 to
1,805 against Sunday films. Theatre
men and city officials have previously agreed to stand by the decision of the voters. At Garden
City 1,200 in Sunday schools and
church congregations signed pledges
forbidding attendance at any theatre performance on Sunday.

Two Fox theatres, the Strand and Wedster, in Ottawa, Kan., gave shows Sunday (20) afternoon and after the night church services.

Sheriff of the county and city olice chief were served with copies of the injunction issued by Judge Pollock restraining interference with the operation of the Fox the atres in Kansas.

"MAKE IT SNAPPY"
(Mar. 19), Ohio, Columbus

WOHLMAN

BERINOFF and

CHARLOT

International Dancing Stare

HECTOR

"Let That Airdale Out"

MULROY, McNEECE & RIDGE

#### Skouras-Publix-WB Work on Unstate Plan

Rochester, N. Y., March 21.
Skouras Brothers are in negotiation with Warners and Publix in
house swapping deals in this upstate section. Around six houses
concerned. concerned.

Names of the theatres are not given but the deal.calls for Skouras given but the deal.calls for Skouras to turn over three sites to Warners, two to Publix and Skouras to take one from Publis. Plan is one which was started by Harry Arthur, according to report, when he was g.m. of the Fox eastern houses. Skourases are now completing the idea. The two houses which. Publix gets are presumed to be a pair that circult formerly operated but had turned over to Fox. Warner end of the plan has been completed. General scheme, being completed.

plan has been completed. General scheme, being completed by Charles Caballero, who is acting for Skouras, is to round out the Skouras operation, upstate. Caballero formerly was in charge of maintenance of Fox Theatres under Arthur. Negotiations are being held in New York.

Utica, March 21.

Warners has taken over three local theatres which were formerly Fox houses but more recently operated by the Interests. Sites are the Avon, Utica and Majestic. WB also has the Stanley, here.

Stanley is dropping vaudeville and the Majestic has been start for

the Majestic has been dark for months.

Stewart's Leave
Lem Stewart, on the advertising
and exploitation end with Publis
for years, is on a six months leave
of absence.

A LOEW PRODUCTION "CUBAN HOLIDAY" (Mar. 19), Century, Baltimere

CLIFFORD MARION

O'Hanlon - Zambuni

THE 3 GOBS

STILL WORKING HI-DE-HI

Dir.: Nat Kalcheim—Wm. Morris Office

JACK REID

"SINCING THE BLUES"

Dir.: Alex Hanton & Sam Shenard CHESTER HALE'S SENORITAS

A LOEW PRODUCTION
Vaudeville Review 6th Edition

BOB

MURPHY

DICK and DOROTHY

AL and RAY

SAMUELS

JOHNNY HYMAN

"Word Magician"
Dir.: Lyons and Lyons

Chester Hale's Vaudeville Girls A LOEW PRODUCTION
"FORWARD MARCH"
(Mar. 18), Valencia, Jamalea

TANNEN

DAVE

"WESTWARD HI-HO"

DON

BARCLAY

FOUR **CARLTON BOYS** 

**CHESTER HALE'S** HI-HO GIRLS

OSCAR RAGLAND

ROBT. G. PITKIN

"DANCE DREAMS"

**Buck and Bubbles** 

"Rhythm for Sale" Personal Direction: Nat Nazzaro

IVAN TRIESAULT Famous International Dancer

and Pantomimist

OLIVE SIBLEY

The Songbird of Two Continents' MARY MILES

Chester Hale's Dream Damsels

## Dir.: Eddie Meyers

Terrell & Fawcett "Falling For You"

**CANDREVA** 6 BROS 6

LOYALTA'S

CHESTER HALE'S FORWARD MARCH GIRLS

## Skourases Out to Cut F-WC Nut By a Million; Can Turn Circuit **Back to Fox According to Deal**

LATE-RISING JANITOR

Wet Sidewalk at 6:45 A. M. Gets Theatre Sued

Tos Angeles, March 21.
Woman who slipped on a wet sidewalk in front of the Warner's Downtown theatre at 4:45 a.m. is suing Wi for \$2.000 damages. Her husband asks \$700 additional for loss of her services.

her services.
It happened in January, which was a rainy month around here.
Suit alleges the theatro negligently left the water on the sidewalk.

Publix Won't Open Up to Legits in South, Tho Biz OK

Although a few stray bookings of legit shows in the south and southwest have done nicely when played for Publix, and for the opposition, Publix is not encouraging stage shows in that section. Any time a legit attraction goes into a Publix theatre in that section it will be a rare instance, according to home office information.

Thought of occasionally trying straight legit troupes in regular film houses one or two nights a week is not looked upon as promising much either way. One reason is that some houses that would probably swell business with a drop-in legit are not properly equipped to handle such a presentation, besides which there are stagehand and other diffithere are stagehand and other diffi-

culties.

Al Jölson recently played Shreveport, La., for Publix in 'Wonder
Bar,' doing \$4,500 on one performance, claimed unusually big. However, the show isn't going into other
Publix points. 'Student Prince,' also
in the south, has played a couple of
dates. Recently against Publix in
El Faso, Tex, this operetts stole the
town's business. On Saturday (12),
las, the same ea and night in Dallas, the same show drew \$12,000
against Publix.

Md. Cuts Increase

Baltimore, March 21,
Gangstor films boosted censor
board cuts for the period Oct. 1,
1830, to Sept. 30, 1931. Report has
been issued by the Maryland State
Board. Cuts in the perious year
totaled 148. Last year they increased to 403.
Business for the censors reflected
the depression for there was a decrease of 1,831,491 in the footage of
original film viewed during 1931.
Only two small fines were levied
against exhibitors by the board
during the period covered by the
report.

Southwest Looks a Little Better to Publix

Little Better to Publix
The central south and southwest,
beginning to feel warm weather, is
showing signs of pleking up a little,
with Arizona particularly looking
promising, states R. J. O'Donneil.
Publix divisional director. Latter
has returned to Now York after a
six weeks tour of his territory,
at the state of the state of the state
this time, it deem't appear that it
will be necessary to close more
houses this summer than last in
that sector, arcording to O'Donneil.

SWIGERT IN CHICAGO

Chicago, March 21.

Holden Swigert is now manager of the southside deluxe Tiroll for Publix-B. & K. Swigert comes in from the Denver thearre, Denver.

Takes the vacancy left by the death of Jack Mansfeld who had been in charge of the house.

Frisco Nabe Robbery San Francisco, March 21; Robbers opened the safe of the naborhood Sutter theatre, and got away with \$500.

Theft was discovered by Harry Umann, manager, when he went to check receipts.

Los Angeles, March 21.

Slicing of the Fox West Coast, overhead continues with the Skourns Enotiers manipulating the choppers ambidexterously. While not definitely ascertained, the alm of the Skournses looks to around a \$1.000,000 reduction, which is about what the circuit went under in 12931, according to local report.

Saving so far made with the Skournses of the Skournses of

Miss. Tax Slap

Jackson, Miss., March 21.
Senate of the Mississippi Legiski-ture last week unanimously passed the amusement tax bill levying a 10% privilege tax on all anuse-ments.

New Orleans, March 21.
Due to Mississippl's 10% anuwement tax, to be in effect until 1934, several small town exhibitors have written into local film exchanges stating that unless there is a reduction in film rental they will close their houses.

Publix controls and operates most of the better houses in Mississippi.

Publix-RKO Pool

Des Molnes, March 21.

Paramount-Publix will operate
the theatres here and in Cedar Rapids under a pooling arrangement
with RKO.

Both circuits have two theatres
each in Des Molnes. Publix has
two and RKO one in Cedar Rapids.

ILLINOIS PICKETING

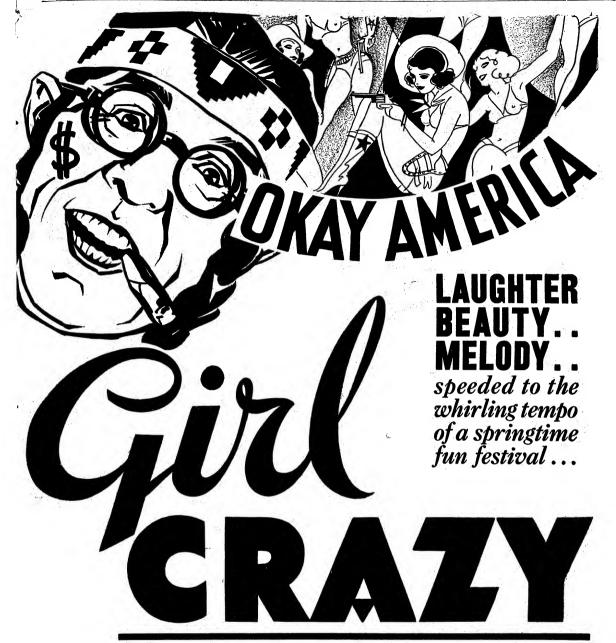
Aurora, Ill., March 21. Polka Brothers, operating a chain I theatres in Geneva and nearby

of theatres in Geneva and nearby communities, have appealed to the courts to enjoin operators from picketing the Fargo theatre, Geneva. It's the result of a wage dispute in vogue since the first of the month,

FREDA SULLIVAN Featured Dancer

With F. & M.





Galaxy of Headline Comics to Make the Wild West Wilder and the Rockies Roar . . . . .

# WHEELER-WOOLSEY

EDDIE QUILLAN ARLINE JUDGE

DOT LEE

MITZI GREEN KITTY KELLY Directed by WILLIAM SEITER

ERAGE GROSSES ASSURED WITH THIS STAR-STUDDED JAMBOREE

# NOTICE!

# To all Trade Papers and Trade Paper editors in the motion picture industry!

# **WARNING!**

We advise you to have your printers set up in type and keep standing for emergency use the following head-lines:

# "TARZAN, THE APE MAN" BREAKS ALL RECORDS AT (leave space for theatre name)

This advice is based on the fact that in its very first engagement, at the Stanley Theatre, Baltimore, against keenest competition (including Lent) TARZAN, THE APE MAN captured the house record, beating the previous record-holder "Hell Divers" by a wide margin—and that's some achievement for Lent! TARZAN, THE APE MAN broke the opening day, Friday, matinee record the Saturday matinee record with doors closed at 12:50 and 2,000 on line stretching around the block! In taking the house record it smashed the totals of M-G-M's biggest hits, including "Mata Hari", "The Champ", "Emma" and others. Ask M-G-M for the sensational, showmanship campaign used in Baltimore. Get ready, gentlemen, The Trader Horn of 1932 is here! A Metro-Goldwyn-Mayer Picture! (of course!)

#### SKOURAS BROS. NAME SIX F-WC DIV. MGRS.

Los Angeles, March 21.

District manager system is now in effect in the Los Angeles and gouthern California divisions of Fox-West Coast with the appoint-ment last week of six supervisors by the Skouras brothers.

by the Skouras brothers.

These are Ed Smith, in charge of
14 houses cant and north of here;
Hal Niedes, Pasadena and Glendate; Lew Clark, all bench theatres;
Bob Smith and George Fower, from
St. Louis, splitting the Los Angeles
houses excepting the first-rou
Loew's State; and Harry Hartman,



## FLORENCE ROGGE

Mentor of the Roxy Versatile Ballet

4th Year at the World's Largest Theatre.

The Roxy, New York

San Diego, Calexico and El Centro.
Publicity department has been
centralized at the home office under control of Robert Coilier, with
Mel Riddle, Thayer Ridgway and
Troy Orr assisting.
Bruce Fowler, former Pasadena
city manager, becomes assistant to
Charles Skouras. All managers held
a meeting last Wednesday (16) at
the Ambassador with the heads.

Fox-Midland Changes

Fox-Midland Changes
Kansas City, March 21.
Following changes made in the
Fox-Midland circuit since the chain
went under the management of the
Skourases:
H. E. Jameyson, assistant to
division manager Rhoden; Edward
Shanberg, in charge of booking with
Alian Karf and Martin Finkenstein,
assistants; F. E. Ritter, perviously
in charge of booking work head of
assistants; F. E. Ritter, perviously
in charge of booking work head of
assistants; F. E. Ritter, perviously
in charge of booking work head of
assistants; T. E. Ritter, perviously
in charge of booking work and
Territory handled by the Kansas,
City office divided into four districts. District No. I chiudes Kansas City, Mo., Kansas, City, Kansas,
and Excelsior Springs, Mo.; Willlam H. Wagner, is district manager. District No. 2 includes all
clites in Missouri and is under the
management of Hort Ulrich. District No. 3 includes houses in eastern Kansas and is under HarryMcClure. District No. 4 includes
western Kansas theatres under Nat
H. Fred Souttar, formerly of the
division office here, now manager

western Kansas theatres under Nat Holt.

Fred Souttar, formerly of the division office here, now manager of the Gillioz, Springfield, Mo.; Roy, Cato, formerly organist in Wichita, becomes manager of the Granada, Kansas City, Kans.; Phil Hill, now in charge of theatres at Ottawa, Kans.; Floyd Davis, now city manager at Clay Center, Kans.; D. S. Lawler, director of advertising-publicity at Wichita, now acting manager at that point; Mike Wear, publicity manager at Topeka, acting city manager there; Morrill Moore to manage the Rockhill of Kansas City, Mo., and H. L. Goliaday, of the Rockhill, to the Apollo; G. W. Jones, manager of the Linwood, Kansas City, Mo.

Pollock RKO P.A.
Chicago, March 21.
Lew Pollock last week joined RKO
to assume charge of publicity for
the St. Louis theatre, St. Louis.
Pollock had formerly been on tne
p.a. staff of Publix-B.&K. here.

## **EXHIBS.REFUSED CUTS. REFUSE PRINTS**

Chicago March 21

Due to the increasingly heavy going, the local exhibs are leaving ing, the local exhibs are leaving prints on the floor of the excitanges rather than pay for high priced product. This is in spite of the demand for product to satisfy the double features demon. Exchanges, which almost unanimously refuse to consider any cuts in prices, are running into additional grief due to this refusal to pick up product on the part of the small neighborhood theatres.

Exilibs state that they cannot afford to pay for films at the prices they contracted for at the start of the season, when the single feature was still the mainstay of local film was still the mainstay of local film business. Since that time they have been forced to buy additional prod-uct by contract to get into the two-feature swim. And they insist, they cannot carry the double load. So far they have not generally sub-mitted to threats of civil action, and very few exchanges appear ready to undertake the time and expense which lawsuits would en-tail. Distribs' Angle

#### Distribs' Angle

Exchanges feel that they cannot generally lower prices now without endangering their next year's product and sales angles, since they admit that it will be tough enough mit that it will be tough onough it then to get prices anywhere near it the rates of past years. Most exchanges are doing everything to prevent exhibs from asking for price cuts, not only at present but for next season. Local Metro exchange sent out a letter last month asking exhibs to voluntarily increase their prices for Metro pictures 25%. Exhibs looked upon this stunt as strictly a means to prevent reductions of film prices later. Only ones benefiting from the exhibs refusal to pick up contracted

prints are the states-righters and ladde exchanges, which are doing heavy penny-ante sales. Exhibs, refusing to accept a \$50 picture, say, from a standard exchange, skip over to an indie office and for the other half of the twin-bill, book a \$5 or a transfer of 70 print.

#### PUBLIX'S ST. L. MEN

Following the complete takeover of St. Louis houses from the Skouras Bros., who had an interest, Publix will send C. C. Perry from Toledo to handle the Ambassador

Jack Roth, former district manager, will take charge of the Mis-souri.

## As M. P. Examiner

As M. P. Examiner
Chicago, March 21.
Joe Maioy is to be reinstated as examiner of motion picture operators here. Brother of Tom Maloy, head of the Operators' union, was suspended last year, following conspirincy charges lodged against officials of the union growing out of its battle with indie exhibs in town. Indictments have since been quashed.

Theatre Becomes Church
Spokane, March 21.
The Lyric theatre is to become a
church. Property will be available
for gospel services April 1.



Paramount, New York, This Week (March 18) Next Week (March 25) Paramount. Brooklyn

INTERPRETATIVE SINGER OF CHARACTERISTIC SONGS

Max Gordon's Condensed Version of His Big Broadway Success

# "THREE'S A CR

Inaugurating the Presentation of Miniature Musical Productions

After Being Featured Successfully

In Ed Wynn's "Simple Simon"

Florenz Ziegfeld's last "Follies"

Sole Management ARTHUR LYONS

#### **KEEPING UP** WITH F. & M.

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

#### General

General

Beth Lewis, who Marco caught at
Roxy and brought to the Coast, will
sing in "Chicago World's Fair-est."
Idea. Yans, she's a Chicagoan.
Zieggy import who Joins Fanchon
and Marco, arranging national ticup
with floral stores in behalf of this
star. "Grad' Lucille Page considering new Carroll contract."

Stunts

Saving Journal "Lucky Sales
Silp" coupons shown by F. & M. by
Sunkists via photos in 'Brooklyn
Journal arranged by Morrie Kinzier,
the Brook of the Stunder of the Stunder
Laborater of the Stunder
Laborater of the Stunder
Laborater of Candler air field's new administration building by F. & M. Sunkists guided by Jacques Pierre.

Minstrels" Idea got great stuff through meeting Bill Kenny, old
minstrel man, now Capitol doorkeeper.

#### Monk

Josephine, famous movie monkey now seeing America first with "Art Gallery" Idea met members of Gallery Hoda, met members of Club at the Fox Wilson, Theatre, giving kids and mamas a real thrill.

#### Foiled

Latest Sid Grauman prank had Sid donning a golden wig to fool F & M casting exces. Noted Impresario, bewigged and becloaked (courtesy Fanchon and Marco coatume department) plumped into Fanchon's office to ask for colorature job Instead, he got the gatature job Instead, he got the gatature with the second of t

#### Fanchon

Fanchon

Fanchon's next personally directed one is "Mailbu Beach," with Raquel Torres starred. Bernie and Walker, panic comedy act, are also in. Idea now in production, with probable opening date in April. Show has to do with famous beash; resort of the do with famous beash; resort of the protrayed on the stage, which makes it sure fire for public interest and press attention.

#### Travels

The traveling producer, Gae Foster, goes to Detroit, this time, staging "Ficturesque" at the Fox. Idea hits the regular F. & M. route from Detroit on. Messa: Doc Howe, Partington and Singer covered the New England stands, playing the New England stands, playing the playing the conduction of the playing the conduction, after week in Manhattan, pulled out on the Century for Hollywood main studio yesterday.

#### Mimic:

Zelda Santley, F. & M.'s unusual impersonator, will give the talkie stars a chance to see what a Santley impersonation is really like. Will "do' Garbo, Chevaller, Cantor, Zasu Pitts and a rew unrevealed others at Grauman's Chinise Theatre. Charles Baynes, an unusual high barlone, is joining 'Parasois' Idea in Worcester this week at the Pox Falace Theatre.

Harry H. Adams of F. & M.
"Nursery Rhymes" Idea set conservative Boston agog with historical
dope on Mother Goose, based on his
grave, dating 1590, is in Beantown;
hence the local interest, aimed by
Adams at the Mctropolitian Theatre,
Fublix F. & M. stand. New York
Herald Trib story on F. & M. manSunday yarn.

#### Opens

Opens

Brox Sisters are trying out some new tunes for "Town and Country" Idea. Additions to company are Bert Lovy, world-famous shadow-fray, company, are Stay, company, which in the cast of "Exotique," which includes Faul and Nino Chezzi and Ramon and Virginia. "Exotique," and a Locwis week and was we executed.





# GAYNOR FARRELL

romp home easy winners over screendom's mightiest names.

# **DUNN-EILERS**

near top in giant N.Y. Daily News contest.

Date in these GAYNOR - FARRELL's of the current season:

REBECCA OF SUNNY-BROOK FARM Released May 29th.

FRANK BORZAGE'S MY DEAR

3. James Cagney ... 4,820
4. James Dunn ... 4,508
5. Lew Ayres ... 2,414
6. Ramon Novarro ... 2,001
7. Fredric March ... 1,918
8. Jackie Cooper ... 1,442
9. Robert Montgomery ... 1,250
10. Douglas Fairbanks Jr. 714

FOR WOMEN.
1. Janet Gaynor ... 20,662
2. Joan Crawford ... 14,735
3. Greta Garbo ... 3,666
4. Sally Eilers ... 3,616
5. Clara Bow ... 2,268
6. Marie Dressler ... 2,009
7. Sylvia Sidney ... 1,844
8. Joan Blondell ... 1,688

9. Norma Shearer....

10. Nancy Carroll......

Clippings from N. Y. Daily News (circulation 1,350,000—largest in America)

FOX PLAY DATES ARE PAY DATES

# **RKO Throwing Out Intact Route;** Units Likely West-East Spot Booked

RICO's 4-act intact unit policy is being dropped by that circuit. Due to the current condition in the inter book me to the current condition in the inter book might picturest into destree operating department placing houses into the intact roue can no longer be classified as a route. As a result, the RICO booking office and operating department have decided to dispense with the intact policy as soon as present bookings can be straightened out. This probably will be around April 13.

Martin Beck has taken charges

can be straightened out. This probably will be around April 13.

Martin Beck has taken charge of the razing of the infacts and realignment of the property of the razing of the infacts and respect of the razing of the infacts and respect of the property o

#### 18 Months Old

At the present count the RKO Intact trip is down to 19 weeks, a decline of 11 full weeks since Jan.

1. The big obstacle is the hardship on acts. It takes, 30 weeks to play the 19, with four of the open weeks failing between Cleveland and Minneapolis and another long layoff of three weeks between St. Paul and Seattle, in addition to the high fares and long jumps. Besides the layoffs, at least seven of the 19 working weeks are 25% salary cuts.

Handle Palace Publicity

Dick Maney, legit press agent on Revenue And the Palace, New York. It's the first of the Palace, New York. It's the first of the Palace, New York. It's the first of the Palace, New York and by R. F. Sisk on the Palace, Arnold VarLeer will retain the Mayfair, New York, and Albee, Brooklyn, in a similar capacity.

When the intact route was formed about a year and a half ago the western RKO-booked the-active, mostly comprising the Orpheum and former Pantages groups, was in a disorganized state, as far as a booking system was concerned in the property of the provided a state of the routing was necessarily haphazard, due to big gaps similar to those now prevailing. The intact policy provided a steady brand of stage entertainment for the RKO theatres and admittedly materially offset consistent poor picture product. This was commented upon by the provided as the provided a steady brand of stage entertainment for the RKO theatres and admittedly materially offset consistent poor picture product. This was commented upon by the provided a steady to the savior of the RKO circuit in the west. To the acts it meant a steady route with few layoffs. Various experiments were tried out on the intacts, among them addition of four locally booked acte and the tacking on one one process in several spots. But the intact theatres always returned to the four-act unit.

## Maney Joins RKO to



RKO PALACE, NEW YORK

This Week (March 19)

Formerly featured with the following Broadway shows: "UPS A DAISY," "BOOM BOOM" "STREET SINGER" Direction: ROGER MURRELL JACK HART

N. B.—You ought to see my sister's work.—FLO KELLY,—she produces the shows at the Paramount Grill, New York.

#### Psychist No Cop

Chattanooga, March 21. Gene Bryan, police commis-sioner, pulled a nifty on Sinnet, the mental telepathlist, when latter was playing the Tivoli

latter was purchaselere.

The commissioner went to theatre and asked the mind reader who the yeggs were who recently stuck up the house for \$1,400 and made a beautiful

No answer.

#### Beck Denies Book Changes, but Says 'New Blood' Needed

Aithough Martin Beck said last week that he has no definite changes in the booking side of the said of

### PUBLIX WEEK HELPS RKO 3 WKS. LAYOFF

To partially cover heavy expenses forced by the three weeks' layoff between St. Paul and Seattle, acts on the RKO intact route are attempting to land independent or outside dates in that territory. In addition to living costs forced by the 21-day layoff without salaries, the fare alone for the jump between St. Paul and Seattle is \$89.82.

So far one intact show, composed of the Benny Meroff band act and of the Benny Meroff band act and Ann Roth, has succeeded in grabbing an outside date. It plays Duluth, Minn, for Publix the week of April 2 Publix will experiment with that show and if results are favorable may take the RKO units permanently in Duluth.
The Bill Robinson unit (RKO), has obtained a fill-in week, also with Publix, in Indianapolis. This will be played during one of the four RKO layoff. weeks, between Cleveland and Minneapolis in April.

#### Mills Will Pay Wire Costs in 15 Publix Wks.

Costs in 15 Publix WKs.

Mills Brothers open a 15 weeks;
tour for Publix at the Paramount,
New Haven, April 15. Colored CBS
quartet will play the Paramounts
in New York and Brooklyn at the
tall end of their booking.
Radio act will stand the cost of
all wire charges for its bi-weekly
Crisco broadcasts on CBS, which it
starts on April 12.

#### TWO INDIES VAMP

Two more independently-operated houses, Nixon-Grand, Philadelphia, and the Park, Reading, Pa., quit vaudeville last week. Former closed down entirely, while the Reading house switched to tabs. A Marcus show, of 46 people, went in Saturday (19). Eddie Sherman had been book-ing vaude into both theatres.

#### ELLIS' POST-RADIO DATES

Emilis FOSI-ABBIN DATES
Clincinnati, March 21.
Seger Ellis, radio baritone, has resumed theatre dates after his long run as sustaining artist at Crosley's 50,000-watter; opens April 3 at Lima for Warner Bros., booked by C. A. Congrove of WLW artists' bureau.

#### Rubin-Haley Cool Off for CARROLL, N.Y., MAY GO 10 Weeks, Palace Repeat

Jack Haley and Benny Rubin as a team at \$4,000, open for 10 weeks for RKO in the east and middle west April 9 in Boston. Charlie Morrison agented.

Apparently the boys' burn at the RKO booking office has cooled off.

Booked to holdover this week, they walked out of the Palace at the end of their first week, claiming the booking office had reneged on a promise.

When originally booked the team

ing the booking office had renegca on a promise.

When originally booked the team claim they understood they would be permitted to hold over their first week's material for a second week, with the bill remaining induces the control of the control

#### Par's \$9,500 Troupe

The George Jessel headlined bill at the Paramount, New York, next week (25) will cost around \$45,600 in salaries for the four featured acts. This is in addition to the usual production figure.

The state of the four will include the state of the four will include a state of the state of the

#### Loew Units Into St. L. At Publix's Ambassador

At Publix's Ambassador
Paramount is taking the Loew
plcture house units for the Ambassador, St. Louis, commencing
April 8. House has been building
its own presentations with the taient Chicago booked. On the Loew
route St. Louis will fall between.
Columbus and Chicago.
Columbus and Chicago.
Loew's for the latter's units for two
eastern spots. These are reported
as the Mastbaum, Philadelphia, and
Newark.

#### Jessel's NVA Trailer

George Jessel will make one of the four or five trailers used during the NVA thentre drive the week of April 15. Another probability is Edmund Lowe. The fund is also after a radio name. Production and film coast are being mutually met by classified and the coast of the by classified of Ricologies, and Mark Luescher, of Ricologies and coast the trailers.

#### Leo McLaglen's Act

Hollywood, March 21. Hollywood, March 21.
Leopold McLaglen, brother of
Victor McLaglen, is reheavising a
vaude act which he intends to take
east. McLaglen, a jul jitsu cxpert,
will build his act around the Japanese defense method.
Last week Leo lost a \$50,000 suit
against Victor, whom he claimed
kept him out of work.



**CONLIN and GLASS** 

**Enroute RKO** 

Direction, TOM. J. FITZPATRICE Paince Theatre Bidg., New York City

## Tuesday, March 22, 1932 TO RKO FOR VAUDE

RKO may take over the Earl Car-roll, New York, out of which the producer of that name was dispos-sessed recently, with house up for rent. The circuit has entered nego-tiations with William A. White, renting agent, whose figure for the house would depend on length of

house would depend on length of lease.

Previous to negotiations by RKO.
Waiter Reade looked into the proposition with a deal involving George White reported in mind. Warner Bros. also showed interest, but withdrew.

RKO is said to have a Hippodrome policy of vaude and pictures on a pop grind in mind for the Carlome policy of vaude and pictures on a pop grind in mind for the Carlome policy of vaude sind pictures on a pop grind in mind for the Carlome house on a contract of the Hippodrome, it is understood, with the Carroll location deemed more desirable, it is directly across the street on the same side of Seventh avenue from the Roxy.

RKO can vacate the Hipp on 3è days' notice, having remained in the house on a month-to-month basis with Fred F. French, who took the property over two years ago but property over two years ago but will be known as Hippodrome Tower.

Carroll was paying a reported

Carroll was paying a reported \$140,000 annual rent for the Carroll

## **JULES LENZBERG**

MUSICAL DIRECTOR

Lou Holtz's Vaude Revue

## HOLLYWOOD THEATRE **NEW YORK**

# 54 00 door

## SINGLE AND NOW SUN - RAY HEALTH LAMPS FOR OUR QUESTS

further proof that The Edison 1000 rooms, each with bath (t and a shower), radio, circul-ing ice water, large close

HOTEL 47 th ST. JUST W. OF B'WAY, N.Y.

## HERB TIMBERG

## DENNIS WHITE and GIRLS

(Formerly Zastro and White)
Week Mar. 26, Youngstown and Akros
Dir.: Weber-Simons - - Nick Bolia

An Appreciation to PAUL WHITEMAN Who Is Responsible for My Broadway Debut at

RKO PALACE, NEW YORK, This Week (Mar. 19)

Many Thanks for His Kindness and an Acknowledgment to the Fine Co-operation of His "Boys"

# RKO OPEN TO ALL AGENTS

# 10 PEOPLE ACT IN PALACE **FOR \$100**

A new all-time low for vaude wille actors-56c per show-is being set this week at the supposed ace waudeville theatre of America, RKO's Palace, New York. The 56e actors are the members of 'Glad Rags,' a flash act, opening the

show.
The troupe was booked in for snow.

100 After completing the rest of the bill, the booker and that the \$100 was all he could apare for an opening turn. Minus the customary commish, the act is netting \$30, providing the producer lish't subtracting production costs. There are 10 people in the act and granting they're getting the entire \$30, their salaries, if sharing equally, will be \$3 for the 16 Palace performances this week. That's less than the salary scale for stooges. In contrast the headliner on the same Palace bill, Paul Whiteman's band, is drawing \$7,500.

#### NO CONSECUTIVE ROUTE. SO RKO RELEASES ACT

Unable to issue a consecutive Toute to Irank and a wolfecture route to trank and a wolfeture route to trank and a wolfeture route to read to the same a waterille books, RKO last week was forced to release the band act from its one year contract with the booking office.

The Brittons were to receive \$1.750 from RKO this season. They were granted a temporary release last year to go into the Follier and intended to resume vaudeville when Instead of the \$1,750 vaudeville time the Brittons have a week booked at the Roxy, New York, March 25, at \$3,500.

#### 3 Muzzlers Revive Act For Midwest and \$6,000

The act of Clayton, Jackson and Durante will be temporarily revived for three or four weeks between Durante's picture assignments, RKO Durantes picture assignments, two will play the trie in the middle west during April, with St. Louis the probable opening stand and \$6,000 the salary.

probable opening stand and \$6,000 the salary.

Boys advised their agent, Jack Curtls, to confine the bookings to the west as they don't want to play New York.

#### Peggy O'Neill's Act Turns Turtle in Car

Members of the Peggy O'Nelli act, Including Jack Fine, the act's manager, and Ann Clitton, driver of the car, escaped serious injury when their matchine turned over forms in a ditch near this own the car is a disch mear the car is a disch was a limit on their way to play an Indie vaude date here.

on their way to play an must date here.
Miss Clifton, formerly in vaude-ville, was driving the car which she owns. She has been making a business of driving acts from New York on short indle jumps.
Besides Fine and the Misses Clifton and O'Nelli. other occupants of

Hesides Fine and the Misses Cir-ton and O'Neill, other occupants of the car were Mickey Norton and Josephine Frontaine, both of Miss O'Neill's act. All were taken to a local hospital and discharged.

#### Mr. and Mrs. Barris' Two

an and mrs. Darris 1w0
San Francisco, March 21.
RKO has booked Harry Larris
and his wife, Loyey Whiteman, for
two weeks, opening at the Golden
Gate here and following with the
Oakfand Orpheum.
Reported sanlary is \$700 for the
former Los Angeles Ambassador
hotel Sour team

former Los A hotel song team

#### How It Happened

While Harry Hershfield was en at the Met. Brooklyn, last week there was a commotion in the audience and a little guy was ejected. Next day the humorist received a letter:
"Dear Mr. Hershfield, I am Mr. Levy, the fellow who was thrown out of the theatre yesterday, Believe me, I did not plaud which I did so much that two goyim in the row in front of me got sore. That started the argument."

#### 1-Show Cancellation Clause Is Invoked by RKO at Albee, B'klyn

The one-show cancellation clause, which died along with the small time, has bobbed up again, this time in the RKO booking office. First act affected was Duval, magician, cancelled after the first stow at the Albee, Brookin, last week. He was booked by George Godfrav. Godfrey.

week. He was booked by George Godfrey. Years ago, when there were many theatres to book and not always enough known acts to go around, numerous unknowns, were tried, on the state of the s

#### Five Agents Claim They Booked Tex Guinan's Act

Either the commission on Texas Gulnan is going to be cut up five ways, or four agents will be mu-tually disappointed by a decision due from the RKO Agent's Associa-

tion this week.

Tollowing the booking of Miss Guinan by Morris & Oz, Harry Guinan by Morris & Oz, Harry Guinan by Morris & Oz, Harry Guinan has the second of the second

#### **RKO OFFICE RIFLED**

Jimmy Aloz's Contract File Broken

Jimmy Aloz's office on the RKO booking floor was mysterlously jimmled and the official contract department files rifled after office hours last week. An investigation resulted in no clues as to the identity of the trespasser or motive. Contract dept, files contain all confidential data on acts booked by RKO and their salaries, in additional confidential data on acts booked by RKO and their salaries, in additional confidential bookers pertaining to booking matters.

#### Attached at Royal

Herman Citron, agent, slapped a writ of attacliment against Jack White, owner of the Embassy Boys, while the act was at the Royal, New York, the hast half of last week, and got \$67. Writ was for \$100 but White had drawn the rest of the act's saiary in advance. Citron started suit against White for \$100 for commissions the agent claims due him for booking the Embassy Boys. Act is laying off this week.

Milton Salaman represented Citron.

# HOUSE 1-HR. DAILY

Edict Is Blow to Franchised Agents-Effective Within Two Weeks - Figure to Buy Acts Cheaper—Beck's Idea-Loew Won't Follow

#### FIRST TIME TRIED

The franchise system, or closed shop, for agents is due to pass out of the vaudeville booking exchange in which it originated 20 years ago. By order of Martin Beek, the RKO booking floor in New York will be thrown wide open to all comers for an hour every afternoon.

Edict gives outside agents and act representatives their first direct entree to the RKO bookers, and is due to become effective this or next

due to become effective this or next week.

Describing the new plan as on the order of a 'public service,' Beck states it will give agents, actors and others with something to say an hour daily in which to say it. Either Beck's assistant, Chester Stratton, or Charlie Freeman's assistant, Ray Hodgdon, or both, will handle the afternoon visitors, with two or more of the bookers probably sitting in. A large space of the bookers probably sitting in. A large space of the bookers probably sitting in. A large space will have been supported by carrier to hold a long conference table at which the open door parleys will be handled.

A Blow

News of the open door struck the franchised RKO agents ilke a thunderbolt. While to many agents the permit (franchise) which gives them the right to sell acts to the principal vaudeville booking office, have, it has always served as a contact for other profitable ventures.

In the past two or three years,

contact for other profitable ventures.

In the past two or three years, due to the big reductions in Keith and RKO's vaudeville playing time, and subsequent drops in the agents' income through commissions there, the agents have been permitted to sell acts elsewhere, although not to RKO's disadvantage in salaries or opposition booking. At the same time the RKO agents were protected at 'home' through the circuit's refusal, except in rare instances, to buy acts from non-franchised or outside agents, or to book acts direct without an agent intermediary.

ary.

In order to sell an act to RKO, outside agents usually have had to do it through a franchised RKO office, which made it necessary to

split the commission.

Now that outside agents who pre-viously have had to sell through them will have direct access to the booking floor, the RKO agents fig-ure to suffer a heavy set-back in cases of acts which don't care who handles their business as long as they're booked. The only advantage left to them, most of the RKO agents now believe, will be the ele-ment of time as the outside agents will be restricted to the one hour enmasse. split the commission.

will be restricted to the one hour enmasse.

Figure Cheaper Buys An unvertiled report Is that Reck feels that by letting the outsidors in cheaper buys on acts can be made. In many instances vaude-ville turns' independent, or outside, salaries are lower than in the KKO office.

New York, the hist half of last wheek, and got \$57. Writ was for-staired and lower than in the IKC 1100 but White had drawn the root of the act's satiry in advance.

Citron started suit arginst White had control to the control to t

# WILL HOLD OPEN 2 Indie Bookers Paying Off Complaining Actors to Avoid

D. A.'s Prosecution in N. Y.

#### Meals Extra

Chicago, March 21. Chicago, March 21.
An act of three people accepted a date at \$30 near here, with the manager coming back stago after the first show all leated. So much so he invited the act out to dinner.
At the close of the engagement the act was paid of minus the usual command nad less \$1.50 for the dinner, at the rate of 46e, per person.

#### Moss Gets Another Idea; Simmons Takes Another 2-Way Ride

Danny Simmons, former Kelth booker, who retired several years ago and has been living in Europe, came over to the States last week on what appears to have been a wild-goose chase. He sailed for home Saturday (19), telling his friends, as usual, he would settle down for good in Paris. Arriving in New York the previous Sunday, he came over at the behest of B. S. Moss, who, from reports, was considering a Parislan revue for the Broadway along. Folies Bergere lines, with Simons in charge.

in charge.

Moss since is said to have de-clared that plan out.

#### \$1.250 Ruins Trahan's **New Year Resolutions**

A week at the Palace, New York, at \$1,250 looked too good to Al Trahan, so he temporarily set aside his decision to discontinue being funny and turn serious vocally on the con

and turn serious vocative on the con-cert stage and air.

The \$1,250 at the Palace this week, for which he's taking plenty of falls twice daily and thrice Saturday and Sunday, will pay for some extra voice lessons, says Tra-

IIe wants to be a barltone of the class type—from pratt falls to concert halls.

#### **VETERANS' RETURN**

Palace Books Sanderson-Crumit ; \$3,500—Weber and Fields, \$2,500

\$3,500—Weber and Fields, \$2,500
Julla Sanderson and Frank
Crumit, absent from vandeville for
years, are booked for the Palace,
New York, through Weber-Simon.
They'll receive \$3,500 the week of
April 9.
Weber and Fields, who haven't
\$2,500 a week on a booking by
Harry Romm.
Sanderson and Crumit as a team
are now radio names. They're the
only act broadcasting commercially
for both major networks, NBC and
CBS.

CES.
Another vet returning to vaude-ville after a brief absence is Eddie Leonard, now playing for RKO.

#### Pick Depresh Acts for Cleveland Local Show

Cleveland Local Show
Cleveland March 21.
Ted Claire is being brought in
by H. M. Addison to m. c. for
Locw's State's local talent revue,
April 1. Gene Ford is directing
show, which will have talent from
about 100 localities, picked in secret auditions.

The seemed to need the
more many was given preference,
for jobs. Local rails also given another breat in Easter style show
being put on by the State.

invoke criminal action, calling for arrests, the agency situation in New York is due for a complete cleanup. After several weeks of careful undercover investigation by counsel and the district attorney's office for actors who have been assertedly gypped in payment of advance commissions on shakedowns, vetc., some progress is being made toward monetary recovery for

The hope in the case of two independent vaudeville men, both bookers, is that possible criminal action can be avoided because arrests and test prosecution efforts may mean eventual loss for the acts Involved. While arrests and possible prosecution, latter uncertain, would tend to clean up gypping by bookers and agents, victory for artists would not extend beyond moral, whereas in some cases those. The end of last week one book, er who had illegally shaken down acts in advance, with bookings not eventuating and money not returned, arranged to pay off two of the three acts threatening trouble. Promise by this booker is that he will arrange to pay off in whole or part the third act involved some time this week. That is now being awaited and the state of the companies of another indie booker, against whom six acts have complained, it isn't certain whether criminal action will be taken if a payoff in whole or part isn't of-fored. The hope in the case of two ln-

Forder that would be made through charging a conspiracy, it is said, with cases swung from civil courts to the magistrate division. Second booker involved in investigation is said to be in circumstances which prevent an immediate settlement with acts complaining against him, and in view of that, inclination of those pressing action is to temper the situation with a little natience. a little patlence

When and if it appears no set-tlement may be expected, these cases will be pushed.

#### Mae Murray, Gilda Gray In Fanchon-Marco Units

Los Angeles, March 21.
Mue Murray will go into a Fanin about four weeks. Presentation
will be woven around the princessmotion picture star thing.

Gllda Gray, also to be topped in an F-M Idea, will open in the east and work with a unit coming west.

#### Machidon, Acrobat, Killed In Auburn Theatre Fall

In Auburn Theatre Fall
Auburn N. Y., March 21.
Alexander Machidon, 44, of the
Haas Bros, acrobats, died in C.M.G.,
hospital here March 12 from Injuries received in a fall at the Auburn theatre. His skull was fractured in a 14-foot drop to the stage
during a horizontal bar trick.
Machidon had been with standard
vaudeville and circus aerobatic acts
since coming from Roumania 18
years ago. He was separated from
his wife, singer, known in vajideville as Princess Whitecloud.

#### F-M Biography

Los Angeles, March 21.
Fanchon and Marco will get a success' biography in the 'American' magazine this summer.
Authored by Jerome Beatty, who visited the producers and their plant lust November.

## **LOOKS LIKE 75** WKS. TOP FOR **SUMMER**

Prospects for vaudeville this summer are assuming unprecedented duliness. Indications are that between the five major chains, RKO. Publix, Fox-Skouras and Warner Bros., there will not be over 73 weeks of regular vaude, by the time the warm weather artived eliminations, bringing tha citizen decisions, bringing tha citizen decisions, bringing tha citizen and the tossing of stage show policies by Publix, Loew and Fox-Skouras, the Warner chain is now beginning to unload. It starts with a return to straight picture policies in four houses, effective Friday (25). These are three Philadephin houses, State Warner Dilia Particle, houses, State Warner Dilia Particle, the stage of the picture of the property of the prop

#### Fresno, Stockton Splits Off Fanchon-Marco List

Los Angeles, March 21.

Fresno, San Jose and Stockton, in central Calfornia have been dropped from the F & M route, due to a

sparcity of business.

Ideas originating here played
those towns three days in a week
avery three weeks.
Units will now go directly to San
Francisco on closing here at the
Pantages.

#### Sullivan's Franchise

Joe Sullivan got an RKO fran-chise last week, the first agency ticket issued by Martin Beck, Off the floor for about two years, Sullivan was last in partnership with Nat Sobel.

#### ATLANTA TRANSFER

RKO vandeville is being transferred in Atlanta from its own house, the Georgia, to the Publix A operation in that city, the Paramount, on Saturday (26).

Atlanta is the last stand of the intact shows.

#### Stage Definitely Dark

San Francisco, March 21. FWC has again, and this time definitely, jerked stage shows from its naborhood Grand Lake in Oak-

Puts the house on a straight sec-and run film schedule.

#### **RKO POLICY CONFAB**

Theatre Heads in Chi on State-Lake and Orph. House

Return of the State-Lake to stage Return of the State-Lake to stage shows is one matter expected to be settled at a meeting of RKO executives in Chicago today (Tuesday). Jos. Plunkett, Martin Beck and Ben Kahane left New York yesterday (Monday) to Join Harold B. Franklin and Nate Blumberg there.

Reported purpose of the Loop gathering of the RKO clan is to inspect the RKO and Orpheum circuit properties in and around Chicago and Milwaukee.

#### **CAMEL SYRACUSE DATE** IN OPPOSISH TO RKO

Syracuse, March 21.
After winding up its \$8,500 percentage route for RKO, CBS Camel period as an act will open in opposish to the RKO house here Saturday (26). Edmund 'Curly' Vareboncoeur, drama and radio editor of the 'American,' has arranged the percentage date for the Camel troupe at the local DeWitt.

troupe at the local DeWitt.
Victor Frank, formerly at Loew's,
will manage the house, which reopens with the Camel turn. It has
been dark since possession was surrendered by Julian S. Brown, following financial troubles.
With the Camel act, which includes Morton Downey, Tony Wons
and Nat Renard's orchestra, the DeWitt will play 'Three Wise Girls'
(Col) on the screen for an opener.

(Col) on the screen for an ope House will be scaled at 25-35-50.

#### Stage Band, Advanced Scale at Pantages, K. C.

Kansas City, March 21.
A stage band policy, with vaude-ville, will be inaugurated at the Pantages March 25. Band will be rantages March 25. Band will be directed by Fritz Gumb, with acts booked by William Morris office. It is expected that Harlan Christic will be mc.

Prices will be advanced from 20 to 25c for the mats and from 35 to 40c at night.

#### 8 in Allentown

Arthur Fisher, New York indie booker, is booking eight-act shows for last halves into the Lyric, Allen-town, Pa. Wilmer & Vincent last week took house away from Edgar Allen.

#### SHREVEPORT OUT

SHREVEPURT OUT
Stage shows will be dropped in
Shreveport, La., by Publix April 2,
with house returning to straight
pictures. Last fall, when Fanchon
& Marco Ideas were contracted by
Publix for the Texas territory, they
were routed into Louislana for three
d '9 weekly.
The F. M. shows will be rotained in Dallas on a full week and
in Mobile and Fort Worth three
ldays each.

46™ST.

**NEW YORK CITY** 

P

Marcus Loew

BOOKINGAGENCY

General Executive Offices

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

**160 WEST** 

BRyant 9-7800

#### BEO VAUDEVILLE INTACT 77

THE ORANTOS

"Heads Up" World's-Only-Double-Perch-Act (Direction of Jack Weiner)

MASTERS

GRAYCE
in "GESS WHO'TIS
Jess Freeman-Chas, M
n Artistic Idea From P

An Artistic Idea From Paris

"LIVING JEWELRY"

with HOOVER and CAMP

Evelyn Singer and

Stalley Simmons

(Direction of Chas. Morrison)

#### DON ZELAYA

The Philosophical Pianist

REG VAUDEVILLE INTACT 76 (Week Murch 26) Portland, Ore. VERNON RATHBURN "The Prince of Rhythm"
AND HIS SAX-O-TETTE
(Dir. Harry Ward—Max Gord

**EDITH BOW** 

## With Her "MAN TROUBLE" Songs by Jean Paurel (Direction of Lee Stewart)

THE ELECTRIC TRIO Wes and Lisa Adams Bernice Mershon (Direction of Harry Fitzgerald)

DOCTOR

## ROCKWELL

QUACK-QUACK-QUACK

(Direction of Harry Fitzgerald)

ENO VAUDEVILLE INTACT 75 (Week March 19) Portland, Ora. HAZEL MANGEAN'S GIRLS with ADELITA TATALI 4 SPEEDS—AND NO BRAKES (Dir. of John Hickey-Jack Curtis)

HOWARD--FINE--HOWARD

# "THE THREE LOST SOLES" JACK WITH THE DIST SOLES" (Direction of Blondell & Mack) THE DECEIFFUL ENTERTAINER FRED KEATING

"The Great Alexander"

Olr. Chas. H. Allen—M. S. Bentham

#### ADELAIDE HALL

The Crooning Blackbird' ersonal Mgt. Nicholas Gyory (Direction of Weber-Simon)

BHO VAUDEVILLE INTACT 74 (Week March 26) San Francisco. Calif. BOB STICKNEY With LILLIAN AYLIN
in "UP A TREE"
irection of Harry Fitzgerald

MAKER and REDFORD

"The Ear Bender"
(Direction of Jack Curtis)

THE WORLD FAMOUS

## SINGER'S MIDGETS OF 1932

(Direction of Weeden-Schultz)

RHO VAUDEVILLE INTACT 78 (Week Murch 26) Oakland, Cuilf. 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 Saliorattes
(Direction of Chas. Morrison)

EMO VAUDEVILLE INTACT 82 (Wock March 20) St. Paul, Minn.
GLORY E. LEE
and HARRIS TWINS
TWO JACKS AND A QUEEN, OF FEP
(Direction of Sam Shannon)

#### VIC OLIVER

Europe's Gift to Americ (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

RKO VAUDEVILLE INTACT 81 (Week March 19): 8t. Paul, Minn. ANN BOTH Congland's Pag
Pepresentative
JOY FINLEY Revelation
In Blyth Pance MARY DUNCKLEY

WALTER (Mouse) POWELL Benny's Bad Boy and
"RED" PEPPER Cavenne Comedia

> DENNY LYNCH MYRL ALDERMAN RAY EHRHART The Ultimate in Harmony

#### BENNY MEROFF and His Famous Orchestra

RKO VAUDEVILLE INTACT 80 (Week April 9) Seattle, Wash.

EBONY FOLLIES

"A Musical Comedy Romance from Alabam'": (Direction of Harry A. Romm) WILL and GLADYS AHERN

"Artizona's Fun Spinners" (Direction of Milton Lewis)

### Vandaville's Popular

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

# ARTHUR and MORTON

HAVEL "Hot Water"-By H. O. Greene

With Heien Lockhart, Denise Dooley and Bud Williamson
(Dir. Jess Freeman—Chas. Morrison) RKO VAUDEVILLE INTACT 79
(Week April 2) Seattle, Wash.

THE AVALONS A Thrill a Second (Dir. of Billy Jackson & Jeff Davis)

#### HAL NIEMAN

"The Vagabond Rover"
(Dir. of John Hickey-Jack Curtla)

#### **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 an She Doesn't Know the Words" (Dir. of Thomas J. Fitzpatrick)

BKO VAUDEVILLE INTACT 78 (Week March 26) Scattle, Wash. CHAPPELLE . CARLTON "On the Stairway"
(Direction of Marty Forkins)

KRUGEL -- ROBLES

'DRUNK AGAIN'
(Direction of O. L. Oz-Morris & Oz.)

## DON RUIZ and BONITA

The South American Dancers
With Sultana and Vivera
Marie Patri—At the Plano
(Direction of Harry A. Romm)

#### FRANK LIBUSE

The Colonel of American Nuts with Myrtle Lausing (Personal Mgr., Jesse H. Martin)

RKO VAUDEVILLE INTACT 87

#### THREE BREDWINS

Athletic Comics (Direction of Hugo Morris)

## MADELINE PATRICE

Protege of the Late Enrico Carus (Direction of Morris & Oz)

## NAYAN PEARCE and JAY VELIE in "RED RHAPSODY" Boyd Davis, Musical Director (Dir. Ed. S. Keller & Bert Wishnew)

### AMERICA'S EGOTIST Harry J. Conley In Person

RKO VAUDEVILLE INTACT 86 (Week March 19) 105th 8t., Clevaland, 0.

The Dark Cloud of Joy

## BILL ROBINSON

"HOT FROM HARLEM"

WITH
JOHN MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG

"THE BROWN BUDDIES"

(Direction of Marty Forking)

RKO VAUDEVILLE INTACT 85 (Week April 16) Milineapolis, Mins. 'PORCELAIN ROMANCE" mjou Brothers and Louise ( (Direction: Chas. Morrison)

Boy with the Balancing Complex BOB RIPA

Denmark's Juggling Genius (Direction: Jenie Jacobs)

## HURST and VOGT

"OUT OF THE MARINES"

By H. C. Green

(Direction: Chas. H. Allen)

## DIAMOND BROS.

HUGHIE-TOM-HAROLD "Nevertheless Gentlemen"

(Direction: Chas Morrison) BRO VAUDEVILLE INTACT 84 (Week Murch 25) Puinca, Chicago

The Mirth Provokers

## LSE AND JOHNSON

"ATROCITIES OF 1932"

22 Nuts of All Kinds th One Idea and One - To Make You Laugh BATA and BESSIE KAPPLE "Two Beautitul Dancing Singers"
The Eight Miss-takes
"Nestling in a Bouquet of Idlets"
With Moore and Shy, Geo. Moore,
Joe Perry, Sidney Gibson, Gibson,
Gibson, Gibson, Gibson,
Also "Speedy" Faterson
And Sundry Nuts—too
Amd Sundry Nuts—too
Numerous to Mentionii

RKO VAUDEVILLE INTACT 88
(Week March 25) Minnempolis, Mins. ROSETTE and LUTTMAN

## In "Dance Stories" With GRACE & BEATRICE WYLIE (Dir. of Max Tishman, Plunkett offics) DE VITO

and DENNY

DOT STEVENS in "Lady Harrower's Reception"
(Direction of Chas. Wlishin)

#### LITA GREY CHAPLIN

"The Charming Chantress" Personal Mgt, Nicholas Gyory (Booked by Weber-Simon)

#### Paterson Nearest RKO Break-In with Chester Vaudeless

RKO's Chester, in the Bronx, New York, goes straight pictures March 26, lopping another half week off the

York, goes straight pictures March 26, lopping another haif week of the vaudeville book. If shaves RKO's New York stage time to six weeks, including the Palace, and the circuit's total to 52½.

Until recently the haives. It was then transferred to the Nester played then the haives. It was then transferred to the Jack Densethen transferred to the Jack Densethen transferred to the Jack Densethen the Jefferson, Franklin and Royal having preceded it, the nearest RKO break-in spot for new acts is Paterson, N. J.

In straight pictures the Chester will play double features. The 14th street Jefferson, which went straight film hest week, also will start double filming March 26.

double filming March 26.

Toledo Stages Lessen
Toledo, March 21.
Paramount theatre here follows
RKO into straight pictures March

25, Publix house has been playing Fanchon & Marco units.

#### RKO Orders Acts Out, On Coast for 'Squadron'

Los Angeles, March 21.

Los Angeles, March 21.
Instructions are reported to have arrived from New York for the RKO Orpheum not to play any stage attraction when Radio's Lost Squadron' (film) opens here. Home office thinks that no stage show or specia, attraction is necessary.
Only two times in recent months when the local Orpheum has been out of the red occurred in recent which Duke Ellington's colored hand war on the stage, and when the condensed version of. Tuysistrat's (legit) played the house previously.

#### Hotel Suit for Bill Is Fields' Troupe Sequel

Cincinnati, March 21.

Cincinnati, March 21.

Suit to collect \$1.156 for hotel services to the Al G. Fleids Minstrels has been filed by the Fort Washington Hotel, Inc., naming Watter Redhill and Grover Bradford, local owners and operators of the show, as defendants.

The bill is for room, board, and other expenses incurred last August, when the revived Fleids burnt cork oppy rehearsed in Cincy for two weeks.

## **EVERY SEVEN YEARS AT THE** PALACE

J0E

# WEBER AND FIELDS

Direction HARRY A. ROMM

#### No Contest

Mike Comerford is going to let Holy Week win against him in Carbondale, Pa., refusing to put up a struggle. He has ordered that no vaude be booked on this week-end, under its regular policy. Combinations shows wilf be resumed Thursday (31).

#### 'DECK' ALSO AS TAB

Youmans-Edelstein Have Chas King, Puck and White in Cast

Vincent Youmans, associated with Willie Edelstein is the latest musical producer to engage in reviving past shows as tabs for the film houses. They are working on 'Hit the Deck.' Alfred Aarons will be the nominal producer.

Cast so far comprises Charlie King and Puck and White.

#### 3 More in West

Chicago, March 21.

Chicago, March 21.

Midwest vaude conditions continue to bob up and down, with slim prospect of becoming normalized. Best spurt so far in this territory, has been made by the Butterfield circuit in Michigan, which adds two more vaude dates March 26.

Temple, Saginaw and Capitol, Flint, return to vaude on that date with five acts Saturday, Sunday and Monday, Additions bring the Butterfield total of vaude-playing houses to foir, all booked through houses to foir, all booked through the local RKO office by Dick Hoffman.

man.

On the same date the Majestic, La
Crosse, Wis., indic-operated, starts
playing four acts Saturday, and Sunday, also on the RKO book. House
has been in stock.

#### Casting Tab 'Frenchmen'

Casting on condensed version of to Million Frenchmen' was started yesterday (Monday) by Anatole Friedland and Joe DeMilt as the second of their tab legit musicals. Follow Thru opened in New Haven. Possibilities for Trenchmen' are Theima White, Bobbe Arnst and Louise Groody.

## Show Revivals as Tabs May Force Stagers Back 15 Yrs. for Material

In the belief that condensations old ones were dug up, it is pointed of musical successes from the legit out.

Stage offer the most inducing substitute at this time for presentation units, stage band policies and the like, question now being mulled is just how far the chains can go on a departure in that direction. If going into the policy strongly, with indications good, it mays be that the picture houses are interested in for the boiling-down circuits will dig back into the years for old musicals.

One suggestion that may been like, and it is the hit shows a circuit will dig back into the years for old musicals.

One suggestion that may bear fruit with Publix, claimed highly intcrested in a departure for its stages to stimulate new interest, is resurrection of legit hits of bygone days. As far back as 15 years has been mentioned.

mentioned.

Musicals, which always form a small minority of the number of shows produced for the legit stage, providing rights were satisfactorily obtainable, would not go far unless

out.

On the current season so far, out of a total of 120 shows, only 29 musicals are on the records. Of this number, less than half, or nine, have been hits, and it is the hit shows that the picture houses are interested in for the boiling-down process.

These shows that struck it, including revues, were 'Vanities,' 'Bland Wagon,' 'Scandals,' 'Everybody's Welcome,' 'Cat and Fiddle,' 'Laugh Parade,' 'Of Thee I Sing,' 'Face the Music' and 'Follies,' latter just barely declared a hit.

Face the Music and Folles, latter just barely declared a hit.
Fallures were 'Second Little Show, 'Nikki,' 'Chauve Souris,' East Wind,' Here Goes the Bride,' Little Racketeer,' Thru the Years,' 'Marching By,' two colored shows, 'Singin' the Blues' and Fast and

(Continued on page 62)



## REPRESENTATIVES

JACK CURTIS LARTIGUE & FISCHER 1064 Brondway TY NEW YORK CITY

NEW YORK CITY

It Is with Deep Regret That, Owing to Previous Obligations, We Are Unable to Accept the Ten-Week Offer to Stay at the RKO Palace. New York

# BENN

JACK LEY

OPENING MARCH 25, STANLEY THEATRE, PITTSBURGH, PA.

N. Y. "AMERICAN" HALLY AND RUBIN MERRY DUO IN BRIGHT PALACE PROGRAM

"With a few changes that may suggest them-selves to the powers that be, this is going to be one of those famous old-time Palace shows that 'lad everybody cheering, and Haley and Rubin are due to rank at least as highly as Cantor-Jessel and Holtz-Gatkon

N. Y. "WORLD-TELEGRAM" STARS ILLUMINE PALACE BILL

Benny Rubin, Jack Haley Keep Show at High Mark

"With Benny Rubin and Jack Haley on hand to lend zest and humor to the proceedings . . . the Palace may boast of entertainment which is bentiting the reputation for excellence it has long maintained.

maintained. "Mr. Haley and Mr. Rubin master eremonies jointly. Whether they are spoofing each other or the army of stooges they have brought with them, they make the Palace habituse laugh. And they seem to have a good time doing so. They also indulge in sketches to bring laughs to the "settlement and more success to. the bill."

PRESS COMMENT

N. Y. "EVENING GRAPHIC"

JACK HALEY AND BENNY RUBIN PLEASE PALACE

Comics Top Bill, with Norma Terris, Columbo in Support

By ED SULLIVAN

"Tack Heley and Benny Rubin, those very content chappies from very down East, come into the Paince this week and set a new high, for laught.
"Working as a team, Heley and Rubin supply the epice of the present arrangement. Both Heley and Rubin subrays have been great favorities of mine. Whatever "The Saturday audience seemed to like best their clowning of the recent Cantor-Jessel bill, which was featured by repeated references to the paining of the Zide this work of the Cantor-Jessel bill, which was featured by repeated references to the paining of the Total Cantor-Jessel bill, which was featured by repeated references to the paining of the Total Cantor-Jessel bill, which was featured by repeated references to the paining of Eddle and Cantor-Jessel bill, which was featured by repeated references to the paining of the Total Cantor-Jessel bill, while not sensational, is entirely satisfying."

Thanks to Eugene Conrad for His Capable Assistance

Personal Management AL. MELNICK N. Y. "EVENING POST"

"It's a longer bill than usual, and a better one. Jack Haley and Benny Rubin combine as master of ceremonies to the advantage of both."

"VARIETY"

**NEW ACTS** 

Falace
Benny Rubin, in pictures for some time, and
Jack Haley, from musicals, appear together in
what amounts to an ect as well as working singly in
what the Plance of the Additionally, they conreceived the Plance of the Control of the Control
and the State of the Control
and the State of the Control
and the Control
and the Control
and distributing it quite evenly, the
two work together effectively, with much of the
comedy areas from infaling each other.

Connect usage Think the Mark Haley and Benny Rubin holding it on.

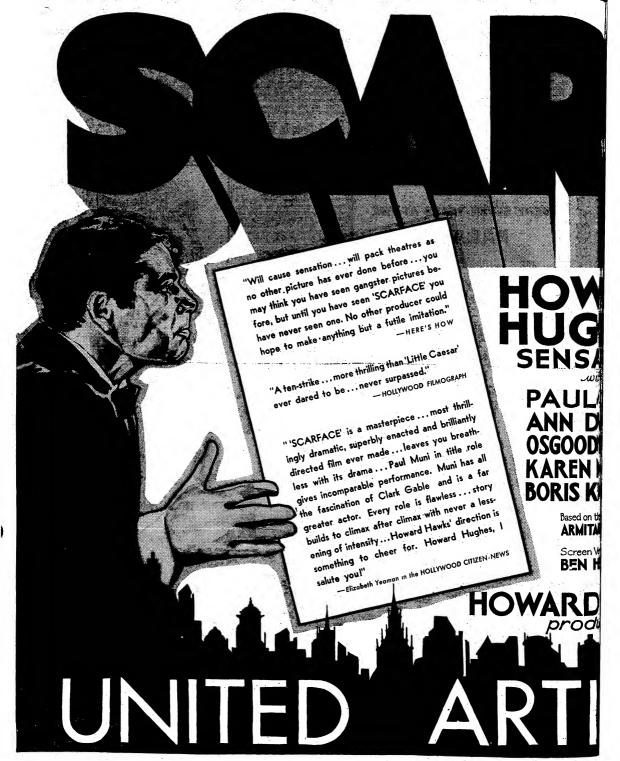
The show's all right, with Jack Haley and Benny Rubin holding it on.

The comody team from there on introduce acts a well as worth interables a "one" and blackeduls in the show, is of "streetly indicated and admirably sold. The buys worn effectively.

Swell gags are universal 12 Rubin and Haley.

Char.





# HAS EVER DONE BEFORE"- "HERE'S HOW"



#### ROXY

ROXY

With Ered woring and his crew siling very woring and his crew siling very socially go mustes of the time allotted the stage show, there was limited time for much else, and a brief solo number by Patricia Bowman and a builties of the time sold the stage show, the sold sold show the sold sho

is ginger all the way through use of the stage for Silveth Discovery of the stage fountain basin with silver lilies of the valley is set against black drapes, and Miss Bowman in a pink bodice and gauge skirt poses in the opening stage picture, going into a dance that is a mixture of her own ideas. Micely done but not outstanding in comparison with her best work.

The Roxystass follow working the stage of the stage of

The Roxyettes follow, working behind a scrim on which is thrown behind a scrim on which is thrown ratheast, and each fourth girl carries an umbrella. Departing from the landmarks, they break into sons, and not badly, nor well, the selection being. Singing in the Rain. The control of the selection being the selection of the selection being the selection of the selection being the selection of th

Vicies harmonizing nicely in a Vicies harmonizing nicely in a Ballet comes on in pink with large bunches of pink blooms to wave throughly a nicely-patterned dance, after which Grace Cornell and Jose Limon do a dance interlude which is deeply symbolic of the properties of the proper

#### ORPHEUM, L. A.

ORPHEUM, L. A.

Los Angeles, March 14.

From the classic 'Lysistrata' tab version of last week the Orneous version of last week the Orneous the Common rhythm of Duke Ellington's band. Peasants liked the classic better because they thought it was hotter, but the colored band is playing to full houses, although there is no line. Band is a lot hotter than the 'Lizzic' the peasants got, outfit is in a contract of the contract of t

feature.

Ellington is carrying with him
Ivy Anderson, high-geared colored
songstress, and the Four Step
Brothers, daneers, the concern
ing he'd picked up the Kid in San
Francisco. Charleston's dancing is
of the same low-down nature as
Ellington's whole show. He has a
nice routine of broken rhythm tap-

Ellington's whole show. He has a nice routine of broken rhythm tapplication of leader opened with Ring Dem Bells' and followed with 'Star Dust'. Mas Anderson came on next 60. 'Rhythm' and 'Minnie the Moocher.' She finished her second number with some funny shaking that built up the apphage of the best liked of Ellington's numbers, Fantastic rhythm and African heat really got underthe audience's skin. Despite heavy applause aimed to corece another piece out of Ellington's nucher place out of Ellington's nucher place out of Ellington's numbers, Fantastic rhythm and African heat really got under the audience's skin. Despite heavy applause aimed to corece another piece out of Ellington's numbers, Fantastic rhythm and was on about 35 minutes. Short and newsreel were eliminated from the eventing show because of its length. Management hadn't decided whether to keep the Eennet present of the field three weeks or another for the fill three weeks or another for

#### CAPITOL, N. Y.

New York, March 18. New York, March 18.

Don Barclay from vaudeville and
minus the usual partner has star
billing in the current Westward, HI
HO," a semi-book affair that loses
it the commence. It possesses
the usual production excellence of
the Loew units, with the Capitol
staff dolling things up with plenty
of girls. Marlon Davies and Clark
Gabiles Tolly of the Circus' (Metro) is
the feature.

Gable's Tolly of the Circus' (Metro) is the feature.

Stage scene is Mexican, the dialog advising things are taking place in attriking ranch setting, and some fancy cowgirl outfits. The theme goes home with this set, the shifting of which changes the unit from the setting of which changes the unit from the supper involves an old Griffith real from the shelf, with the comic standing by as gag, commentator: tures and family albume always do, with ridicule so easily and enjoyably provoked. Some early shots of Lionel Barrymore, Harry Carey and timed everything perfectly and straights for the pleture as well as McCullough does for Clark.

Among the acts are the Carlon.

McCullough does for Clark.

Among the acts are the Carlton Brothers, Marguerite and Cill and Ell and Cill and the character men on the hoke dramatic scene that falls under the finale. Mr. Hyde and Frankenstein's monster get together and tun pansy. It's a perfect lift from the Ritz Bros. The Ritzes are present in time in the four Carltons' turn. The boys do the best part of everybody's act, so can't help stopping the show. Besides her two dance numbers.

do the best part of everybody's act, so can't help stopping the show. Besides her two dance numbers with her own partner, Marguerite of the Marguerite and Gill baliroom team, plays a reverse make scene with Barclay on the rancho. Closing the latter is a prop horse routing the latter is a prop horse routing the latter is a prop horse routing the horse setting the pace and joining in the hoofing exit.

The Hale girls are best in the finale, doing a modernistic toe number a la the Rasch groups, in long black gowns. Plenty of hip work included. They background Marguerite and Gill's last contribution, a neat waitz.

Unit includes most of the neces-

Unit includes most of the neces ary variety elements, plus the

looks.
Yascha Bunchuk utilizes a scrim and the projection booth this week for a story overture called 'Ocean.'
The progress of water from the mountains to the sea is beautifully described, musically and pictorially.

Bige.

#### **ACADEMY**

New York, March 19.

This theatre is packing them in regularly, so the Skourasee must know what to hand out. Current layout, outside of Fireman Save My Child' (WB), newsreel, short, and overture, carries a stage show that mostly all pretty good, but audience gets flagety at times.

Fanchon & Marco's Flack and White' Idea is the meat of the show. Ed Lowry, house mc, runs through the control of the best on tour is a little hard to believe after looking over the line-up, but is nevertheless true. With all the oredit, directly or indirectly, and in the control of the best on tour is a little hard to believe after looking over the line-up, but is nevertheless true. With all the oredit, directly or indirectly, it is not to be showned to be

Lowny floating back and forth through the thing helps, and the in-clusion (by the theatre) of Leary and Craven, a boy and girl team doesn't hurt. But it's the unit itself that gets the show over.

avesn thurt. But it's the unit itself that gets the show over.

From an applause standpoint it's all George Dewey Washingtons. The standard of the standard of

girls.

Leary and Craven, very funny team, don't belong stuck into a unit of this sort. They're on to do their whole act right at the beginning and seem to be holding the works up. Splitting their material in two or three parts might have been better.

Opening the stage show are the Christensens, two girls and two boys, in ballet dancing, Okay, Rolling Stones (New Acts) follow

with a three-men turn, and Ruth Roye is spotted third. Miss Roye, the state of the

best in the world anyway.

Okay all around, but it still would have been a better show with a trimming out of 20 minutes somewhere along the route.

Kauf.

#### PARAMOUNT, N. Y.

New York, March 18. If the condensed legit musical has good possibilities for

show has good possibilities for stage presentation purposes, they ought to show up at maximum value in the boiled down version of 'Three's a Crowd,' Max Gordon's sublimated specialty revue that was one of the hits of the 1930 season.

sublimated specialty revue in at was one of the hits of the 1939 season. Plece was rich in novel and striking production ideas, meet of there are not seen as a season of the production of the show's high lights would work into a whale of a 69-minute picture house presentation.

It does make first classes hour to the Paramount, but somehow the maximum kick of the original performance is dulled in the process of budgeting it down to its new purpose. That is by no means to much superior to the average presentation of the type, but the absence of some of the original perple takes the edge off.

The tab version, of course,

The takes the edge off.

The tak version, of course,
couldn't have everything, so in the
process of compromise it kept Fred
Allen and Tamara Geva, but
couldn't keep Libby Holman and
couldn't keep Libby Holman
and Holman and Holman and
couldn't keep Libby Holman
and Geva, but
couldn't keep Libby Holman
and Geva, but
couldn't keep Libby Holman
and Webb's handling of such bits as
tomize in the low to the limpressionistic Speakeasy pan
tomize intermed is based on the
early evening show of the first day
at the Paramount. It is probable
that the principals found themselves at a disadvantage in the bifpiac high the big gatted to an intimate playhouse.

Miss Shaw, doing Miss Holman's
Miss Shaw, doing Miss Holman's

mate playhouse.

Miss Shaw, doing Miss Holman's three numbers from the piece—
Something to Remember You By,
'Yaller' and 'Body and Soul'—never backed the hit numbers up with more than a pale and uncertain personality, so that the punch of the songs came indirectly through their surroundings.

more than a pale and uncertain personality, so that the punch of the songs came indirectly through their surroundings.

In like manner and the head of the new entironment thus early in the date. His three periods of m. c.ling chat were delivered in what went for a monotonous style. Such a style, the surrounding of the surrounding th

phasis.

Film house stage shows have assumed something of a fixed form and the customers look for a definite something to put a period to their entertainment. Here there is not even a grouping of the prin-

## **NEWSREELS**

#### TRANSLUX

This newsreel sight-seeing shop found live news as scarce among its reel furnishers as did the Embassy, yet the house in its coverage of timely events, some of which can be regarded as scoops, offers a fairly diverting show.

diverting show,

Its timelinese leans mostly to
Easter and harbingers of spring,
while its action comes from two difforent wrestling interfudes, motoril
practice, British elimination race
for the Grand National with many
exciting spills, and, newslest of all,
the Red encounter in Chicago with
many wounded.

Universal furnished the scoop on
the Chicago setto, cutting material
for mingled action and comedy interest. Cameras watched the actual
for mingled action and comedy interest. Cameras watched the actual
for mingled action and comedy interest. Cameras watched the actual
pect, who hated to be photographed.
The cops furnished the laugh in
suarding of the suspect.

Outstanding scoop and high in incutted the companies of the suspect
outstanding scoop and high in incutted the second of the suspect
outstanding scoop and high in incutted the second of the second of the second
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out of the second of the second

descriptive matter by one of its own "Trans-Lux placed more emphasis on the recent cold wave, including a Pathe mixture of scenes at Niagara Falls, in the west, and of boats, white another liem was furnished pushers trying to open the way to the isolated town. First aid to persons falling through the lee demonstrated in an the Gypsy Trail Club, Carmel, N. Y. (Par).

(Par).
A glider floating over the Alps two
miles up, tacked to ice boating near
Berlin, both Pathe, lent more of that
wintry touch, while candy factories

#### **EMBASSY**

EMBASSY

The screen news fan, who attends both the Embassy and the Transparency of the handling of leading items along similar lines. If the importance of subject matter is disregarded, it would appear additional scoops, some of them as a result of ideas, apparently on the part of contact men. One of these is a brief explanation in Movietons is a brief explanation in Movietons of the Commissioner Londo of New York Commissioner Londo of Sashion, later dancing, leaned in the Sashion, later dancing, later dancin

House.

Ruth contract and arid-moist contest, H.M on former and F-M on latter, were missed by the other

Lausse.

The contract and arid-miss control of the control of the

turning out Easter eggs (Pathe), latest Easter styles (Pathe), and smelt fishing in the northwest (U).

While the Embarral backs usual Magic Carpet, this time a travelog of Caribbean ports, this house offers two shorts, "Strange." As It Seems' (U) and "Screen Snapshots' (Col), "Cher.

cipals to mark the end, and audience gets a feeling rather of the finish coming upon a quiet moment instead of the whooping ensemble that is a picture theatre conven-

instead of the whooping ensemble that is a picture theatre convention. Whatever the effect of the tab musical, results at the boxoffice on the start of the week left no doubt that the lure of a \$5.50 musical comedy at popular prices was potent. Priday evening there was a capacity- house before 7 clock, grands he maximum of states through the evening. No reason to credit such results to the picture, Dancers in the Dark' (Par). Length of the hour stage show and 70 minutes for the feature, cut out the overture, reduced the newsary short subjects. As it was show ran close to two and a half hours, counting a trailer rather longer and much more exaggerated in promise than usual. Rush.

#### PAR, MONTGOMERY

PAR, MONTGOMERY

Montgomery, Ala, Mavch 17.

Manager Richard Kennedy gave the patrons their first real vaudeville entertainment, and did well. The Sunshine Revue makes no preforts would be limited on the site of the si

#### **NEW ACTS**

July Ray and Jean Schwartz (5). Joe Browning Co. (5).

#### 5TH AVE., SEATTLE

('Star Night' Unit)

('Star Night' Unit)

Again Fanchon & Marco spring something different. This week it is 'Star Night' at the Coccanut Grove, with Betty Compson, blonde, pretty have been been a support of the support of the control of the support of

#### PARAMOUNT, L. A.

Los Angeles, March 16.

Only the participants can know the hardships of maintaining a stage band policy under these con-ditions. Not only the problem of a ries that go with any losing fight make operation an enduring head-ache.

ries that go with any losing fight-make operation an enduring head-ache.

The state of the lowly chorus. On a new show each week set-up the girls are constantly in rehearsal. Every morning they must report at the theatre by 10:30 ready to drill. Two days a week it's \$230 Almost Two days a week it's \$230 Almost week's calisthenics between this week's calisthenics between this week's calisthenics between this week's days and the state of the sta

which carry special arrangements and presumably imply considerable and presumably imply considerable consider

the finale no provision was made for their bows. Just one of the little awkwardnesses of a first performance, and embarrassing to the kids: bats, as certain on picture stages these days as crooners, materialized and the persons of Daun and Scott. They have mightly bloops, several excellent but the persons of Daun and Scott. They have mightly bloops, several excellent that the persons of Daun and Scott. They have mightly bloops, several excellent that the persons of Daun and Scott. They have might be provided in the persons of Daun and Scott. They have might be provided to seem cool and neat, actually they achieve an opposite effect. It looks like an opposite effect. It looks like who have removed their shirts at a picnic to try a few athetic stunts. This half-undressed aspect is a detraction.

who have removed their shirts at a picnic to try a few athletic stunts. This half-undressed aspect is a detaction of the property of the prope

#### LOEW'S STATE, L. A. ('SONS O' GUNS'-TAB)

Los Angeles, March 17. Picture houses' sudden discovery of swollen grosses from pruned editions of legit musicals has already demonstrated gruesome effect legit business and has lost its nov-

legit business and has lost its nov-eity overnight on the coast.
When 'Sons O' Guns' opened at the Carthay at \$2 top and stated nine dismal days, the management bitterly reported that a personal ef-fort, to stimulate attendance was met by this laconic Ownment was net by this laconic Ownment was net by the laconic own of the con-tract of the control of the con-trol nickels?' The shrewdness of local coin-hoarders is better appre-ciated when it is explained that no condensation had been made.

As produced by the Municipalities

announcement of a picture house condensation had been made.

As produced by the Municipalities Light Opera Co, at the Carthay, Guns' faced the more routine moded music in addition to aforementioned purely local obstacles. This musical was a one-man show in its day—a background for the late Jack Donahue—and absence of cast reveals the weaknesses of the piece.

Replacing the usual Fanchon & Marco unit at Loew's State, and for the same cost of \$5,000, 'Guns' is no great shakes during its 30 min-when viewed with Fox's 'She Wanted and Millionaire,' and Metrotone newerel. Attendance' was augmented by bargain hunters, but gross indications are not so sparkmonth ago, when the policy was unique. Carthay cast remains, intact, Carthay cast remains, intact,

wanted a Milliourire, and Metrotone newreel. Attendance was
augmented by bargain hunters, but
gross indications are not so sparkiling as they would have been a
unique as they would have been a
unique as they mould have been a
unique as they are the they
they mould have been a
unique as special have been a
unique as pectacular closing and is
the way. Dot and Relen Blossom
the will be mount on the mount of the
the way. Dot and Relen Blossom
the the mistresses of ceremony and read
the mount of the mount of the mount of the man of the
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way. Dot and Relen Blossom
the date of the man of the man of the
the mistresses of ceremony and read
the mount of the mistresses of ceremony and read
the mistresses of ce

#### Requesting Silence

Los Angeles, March 21.
Regular theatregoers soon learn to keep clear of seats adjoining those roped off for executives and reviewers on opening days in, key cities.
This privileged crowd is notiser, ruder and less aware than half the peace disturbers, who are tossed out on their ears.

who are tosseu cars.
Loud mouthed reviewers rate
as a necessary nulsance, but
loud mouthed showmen within
a theatre are the industry's

#### STANLEY

Pititsburgh, March 18.

Pittisburgh, March 18.

Drop-out of Daphne Pollard at last minute on account of illness placing pretty much of a burden on Sammy Cohen and Cherry Biossom at Chen and Cherry Biossom and Miss Pollard as head in current presentation. It's called 'Laff' Carnival', which was an appropriate enough label considering Cohen and Miss Pollard as head properties and the second properties of the second properties and the second properties and

could be erased advantageously.

Opening, chorus has line gals in one, dressed in clown-carnival-costumes and led by Dorothy Bushey, who has a song that plants the idea first entrance also brings on Cohen for a couple of gags with m.c., after which band goes into a fast number, winding up with the hokey Tm the Drummer of the Band, led by with this mugging, got some laughs with this mugging, the some laughs of the property of the some laughs with the mugging, and June made

Carl Gerald, who got some laughs with his mugging.
Cherry Blossom and June made their first appearance at this junce.
The proper state of the properties of

har pianist and an okay idea.

Armstrong also does his own bit at the organ, getting across some old though still good audience stuff, and won a nice hand. Dave Broudy's overture, newsreel and feature. Behind the Mask' (Col), round out program.

#### DENVER

and huge colored wigs, and Raye, Ellis and La Rue complete their adasio, the men tossing the girl deads, the men tossing the girl december of the second of

#### Warners' Hollywood

Warners' Hollywood

Mollywood, Maych of the content of the course of the

#### CHICAGO

Showing a reliago, March 18.

Showing a reliago, March 18.

Showing a reliago a coept which a part and a coept with a coept with a part and a coept with a coept

## IMPERIAL, TORONTO

Toronto, March 18. Unusual stage bill has Nicola headlining. Magician a draw in that few acts of this type reach local houses except for Thurston who is annually road-showed into town's only legit house. Last act of this kind for a pic-vaude house was Plackstone at Loew's about two years ago.

Plackstone at Loew's about two years ago.

Clever syloitation putting over the control of the co

#### CHINESE, L. A.

Hollywood, March 17. new Grauman show tops the di-

Hollywood, March 17.

Because every act made good the new Grauman show tops the divertisement that was prelude for Mata Harl. It is also a faster entertainment, more securely fastened together, less dedicated to flashy but speed-checking spectacularity. Talent-is mostly standard, but that init always a guarantee of policities of the standard in the

the type of picture now given \$2 runs.

Arnauts have kept intact their knack for ingratiation. They started the control of the standing was another slow, or at least uncertain, starter. Hers was no midget undertaining, intuiting picture people before a picture audience. In the standing in the standing in the standing in the picture audience. Ultimately they decided they did. She has some extremely clever, impersonations, seemingly new and, iff so, probably capable of more protein writer can unquestionably strengthen several of the bits for the laugh chances are an open invitation.

On appearance Miss Santley Considerations of the starter of the standing the st

vitation.

On appearance Miss Santley rated 100% in a modish tailored veryet that spelled class. She was on an ascending curve when she fell afoul of Helen-Morgan, an impersonation that mimics seem unable to resist. That let the curve flatten out somewhat, but all the sand for the Morgan takend is to great to be brushed aside, it would at least be a help to clip the length to somewhere near her other bits.

While garnering some gizgles now flagles now flagles.

While garnering some giggles no-body would be vexed in all likeli-

(Continued on page 37)

## NEW ACTS

## PAUL WHITEMAN BAND (29) 48 Mins.; Full (Special)

His Chieftains. Bigo.

THE ROLLING STONES (3)
Dancing, Comedy
10 Mins.; One
Academy
Looks like this is a three-boy
hythm dancing act that tried to re
representation of the common of th

click.

From that into a dance for a finish which holds the customers.

Deuce spot here and ever on
strength of the dance and slow motion biz, but with some more workout and strengthening of the comedy boys will have nothing to fear
in better spota.

Ksuf.

# EDDIE LEONARD (4) Songs 15 Mins.; Four 86th St.

Songs

15 Mins.; Four

16 Mins.; Four

17 Mins.; Four

18 Mins

GEORGES CARPENTIER (6)
Songs, Dances
Songs, Dances
Songs, Dances
Signature (Special)
To a headining turn for A houses,
but good support for almost any
bill.
Four girls in the turn and a colored dancer who is out of place,
which is wise, because he possesses
little beyond the personality. He
dances with the girls once, and does
it surprisingly well. Also, he sings
once, not so well. Maybe good
it surprisingly well. Also, he sings
once, not so well. Maybe good
him to be a nightingale. It might
be a good idea to cut out the three
turn Tour artiged Tokes he cracks.
They're all not only old but unturn the singest Tokes he cracks.
They're colores and are all talented. Three do a song and dance
in unison, which is a crowdplaceser, and the fourth does a couple
systia.

sults.

After the act is over the colored lad is brought on for a tap number. Okay, but ought to be spotted earlier in the act or dropped. Where it is doesn't mean anything. Kauf.

earlier in the act or dropped. Where it is doesn't mean anything. Rauf.

BUSTER SHAVER (3)
Midgets
If Mines: Two
Pates

Buster Shaver (3)

In Mines

Buster Shaver (3)

In Mines

Buster Shaver (3)

In Mines

CONLIN and GLASS
Comedy, Songs
18 Mins; Two
88th St.
Jimmy Coulin and Myrtle Glass
have a smart idea in this new turn
that's something of a new wrinkle
and which can be elaborated upon
for better comedy effect than they

#### PALACE

Jimmy Duffy's gag about 'phon-ing the act over from the hotel was no gag. It was a prediction. Al-most everybody's phoning again this week, from the stage to the cusers through a microphone. When Saturday matinee to next-to-clo one could hear the audience whis-per en masse, 'What, no mike?'

saturday matines to next-to-close one could hear the audience whisper en masse, What, no mike? It's mikes and planos all over the place this week, and double on the latter in the Paul Whiteman band state on the boards outside. Yet the show is powerful as an entertainment, thanks to a 48-minute first part finish by Whiteman, one of those pre-intensity and the state of the show is powerful as an entertainment, thanks to a 48-minute first part finish by Whiteman, one of those pre-intensity in the sort of finish that sends them out to smoke and wonder whether the second part can follow.

Although Russ Columbon the country of finish that sends them out to smoke and wonder whether the second part can follow.

Although Russ Columbon the country of the second part can follow.

Although Russ Columbon the country of the second section didn't possess the basic punch of preeding moments. Until 8 pm. It looked like nothing the second section didn't possess the basic punch of preeding moments. Until 8 pm. It looked like nothing the second section didn't possess the basic punch of preeding moments. Until 8 pm. It looked like nothing the second section didn't possess the basic punch of preeding moments. Until 8 pm. It looked like nothing the second section didn't possess the basic punch of preeding moments and proceeded to become the bounce 'em kid of the day, getter it's an unorthouter lay.

Alt of the punch of preeding moments and proceeded to be come the bounce 'em kid of the day, getter it's an unorthouter lay.

Alt of the punch of preeding moments and proceeded to be come the bounce 'em kid of the day, getter it's an unorthouter lay.

Alt of the punch of preeding moments and proceeded to be come the bounce 'em kid of the day, getter it's an unorthouter lay.

Alt of the punch of preeding moments and proceeded to be come the bounce 'em kid of the day, getter it's an unorthouter lay and and the proceed the proceeding moments and proceeded to be controled the proceed the proceed the proceed the proceeding moments and proceede

currently have. Idea is two mikes attached to ampilliers. One is seen such as the control of the

#### COLLEGE CAPERS (7) Female Impersonator 17 Mins.; Full Paramount, Newark

17 Mina; Full Paramount, Newark
Opens rather amateurishly with a supposed college scene. A dramatic coach wants four of his case was a constant of the case water of the case

# DEAN and JOYCE REVUE (7) Dance Flash 11 Mins.; Full (Special) Orpheum

it Mins.; Full (Special)
Orphsum
Fairly competent mixed team assisted by an ensemble of five women, most of whom must have had acrobatic schooling. They work their first doing effective formations, in another as Romans. In that the quintet is Amazonian to some extent, each sturdity built, the Roman background it is in nirely not be a superfect of the second of the

\$7,500 for the headliner, Whiteman, and \$100 for the opening act, 'Glad Rags,' a nine-people flash,

Ragg, a nine-people flash,

As they say in the second-hand
clothing stores, for \$100 you can't go
wrong. Although while it may look
perfect for the moment for the
booker, the booker of the foremost
vaudthe results which the second
that the second with the bankers call false economy by paying
actors an average of \$2c a show.
That's what the eight girls and one
boy in 'Glad Pags' will get for the
16 Palsee performances that weak
the only deduction is 10% for commish. mish.

mish.

'Glad Rags' makes a nice opener for this week. Although the girls' costumes are a little shabby looking now, the wearers get by on personal merit, which is what counts in all acts, including flashes. Line of six girls prefers tap dancing, mostly on stairs, while the Corbett Twanty partial. The lone gen is an eccentral dancing boy whose mugging sells his leg work. His name is Johnny Convey and they liked him a lot.

iric dancing boy whose mugging sells his log work. His name is Johnny Convey and they liked him a lot.

I state the like and the like and the lot.

I state the like and the like and the like and a normal man in one of the sweetest and prettiest midget acts yet seen. The three people are out of the formerly standard Tiny Town Revue. Nell Kelly, who is going to get sometierfal, won the audience over quickly on sheer exuberance and pep No. 3 and scored easily the rest of the way. Miss Kelly, a dynamic redhead who is part a Charlotte Greenwood, Marie Dressler and Rae Sambled, mugg and voice shutlaneously at all times and the style is apt to murder any lyric. Her present lyrics rate murdering, but stronger material would strengthen the act and not necessarily demand a stronger material would strengthen the set and not necessarily demand sets and the right track.

Whiteman's band, fourth and finishing the first nart, is under New

the act and not necessarily demand a change in style by Miss Kelly. Shy's on the right track. Whiteman's band, fourth and finishing the first part, is under New Acts. Columbo, opening intermissic and the control of t

Columbo is a nice-looking guy and if he's not the top air favorite with the women, if means not enough women have seen him.

women have seen him.

Where and Fields consumed 14

Where and Fields consumed 14

Which went to the audience of the which went to the audience of the work of the

and Irish jig that closed. In for two weeks at \$2,500 per.

Trains and his blone soprano.

Trains and his blone soprano.

Trains and his blone soprano.

Trains are all his blone soprano.

Trains and the blone soprano.

Trains are all trains are all the planting and the planting his order, one and the are all the are all the mauling he didn't look so classy.

This date is just a slight interruption between vocal lessons for Trains, whose new ambition is the opporunities to flash his baritone Saturday and was a hit anyway.

His vocal teacher probably hopes

Trainan's Paisce success won't some belly laughs up at coloring thall, at that.

Whiteman's bandreturned to their

Hall, at that.

and the second section of the second section s

#### VIC PALACE, LONDON

London, March 11.

The Victoria Palace, which has ceased to function as a premier vaudeville house for the last few years and has gradually become known as a White Elephant, opened to capacity week 7. Regulars were greatly surprised to see a house jammed and hundreds turned away. The bill had eight acts with a troupe of wrestlers, apparently the real attraction.

off wiresues, appearing the Cattraction.

Bill opened with the Victoria Cattraction, worst chain and the cattraction worst chain and around. Zanfrellas, man-woman pedestal posing act. There is only one act of its kind in vaudeville, which was a state of the control of the cattraction of the cattra Laddi Cliff and His Friends present a revuette, and still reveal enough artistry to justify his West End

name.
Florence Desmond easily ranks about the best minic now around, with her Bankhead impression the most lifelite. Jackie Collier, with a dancer, is doing a Barbette wires walking take-off. Nosmo King, alias Vernon Watson, has now discarded the Frank Tinney act, but still works in blackface.

the Dr. was the second of the control of the contro o. attraction.

#### 86TH ST.

Influence of radio is strongly feit on this bill. Two of the turns, Eddie Leonard, and Conlin and Glass, both New Acts, use mikes attached to the control of the control of

second to work along this line, the edge was off.

Bill in toto shaped up as pleasing neighborhood fare. Nicely paced and each act well received.

Lois Torres and Her Barcelonlans opened with a fast set of acrobatics, ing. the five boys in support do a lot for the act. Boys are adroit at hand-to-hand work and Arabian ground work. A small chap also does a bit of hoofing.

King Erothers and Cully should give the good encore or a smart tumble hoke trio were forced to encore, but their little afterplece was the worst part of the whole act. Trio goes in for gag hoofing and warbling with plenty of rough stuff.

Stanley, Lester and DeMar treved

warbling with plenty of rough stuff.
Stanley, Lester and DeMar treyed
with a comedy song-and-dance turn
that appears to have lost much of
the common street of the common street
around.
It possessed when three
through a stew, was previously, the
main cog with his hoke. Much of
his material appears to be discarded,
for the other chap and a dark girl
now are utilizing the bulk of it.
a smart styl a dynamic worker with

Eddle Leonard (New Acts) back in vaude with a new turn with a radio background. A trio of har-monizers and a planist assist. Liked here.

#### STATE

It's better to sell than it is to ratch at the State, principal defect for the drop-in location being weak-read to the drop-in location being weak-read to the ground the merit me marquee value of two good sales names, to wit: Vera Gordon, the Jewish character mama, and The Street Singer (Arthur Tracy), a vogue at the moment among radio

groups at the state of the stat

stage and now stricks to sentimental number or requests. Gov straight: He'see who servine to be an exception to the vaudeville rule and jabout the only one known to this reviewer who affects the aloof manner of the concert platform and profits by it. Here he closes with "Dil. Dir. Strick to the concert platform and profits by it. Here he closes with "Dil. Dir. strick along "You're My Everything." His saleability ought to increase as the week goes on, being the hero in Monday's tabloids of a snappy romance with a married woman from Promance with a married woman from 170 at the detrivent of the show

mance with a married woman from Pittsburgh that got into court.

To the detriment of the show. Tracy had to follow Vera Gordon and Co., in a comedy-dramatic sketch, new in substance here-abouts, but probably done before, and the court of t

No. 4.

Practically the whole consider the provided falls upon Roos and Education and the provided falls upon Roos and Education and first rate in both departments, but next to closing on an almost laughless bill was a good deal of an assignment even for these two adept low comics. It was the strephing session as change of pace the provided fall of the provided fa

ried them to a cilck.

Boyd and Wallin, man and woman acro novelty, opened. Novelty consists in unusual frameup. Woman hangs by the knees in what accurate the control of t

offered.

Tom and Betty Wonder, No. 2, got first chance at dancing display and did nicely, thanks to their youthful appearance and spirited style. Routines skillfully broken up with a bit of song, couple of cost with a bit of song, couple of cost with a bit of song, couple of cost with a bit of song and alternation of team work and a liternation of team work and a side of the song of the style of the song that is a side of the song of the song that the song th

range of territory and moving swiftly.

The bookers did no favor to Mayris Chaney and Edward Fox in spotting them to close the show, which ran more than an hour and a half may be shown that the shown of pletorial attractiveness in costuming and drapes, and a world of grace in the performance of the young people themselves. But the final assignment was against them, a straight display following the only laugh display following the only laugh in also not a little upon dancing. It wasn't easy to see where else on this layout they would have suited, made up as it was, but certainly they couldn't do justice to themselves closing.

#### RKO, L. A.

RKO, L. A.

Los angeles, March 14.

Lots of variety and a wallog makes of variety and a wallog makes of variety and a wallog more like the old time McCoy. Billy Farrell and Dad, dancers; Van Cello, risley worker; Helen Yorke and Virginia Johnson, sing wallog the man of the linear time of the man of the linear time of the man of the linear time of the li

with barrels, but how he sells them! Working in talls in a special set he held up the show but begged off. Helen Yorke and Virginia Johnson followed. Both are primas with good volces which they know how to use. Numbers run from classical to jazz with their high elass stuff standing out.

cai to Jazz with their high class stuff standing out.

Charles Ahearn and his tramps closed with 20 minutes of grade A closed with 20 minutes of grade A was short on laughs they mopped up. Business, in attendance, was away above average with the balcony cut from 50 to 25 cents and the orchestra from 65 to 40 cents. Gross for the day totaled about \$200 more than the average house, the major screen attraction with Pathe News clips rounding out the bill. Call.

#### HIPPODROME

HIPPODROME

Smooth running and well proportioned show caught the fancy of the Saturday shoppers at the Hippodrome, with Dave Apollon heading the bill and holding the stage for 62 labow, with the audience still asking for more. The Russ mc. has a good lineup, with the band silling more than half the time and going over in a big comedy way. The octel is a nice-looking bunch, with one lad getting his share of the lauchs. Two of the others are worked in for comedy bits, both to good effect. Apollon. seems more willing than most to let others share the laughs most to let others share the laughs willing than most to let others share the laughs of the share of the sh

the boys and hold pretty nearly the same time without a kick from the front.

The sets off nicely with Phoffax and sets off nicely with Phoffax and sets off nicely with the far from new, but is put over nicely, and Gerald Griffin, the Irish tenor with the London accent, is sent on next to get over before the rough large the property of the property

the show.

Vaude program is augmented by 'Carnival Boat' (RKO-Pathe) and the newsreel.

#### Paramount, Newark

Newark: March 19. Newark; March 19.
Crowded house credited to Gilda
Gray, headlining this week and asslated by the three Crosby Brothers.
The set represents a South Sea post,
'Aloha' to their accompaniment on
guitar and banjo. They play a little and one taps, but this part is
crudely written and there is nothing to appeal in the boys' work.

trudely written and there is motisling to appeal in the boys' work.

Miss Gray dressed in a grass skirt
does the sort of dance one does with
a grass skirt, and with attority.
She then makes an appealing speech
in which she says she has been very
line in the says she has been very
line if contains the says she has been very
line if contains the says she has been very
line if contains the says she has been very
line if contains the says she has been very
line if contains the says
are then storing in a dance to an
operatic overture. Miss Gray returns in a fash of silver and shimmies neatly to the St. Louis Buses,
sing may be say to the says and the say
says and the says and a guitar busied, the man while the
girl uses a violin. The accordion and
a guitar busied the men while the
sirl uses a violin. The accordion and
a guitar busied the men while the
sirl uses a violin. The accordion and
a guitar busied the men while the
sirl uses a violin. The accordion and
did a few imitations, and the accordion player and the other man
with his voice did a creditable 'organ. They were liked.

The vice of the contains a stew and the contains the says and the c

gan. They were liked.

Next-to-closing Fannell and Florence. Fannell enters as a stew and gcts them roaring. With wisecracks and double entendre the two amuse. They use a folding sign with the word 'Madame' on it for many changes of words and nifties. They end mildly and don't get the hard their cariller work had won.

their cariller work had won.
Usual revue is 'Steps of Rhythm',
a little weaker than the average.
Usual revue is 'Steps of Rhythm',
a little weaker than the average.
Usual revue is a line of six girls,
wery flively and with changes of costume. A man does a bit of broadsings several numbers, and shows
considerable punch. It could be
better.
Picture Winner.

#### PALACE, CHICAGO

Palace has a good kild show this week, which a wind Mitted freen the isfactory gross. Joe Brown on the screen in Fireman, Save My Child (WB) looks like a happy combination all aroundate has been staying right; near the top with good breaks forthcoming from its stage names. Screen value percentage here is so small that its hardly lock side of the same way, ing right; near the top with good breaks forthcoming from its stage names. Screen value percentage here is so small that its hardly decisively, discovered by now her how much vade means to the Palace. Perhaps the State-Lake problem could be solved the same way, to be supported by now her how much vade means to the Palace. Perhaps the State-Lake problem could be solved the same way, to be supported by the same way, to be supported by the same had been supported by the same ha

and a band and me, that more than all a band and me, that house has a good show the majority of the time. The me, and band have been here going into the years already and have not forgotten that the audid save not forgotten that the audid save not forgotten that the audid save has a sense of humor and showman ship. With those two things, any different has under the save of the me, and show has a sense of humor and show has a sense of humor and show and ship like a million. But he sings well enough and can clown a time step or buck or tell a gar and play this has kept him here for two years.

Opening act, Vaughh Slsters,

States as kept him here for two years.

Onening act. Vaught Sisters, looking nive enough, got things started, with Louis and Cheri in a trapeze novelty on next. The Mills, Kirk and Martin hoys interrupt with bits, using Loughton as straight. For a chance to get the musle in the nit from the stage Les White did Trees over the nille.

The name act on last for plenty of hole with shapstick perdominating, trouble knecking the audience for a row.

#### **ORPHEUM**

Denver, March 16. Earl Rays and musicians play Broadway Hits of '32' for overture and some of the boys warble. Num-bers announced by electric flasher set in the 40th story of a model of set in the 40th story of a model of the Empire State Suilding, a part of the New York skyline used for setting. The overture proved popu-lar. This orchestra is hitting its stride and is going to be popular. George Bent played 'Blver Mclo-dies' for his organ sole and the words were superimposed over river scenes on the screen.

scenes on the screen.

Emile Boreo headlined the RKO
vaude unit, and went over in great
shape. In order to get closer to
the audience a small platform was
built for him out over the foots,
and on this small spot he did most
of his act. All good entertainment
value. His impersonation of a shell
shocked solidier touching.

value. His impersonation of a shell shocked solidier touching.

Billy Wells and the Four Fays and the Sour Fays and the Sour Fays and the Four fays and the fays and they can dance. Somewhat acrobatic. Three of then, two femmes, and boy, in white hoop skirts and trousers, do slow in tights, does striking acrobatic and one of the fays, and they can dance. Somewhat acrobatic three of then, two femmes, and boy, in white hoop skirts and trousers, do slow in tights, does striking acrobatic ance. Boxing match between Wells and one of the girls introduces prize fight dance of girl and lad. An entertaining and rapidly moving numbers of the father of the striking acrobatic dance. Boxing match between Wells and one of girl and lad. An entertaining and rapidly moving numbers of the striking acrobatic dance.

### FISHER, DETROIT

Second of the locally-built stage presentations since the dropping of vande is titled "Al-Star Polites." The the stars are noticeable by their simost complete absence. The nearest approach to read eutertalament is in Joe Inckson and the Frans Island, Joe Island, Island,

## ORIENTAL, CHICAGO

In tights, does striking acrobatic beverage with the control of th

## Variety Bills

NEXT WEEK (March 26) THIS WEEK (March 19)

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

#### RKO

NEW YORK CITY
Palace (28)
Rasch Dancers
Wabor & Fleids
Paul Wijiteman
Jay C Flippen
(Four to iii)
Glad Rags
Buster Shaver Co
Jay C Plippen
Faul Whiteman Or
Neil Ksily
Wober & Fleids er & Fields Columbo rahan Al Traham
Jay C Filippen
Chester
2d half (23-25)
Bon Air Tr
Olive May
Wayburn's Co

King Bros & C.
Stanley Loster & D.
Goorges Carpentier
Kenmore
List balf (26-29)
(Creo to fill)
(Two to fill)
(Two

**DYNAMIC** DRUM DOINGS

JACK POWELL Dir.: LEDDY & SMITH

Is half (20-29)

Ist half (20-29)

Wills Week (20-29)

Manual (20-29) Wheeler & Davis Oscar Lorraine Cora La Redd Or Cora La Redd Or
Officerum
Int natif (m. 25)
Souther Grotes
Joe Kerror Grotes
Joe Kerror Grotes
Joe Redd Co
Ben Blide Co Te
24 healt edg.)
Mildred & Maurick
Cole Bros &
Lamb Bellf Co
Buster Shaver
Charley Chase
Corellis

chase
2d haif (23-25)
Lois Torres Co
Lita Wales
Harry D Harry Delmar's Rv 86th St. 1st half (26-29) Hite Rennie & C Princess Wahletka Lita Wales Harry De Princess Wahletka Lita Wales Harry Delmar Rev 2d half (30-1) Art Humby & D S Frank: DeVoe 'Slim' Timbila Olson Orch (One to fill)

CHARLES V. YATES AGENCY MATTY ROSEN, MGR.

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24 half (21-26)
124 half (21-26)
125 half (21-26)
126 half (21-26)
127 half (21-26)
128 hal

Tarzan Co Carlton & Ballew Honey Fam Eddle Garr (18) Little Pipifax Gerald Griffin Wnn Wan San Tr Wilson Bros Neal Sis Runaway 4 Gloria Foy Co Johnny Perkins (19) DeWiff M'te'lf & F LePaul Sis Jack Beavals Co Hal Sherman Carol & Stuart

> THE "WHITE FLASHES"

Placed by

Dave Apsilon Co
Dave Apsilon Co
Dave Color
D

to fill) half (23-35)

BUFFALO Hippodrome (26) Hippodrome (26)
Meyers Lubow & Fordan & Woods
Alien & Hoover
Mnurice Colleano
(19)
Harris 2 & Lorelte
Joe Wong
Art Henry Co

Art Henry Co
Trini Co
CEDAR RAPIDS
1st Reditis-2-29;
Instrington Sis
Cuscla & Verdi
1st Lide Indices
1st Lid

Earl Lindsay Rev LOS ANUELES Hillistree (20)
4 Casting Stars Ches Mcloor Co. Leo Lee Lee & Lee Lee Lee Lee Lee House Hollow Book Co. Leo Lee Lee & Lee May Huling Eddie Nelson Royal Cyenos 20 Duke Ellington Bd MADISON

CINCINNATI
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K MADISON
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Robins n & DeWitt Clyde Hager Ferry Corwey Pop Cameron Sink Lucas
Device Delication
Fop Cameron
DAYENFORM
Ist hair (35-29)
Hibbit & Hartman
Device Sink Grey Chaple
Device Sink Grey Chaple
Sman Lectil
Sman Lectil
Ada, 27929

"BATTLIN' DE BLUES" For LEDDY & SMITH

NASHVILLE Kelth's (26)

Keith's 226)
Kitayama Delayama Delayama Boys
Delaye Boys
Sully & Houghton
Fig. Porsey
Thea & Santora

James Evane Co
Roy Smeck
Leavitt & Lockw'd
Chas King & D Sis
Humby Wans

2d'half (23-25) LaSalle & Mack Marle DeComa Lewis Mack Benny Ross Austina 265
Odde & Wilters
Send & Austin
Jimmy Burchill Co
Jean Carr Co
Raymond Baird
Fisher & Gilmore
H'rb'rt G'idine & V
NEWARK
Keith's (26)
Kitayamas

Weaver Bros & B

Toki J.(3)

Roney Boys

Honey Boys

Wills & Davis

Marcella'r Dancers

Jet hair (22-29)

Seah Lucille & C

Zd hair (30-1)

Elighit & Martman

Toto

Zd hair (32-25)

Harrington Sis

Lido Ladied

Lido Ladied

Downstorm

DETROIT
Downtown
1st haif (26-29)
Audrey Wyskoff C
Gaston Palmer
C
C And And C
C
D
Marie DeComa
2d haif (23-26)
Bernard & Henry
Howe Leonard & F
FORT WAYNE
1st haif (26-29)
Bob Ripa

Leavitt & Lockevd
Chas King & D Sia
A NEW OBLEANS
Keith's (20)
Earl Lindsay Rev
Marion
Lindsay Rev
Marion
Lya & Wolt
Lya & Holy
Reinderson
Kramer & Boyle
Rimac's Crohl
Reinderson
Karth (26)
Fortunello & Cirill
Hope Vernon
Marty Linds (26)
Fortunello & Cirill
Hope Vernon
Marty Linds (26)
Friedland's Co
Friedland's Co
4 Casting Stars

RYAN and NOBLETTE "DID YOU SEE MY PANTIES?"

Hutchins & Smith Danny White Co GRAND RAPIDS Keith's 1st haif (26-29) Zolda Bros Donovan Girls & E 1st Kelltig 20 da Brei 25-29) 20 da Brei 25-29 20 da Brei 25-29

Chair Meleon
Tack Murchack Co
Loe Lac Lee & Lee
Keithis (16)
Yoki Japs
Yoki Japs
Willie & Davis
Marcella's Dances
Yorke & Goldle
FATTERSON
Let half (22-29)
Roymond Willer
Let Age
FATTERSON
Let half (22-29)
Roymond Willer
Jack Fapper
Joe Jackson O-1
Lois Torres
Ken Murray
Joe Jackson O-1
Lois Torres
Ken Murray
Joe Jackson O-1
Ken Murray
Roymond Willer
Warren & Jiman
Roymond Willer
Joe Jackson O-1
Roymond Willer
Joe Jackson O-1
Joe Torres
Ken Murray
Joe Jackson O-1
Roymond Willer
March & Jiman
Roymond Willer
Murray
Roymond Willer
March & Jiman
Roymond Willer
Marc

4 Covans
Chas Carrer
Jack McLallen
Irene Vermillon
LINCOLN
Stunrt (26) Benny Ross Ebony Folles (19) Sybilin Bowhan Lowis & Ames

JEROME MANN

"He's a clever comedian Archie Bell. Dir. Bernard Burke-

LITTLE ROCK
Fuluski (26)
Robins'n & DeWilt
Clyde Hager
Ferry Corwey
Pop Cancoron
Lya & Wolf
Heriolin
Sid Marion

Vernon Ralhburn Edith Row Dr Rackwell Electric (13) Mangean Girls Fred Keating Adelaide Hall Howard Pino & Hillon Slamese

PROVIDENCE
Keith's (26)
Australian Walter
Bobby Gillette
Bobby May
Henry Bergman
Frank Swanee
Sidney Paige
(19)
Joe Peanuts Co

Sidney Paige
(19)
Joe Peanuts Co
Major Sharp & M
Hinrry F'str Welch
DeTovego
Mills & Gobbinson
VROUNESTER
Keith's (26)
Brodwins
Madeline Patrice

Victor Oliver
Nan Halperin
Cass Mark & Owen
Benny Meror Oren
SyrkAction
SyrkAction
Addition
Harding Tentrice
Harry J Conloy
Control
SyrkAction
Keith's (28)
Mattern & Grayce
Don Zalaye
Living Jowolry
Vernon Rathburn

CHRISTENSEN BROS.

"Poors of the Dance"
Dir.—Reger E. Murrel Agency

Harry J Conley Pearce & Velle (19) Morton Downey Tony Wons
Jacques Renard Or
SALT LAKE CITY
Plaza (26)
Van Cello & Mary
Billy Farrell Co
Yorke & Johnson
Chas Ahearn

YOFKE & JOHNSON COLOR OF COLOR A (18) Boller & Wills Gaston Palmer Co Wasare Bros & Harrison Corpheum (20) Roward Thurston Golden Gate (28) DelWin Sharp & Marison & Cardini Deb Stickney (19) Harrison & Eimo

Electric 3
TORONTO
Hopodrome (26)
Harris 2 & Lorette
Joe Wong
Art Hanry Co
Mills Kink & M
Soller & Wills
Gaston Palmer
Ken Murray Co
Mary Brian

Edith Bow Dr Rockwell Electric 3

HARRY SAVOY

For LEDDY & SMITH

Maker & Redford Smewhere
For LEDDY & SMITS

Maker & Redford Singers & Redford Singer

DR. JULIAN SIEGEL 1360 Broadway This Week: Nick Adams; 4 Breadwin

SOUTH HEMD

SOUTH HEMD

SOUTH HEMD

Ist half: (25-29)

Erich Sill (25-29)

Erich Sill

Eddle Garr
Edwards Co
YONKEBS
Proctor's
2d half (23-25)
TOGO & Cherry B
The Foursome
TROY
Barnes Co
Frank Dobson Co
YOUNGSTOWN, Q.
Koish's
1st half (28-29)
Nolson's Elephants

Loew

NEW YORK CITY
Capitol (25)
Joe Cook & Co
Harrison & Fisher
(70 fill)
BROWNIN
Bay Ridge
Growell & half (25-29)
Crowell & A Skelly
Irving Edwards
List half (25-29)
Long Edwards
Long Edwards
Long Edwards
Long Edwards
Long Edwards
Long Edwards
Long Half (36-1)

ROBINSON & DeWITT

Now on RKO Intact

Gilbert & Silver (Two to fill) 2nd half (30-1) Henry's Dogs J Shevlin Co Bill Telaak Co D & E Barstow (One to fill)

Orpheum

1st half (26-29)
Street Singer
Art Frank Co
(Three to fill)
2nd half (30-1)
Irving Edwards
G D'Ormondo Co
Freda & Fnlace
(Two to fill)
Paradien (25)

Two to fill)

Paradise (25)

Don Harciay

4 Carlton Bros

Osear Rogian

Hob Pitkin

Marguerite Gill

Raymond O'Brien

Thomas 6

Anne Soymont Co

Gus Edwards Co

(One, to fill)

Bd Mum & Sis

Bd Mum & Sis

Bd Mum & Sis

Dathy Larry & A.

De Toroges

Cone General Ave.

Int half (26-2)

Be Toroges

Cone General Ave.

Int half (26-2)

Monroo & Adis Sis

Bradio Larinerro

Cone General Ave.

The Monroo & Adis Sis

Thinking

Int half (26-1)

The Cone General Ave.

Int half (26-1)

Bd Blunt & Sis

D Wahl Co

Int Cone General Ave.

Donia & Parker O

Dillon & Parker O

Dillon & Parker O

Donia & Parker O

Dillon & Parker O

Donia & Parker O

Dillon & Parker O

Street Singer

Street Singer

Picture Theatres

Climas Markoff Gypps Markoff Gypps Markoff Gypps Markoff Gypps Gyp NEW YORK CITY
Paramount (18)
Three's a Crowd'
Fred Allen
Tamara Geva
Wini Sinaw
Thoe McLaughlin
Helen Ault
Josanline, Roberte Ault line Roberte Coyle ind Hoffa de Pascue

metty de Pracue
Amy Reacue
Amy Reacue
Charles Lane
Dancers la Dark'
Roay (18)
Fred Waring Oral
Stuart & Churchill
Patricla Bowman
Johnny Davies
Cornell & Liman
3. Voices
'Hotel Contine otel Continental'
BROOKLYN
Paramount (18)

Paramount (1 Yacopi Tr Melissa Mason

Blingham & O'n Co (Two to fill) Valescia (25) Juan Harlow Ivan Triesault Mary Miles Olive Sibley Maria BTOBIA ETIONIA STOBIA STO JERSEY CITY
Loew's (26)
Candrova Bros
Alf Loyal's Dogs
Terrell & Fawcett

Terroll & Fawcette
MONTREAL
Low's (26)
Barte & Arden
Bradna's Circus
Stade (36)
Rublo Sis
P & M Garvin
Vox & Walters
Ross & Edwards
VarytryBURGH
Fenn (20)
4 Flash Devis
La Vernes
Goorge Kiddon
Gene Dupont Ed Lambert Co Stanley Twins Co (Two to fill) 2nd half (30-1) 4 Barons Mills & Robinson Will Aubrey Bryant-Rns Y Co (One to fill) DE BALTINGE Castury (28) Sto fills & Bd (To fills & Bd (To fills & Bd (To fills & Bd)

BOSTON Orpheum (26) Kisaros 3 Kishros
Calvert-Irving, Ho
Bessar & Balfour
Emily V Loesen Co
W & J Mandel
Oriental (20)

Paul Keast George Kiddon Gene Dupont 7 White Flashes (One to fill) ROCHESTER Loew's (26) Bob Murphy Co Letinny, Hyman 4, & B Samuels Davé-Wannen

BLACKSTONE

Booked Solid for REO Dir.: Wm. Dismond, James Plunkett Office

Louise Fazenda
Al Wohlman
Dartiene Widers R
Moders R
Wynne Wayne
Hector Co.
Bertol Co. Charitt
State (20)
Bort Frohman
Dugan & Hadley
Maureene Rio
Walter Dare Walt
Freddy Bernard
Paul Little
Benny Johnson State (26)
Minnevitch Bd.
Mae Wynn 4
Maxime & Bobby
WASHINGTON
Falace (20)

3 Gobs O'Hanion & Z'buni

Benny Johnson Frankle Finn DETROIT Michigan (26) Burne & Kissen

Orlande 2 Juni
Juck Re Marion
Cilicore & Marion
YONKERS
1st half (2s-2s)
Dave Barnim Co
Bryant-France Co
Criwo to Illi)
2nd half (3s-1)
3 Sunshine Girls
Sera Gordon Co
Sera Gordon Co
Rioha Shadows
(One to fill)

WARNER

CHESTER. Stanley Stanley
2d half (23-25)
Hoffm'n & Lamb'rt
Tiny Spira
Jack Usher Co
Jones & Rea
Ebony Scandala

Frank Radeliffe
Porcelain Romance
(Two to fill)
(19)
Stanley Bros & A
Carlton & Beliew
Stanley Z Co
Stuart & Lash
Bon John Girls
NEW LONDON
Garde (26)
Reynolds & White eLIZABETH 2d half (30-1) ussian Rovels · JACK SIDNEY

HEADLINED
In F. & M. "Manhattan Idea"
Dir., CARGILL and DOBSON

(Three to fill)

(Three to fill)

Murray & Allen PX Bubman

PX Bubman

PX Bubman

PX Bubman

PX Bubman

Abubman

Bubman

Bubma

Ferdie's Cadets
(Four to fill)
2d hair (122)
Johny Pather
Company Pather
Agnes Ayres Co
Donia & White
Keeney's (19)
Charnoff Steppes
Russ & Mack
Greene & Forte
Dress, Rehearsal

unarnon Stoppers
These & Agnete
These & Agnete
Dress Reheareal
Highban
1st half (26-29)
Predio Chots
2st half (30-1)
2st half (30-1)
2st half (32-25)
2st half

Wally Vernon
LANCASTER
Capitel (20)
Jones & Rea
(To fill)
(19)
3 Kirfkillos

IKE ROSE'S MIDGETS
BOOKED SOLID FOR REO
DIT. WM. DIAMOND
JAMES PLUNEETT OFFICE

Cole Bros
Goo Niblo Co
M & A Clark Orch
IAWENCE
Warner (26)
Parker 'Velnberg
Abbott & Roboy
(Two to fill)
NEW HAVEN
Sherman (26)
Toe Besser Co

Marty & Nancy Nat 'Chich' Haines Eddie White Dress Rehearsal (19) J Francis Ddoley Phyliss Res 8 WASHINGTON Earle (26) Houvoo & Grant Gloria Lee & S

Rosita Duncan York & King

Nort & King.

Nort & King.

Roon T. Benova & B.

Roon T. Benova & B.

Romor Midgete

Geo Beatify

WATERBUTEN

Lohae & Sterling

Midred Parieste

Edwards & Santra

Murlat Kaye Co

Burt & Loe

Burt & Loe

Burt & Loe

Capitol (26)

Cherry Bioseim & J.

Taient & Meet

Taient & Me

Baker Dove & A

Hurst & Vogt
Redmond & Wolss
Vogues of 1932
WILMINGTON
Queens (26)
King & Burnett
Levan & Holes
Renoff Renova & B
Nat '(18)
Nat '(18)
King & White
Harden ON COB

YORK Strand (26 Strand (26)
Marty & Nancy
Greene & Forte
Dress Rohearsal
(19)
Talent & Merit
Mei Klee
Dance Aristocrats

Fanchon & Marco

NEW YORK CITY
Lat hair (16.29)
Lat hair (16.29)
Duci do Karekjarto
Gaudamith Bross
And hair (16.20)
Lat hair (16.21)
Lat hair

Jack is set of Land in State of Land in

Do GAGS? DANCE ROUTINE? You Need SPECIAL SONGS?

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Tailor made song and dance material written especially to your style Room 1014, 1560 Broadway, N. Y. Phone BRyant 9-5740

PROMITY NEW (26)
TA Plazi 1
Les Gellis Brancei & Palsi
Brancei & Pals
Glidgelia & Raj
Noll, Permedez
Lucolha & Ricar
Edunida & Deigr
Edunida & Deigr
Afraktis Pristor
Spanish Englor
Spanish Englor
Truck (2000)
RULL (2000)
R

Navin & Speck
Nadine
Nadine
Rus Canlne Actors
Fast Canlne Actors
Carly to Bonnet
Ludille & La Verne
Fast Carly to Bonnet
Fast Carly
Fast Carly Joe Rose
Sunkist Ens
JERSEY CITY
Stanley (26)
'Greetings' I
Del Chain dams Sis anazawa Tr BRIDGEPORT Fox Poli (26) fontmartre' I

Lamberti J & H Griffith Bustor & Brown

Frace Eline TOILETRIES

Try My Lin Rouse Sticks (All Shades)-3.75

Ann Codes
Duval Sis
Duval Sis
Julian & Marjorle
Henry Phillips
Beffale (28)
College (28)
Timehouse Nights
Den College (28)
Timehouse Nights
Den College (28)
Timehouse Nights
Den College (28)
Tound World' [Cotta Montengro
Al Nord & J'
Tod Morrisay Cotton
Tod (28)

Carmonosque' I
Paul Mall A Robins Marietta Grauman, H's & V Don Neece

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN

BEN ROCKE

BROADWAY AT SOTH STREET

Sunklet Boauties

Sunklet Boauties

Olsa MOBILE

MOBILE

Mobile

Typic Mason
Bruce Jordan

Bruce Jordan

J Typic Moson

Father Campbell

Sunklet Reson

Sather Campbell

Dunklet Reson

Sunklet Reson

Su Rose Valyda
Ray Sax3 Maladors
3 Madrinas
Anita Lou
Sunkist Ens
Uptown (20)
Chorry Blossoms I
Frank Gaby
Eno Tr
Dorothea
Jue Fong

Dorothea
Jue Fong
Sunkist Ens
DALLAS
Palace (26)
"Hot Java" I
Caligary Bros
rmanda Chirot

Calligary Bros Armanda Chirol Norse Samuels Bros Vincent Yerro Sunkist Ens DETROIT Fox (20) 'Manhattan' I Jack Sidney Swor & Goode Bruno Weigs 3

Sunklet Ens
WARKE,
BNaffWARKE,
Nursery Rhymes
Tom Patricola
Lucillo Sis
Schichtic's
Schichtic's
Interpretation
Harbarian & Pal
Sunklet Ens
NEW HAVEN
Taramonnt (25)
Go. Eds'
Hubert Dyer Co
Griffith & Westor
Robbins

(Continued on page 63)

## Diary of a Stooge

By Claude Binyon

Minneapolis—Wednesday.

I was looking over this diary that I started back home in Joliet a few weeks ago before I was a stooge and it reads like a writer wrote it. That it the like a writer wrote it. That it to out he either a writer or stooge and all at once I am a ensation. My shirts and underwear have quit smelling like coffee and sweet pickles and nobody would ever know I worked in a grocory store.

We keep working hand in the Minneapolis-Wednesday.

grocory store.

We keep working hard in the act and I am getting muscles in my legs from trying to dance. I can see where the act could be fixed up a lot, but I don't want to hurt Moe Bowery's feelings. All he up a lot, but I don't want to hurt Moe Bowery's feelings. All he would have to do is let me say more funny things and really play my banjo instead of having a to-mato thrown at me after three chords.

chords.

If I had my way Scaramouche would be fired because he isn't so funny, only funny looking, and he tries to kill me when we fight on the stage. Besides I notice he gest resh with Quantrelli when we dragher into the fight and he should realize she is a sweet girl.

She still doesn't talk to me on account of how she saw me with Helen of the Yellow Heads band I guess she is jealous. You can't blame a girl for hains jeal-

I might have knocked him cold and done the world a favor done the world a favor. It wouldn't have happened only I was so lonely for Tillie and hadn't got a letter from her in a couple of days. I was standing around list-ening to the Yellow Heads play after our act and Quantrell sneaked up behind me and whispered, I am mad at you!

up bening me and whispered, I am mad at you.

It was such a surprise to me, her talking after she hadn't said a word so long, that I just looked at her. Then she put her face close to me and I looked at it and before I knew what happened I kissed her. It must have been the music be-

She was all dressed ready to go sne was an aressed ready to go to the hotel and so was I, so we walked out together. My heart was pounding pretty hard and I was afraid to talk because I hadn't kisse anybody since I left Tillie in

Alrand to talk pecause I left Tillle in P. Class anybody since I left Tillle in P. Class trell looked swell with her Shape and black hair and big eyes and she held my arm tight while we walked. Finally she asked me why did I make her mad by being with that Helen gril from the Yellow Heads and I said it was nothing. I just was taking banjo leasons because Helen was a banjo player like me.

"Don't you like me?" Quantrelli asked me, and I said sure I liked her but she was Scaramouche's girl and he is the nuttlest stooge I ever heard of. Quantrelli laughed pretty and said Scaramouche had as much chance with her as if he were dead. She squeezed my arm when she said it and I knew I was shout to do something wrong and the strength of the said to the strength of the said it and I knew I was shout Tillie. I was going hard in J pre-ended like I was going hard in pre-ended like I was going hard in pre-ended like I was going hard in room and Quantrelli didn't let go of my arm and all at once we were in her room. She took off her hat and coat and I sat in a chair. When she sat in my lap I wasn't surprised but when she kissed me I was. It made me dizzy.

I put my arms around her with

in my lap I wasn't surprised but when she kissed me I was. It made med dizzy, men around her with my eyes closed, I folt so happy, and when I opened my eyes Scaramouche was stauding in the door, mouther was a stauding in the door, lit was such a shock to me I just put pand yelled something at Scaramouche in Italian. He just pushed hor was and jumped at me and hit me was and his many years and his ma

ting there. Quantrelli screamed and ting there. Quantrelli screamed and Scaramouche ran out of the room. Quantrelli told me to run to my room before somebody came and I did, but my knees were so wobbly I almost fell down and the blood was running down my face. Scarimouche wasn't in our room so I locked the door and locked at my.

self in the mirror.

I almost died when I saw my eyebrow half off. I got scared and pyenow nair on. I got scared and he came. I told him I had hit my eye-brow against a corner of the wall in the hall, and Mr. Bowery looked like he didn't believe me but phoned

in the hall, and Mr. Bowery looked like he didn't believe me but phoned for the doctor.

While we were waiting for the doctor Mr. Bowery told me if it were on account of a woman! I was crazy, but I said no it was the wall. When the doctor came he put some burny stuff on my eyebrow and plastered it down and it hurt flerce. I asked him if my eyebrow was going to dropped off and he said he thought it would grow back but there would be a little soar.

Mr. Bowery paid the doctor and they both left, I sat on the bed, just sitting, and got madder and madder at Scarramouche. I tried to write in my diary and that made me madder, so I went to bed and when I. woke up in the morning Screpnouche. I adm't in Today. Bowery told Scarsmouche in all in Today. Bowery told Scarsmouche to take it easy with me when we

when I woke up in the morning can't, plane a sirl for being jeal.

When I woke up in the morning can't, plane a sirl for being jeal.

Helen taught me ome more of Good Night Sweetheart; and told night sweetheart

didn't say anything. It was the same way every show today and my eyebrow feels like its dying. Quantrelli is laying in bed looking at me while I write and I would murder him if he didn't have such an awful look. I am afraid to so to bed.

This is a fine life! I wish I was back in Peoria.

#### New Orleans No Sell Spots Taken in Raids

Spots Taken in Kaids

New Orleans, March 21.

Prohibition agents swooped down upon Club Forest and Suburban Gardens, this city's leading night clubs, Saturday evening, breaking bottles, arresting many and taking hundreds of names. It looks like many will have to come through with the fine of \$100 for possession, witnessed such wholesale raiding and business will be walloped for a long time to come as a consequence.

quence.

Neither of the clubs has ever sold liquor, but both may be cited for furnishing set-ups to those with their own stuff.

#### Con Man Earns \$90

Con Man Earns \$90

Chicago, March 21.

How a small town accordion player, with ambitions to go on the stage, was swindled out of \$30 by a stranger who promised the musician along vaudeville tour, was told to police by Frank Bush, the victim.

Bush had been playing in a radio station at Decatur, Ill., when the stranger describing himself as Mr. Graham, ran into him with glorified tales of success. The followup system followed and young Bush forked

tems of success, The followup sys-tem followed and young Bush forked over \$90, supposedly as railroad fare. That's all the phoney vaude promoter wanted to know. He That's all the phoney promoter wanted to know, scrammed quickly.

#### Dr. Thorek Medalled

#### **GOLF WIDOWER**

Musician Said Wife Preferred Links to Home

Pittsburgh, March 21 Fittsburgh, March 21.
George Curry, viola player with
the Stanley stage band, was granted
a divorce here last week from his
golf-playing wife, Margaret R.
Curry, at one time Pittsburgh
women's municipal champion. Mrs.
Curry, also a musician, formerly
conducted the orchestra at the

conducted the orchestra at the Hotel Henry here.
Curry said in his testimony, in which he charged desertion, that he was a golf-widower and that his wife preferred the game to house-hold duties. The Currys were married in September, 1923, and separated in November, 1929. They have no children.

#### **Beer Flats and Paint** Joints L. A.'s Tentative Feeler for Loose Lid

Los Angeles, March 21.

With lots of talk about L. A. ppening up for the Olympic Games there has been an influx of new speaks in this town which has otherwise been as dry as the Sa-

indeate that reashes and be had an eather to are for sale.

Before making any real investments—has peaks, the local legging fraternity are going to make sure that they can operate without too much interference. None are any too optimistic .:bout business during the Olympio games.

They agure for the tendon strain will want to see more of the coast than L. A. In that case it's a cinch they'll visit Callente and Tia Juana.

#### Pitchmen Find Hollywood Cinch for Keister Slum

Hollywood, March 21.

Hollywood, March 21.
Hollywood is sudenly playing hosto a flock of sidewalk salesmen dotter that the sales of the sales of

#### Quick Flashes

Quick Flashes
Fountain pens, razor sharpeners,
neckties and other carnival slum
are getting flashes in the doorways
of empty stores.
One medicine man who has been
working Main street for years is
figuring on coming to Hollywood
with a snake oil pitch. He'll rent a
store for a two-week flier and if it
clicks he leaves Main street for
good.

Fast workers say the business is good in Hollywood, particularly the two astrologers who say they are averaging close to \$75 daily, Pitches are being made near the four dime stores on the boulevard

four dime stores on the boulevard as best locations for the small fast

Hollywood husiness men are talking of doing something about the sidewalk pests, but have formulated no plans for their removal.

## M. P. T. O. A. Mob Sing of Capital's No-Headache Hooch, Cheap Taxis

#### ANOTHER BROWN SUIT

Upstate Amusement Man Named in Alienation Action

Alienation Action

Syracuse, March 21,
Badly entangied in litigation nets
set by his wife and his ex-wife, to
say nothing of a receivership and
suits brought by film companies for
the fulfillment of contracts, Julian
S. Brown, ertswhile lessee of the
Dewitt theater and owner, of the
Cafe Dewitt, Syracuse's only night
character and owner, of the
Cafe Dewitt, Syracuse's only night
character and owner, of the
Cafe Dewitt, Syracuse's only night
character and the contract of the
Cafe Dewitt, Syracuse's only night
character and no no a \$100,000 love
Plaintiff is Perry J. Spencer, of
Akron, O, who charges that Brown,
at one time rated a millionaire,
purloined the affections of his wife,
Mae Curtiss Spencer. During the
months of November and December,
1931, Spencer charges that. Brown
took his wife to New York and
other cities.

# Penny Cards and Hot Coffee Cited in Beth

## In L. A. Vacant Lots

Los Angeles, March 21. Wholesale razing of ploneer hotels Wholesale razing of ploneer hotels and other -antiquated structures near the civic center, has resulted in autopark cut-rating in the section. As fast as wrecking barricades come down the new open spaces go into parking. Bidding for biz at 15 cents a car has forced existing parks down from the two-bits they've collected for the last three

Pitchmen from other streets are setting up along the new parks, and drawing unprecedented crowds. The

drawing unprecedented crowds. The mobs don't mean a thing though, being 75% unemployed attracted from the agencies in the vicinity.

A war vet doing an escape act from chains and ropes gathered a crowd of 200 on the lot across from the new State Building, then talked an hour before he got \$1.45 in his hat.

## Hollywood

(Continued from page 6)
Women Only' by J. J. Markey and
Black Moon' by Clements Ripley.
Latter is running in a magazine
and former will be published next
month.

month.

Col's Murder Series
Three murder mystery stories,
based on unsolved real cases,
bought for Columbia for filming.
By Foulton Oursler, written under
pen name of Anthony Abbot. Norman Krasna assigned to treatment
as first job under lils new contract.
to the columbia for the columbia
press for special publicity on the
puzzlers.

Col Tests Fliers

Screen tests being made of Frank
Hawke, Jimmy Doollittie, Rosece
T a leaf for 8 series of Mexican nar
patrol stories at Columbia. Figured as a replacer for one of its
western series.

John Markey Street Stre

Washington, D. C., March, 21.
Liquor and taxicabs are probably cheaper and more abundant here than in any other town of the size in the U. S. For 20 cents a party of five can ride five miles or 10, so long as they don't let the driver clip over the city limits. For \$2.50 what Wash, bootlegees call Washington's best rive can be obtained in the pint bottle.

Washington, though as wet as any Broadway side street does most of its business in the old fashion early prohibition manner. The co-ed and mixed party kind of drinking is confined strictly to the home, whether it be in apartment or hotsi room. Speak drinking is strictly for the men.

What Men!

What Men!
Typical bootleggers in Washington are a different brand from the regular breed. They look like young college graduates and they won't deliver unless an old friend is present. They insist upon a formal introduction with the friend not just writing a note, but personally witnessing the handshake. After the introduction the legger reaches into his coat for the bottles.

effect is equal to Times Square goods.

Washington's hooch doesn't leave the head so characteristic of New York the next morning. Regular Washingtonians swear by the stuff and prove part of their belief with clear eyes in the morning.

The difference in northern and mid-southern liquor was quite manifest at the exhibitor convention last week. New Yorkers, hearting that—Washington—stuff. Mas strictly the nexts and not so easy to get, fortified themselves with importations. Those were the boys who went into the meeting had with next morning sensations.

As for the cab drivers, none of the boys is crying the blues. To the out-of-towner the driver, after a half hour's Jaunt, just looks appealingly. No stranger ever thinks of all times the proper strains of the cab chees the cab cent city limit meter law and make.

20-cent city limit meter law make it up with reaso gratuity.

#### Miss Reeve Own Counsel In Long Delayed Suit

Long delayed suit of Birdle Reeve, the mental marvel who appeared in vaudeville, versus the L. C. Smith and Corona Typewriter Co., Inc. and Corona Typewriter Co., Inc., was up for hearing in Mineola, L., L., yesterday (Monday). Miss Reeve acted as her own attorney.

Case has been pending since 1923, at which time the late David Stein-

hardt, who committed suicide, was counsel. Miss Reeve was then a minor and her father, Thomas L. Reeve was coupled in the complaint.

plaint.

Miss Reeve seeks damages amounting to \$4,500, alleging a breach of contract. The agreement with the typewriter firm provided that the girl use a Corona in her stage appearances, when whe typed at a speed of more than 200 words per minute, using but two Aingere defendant through various means impaired Miss Reeve's stage stand-ling.

#### Mexican Papers Protest Prison Is a Holiday

Mexico City, March 17. Stage and screen, radio in the cells of the well behaved, Turkish baths, gynasium and other nice things are accommodations in the local penitentiary arousing the ire of the local

Newspapers think that such services in the home for bad men should be eliminated in the interest of chatisement and economy.

## **News From the Dailies**

This department contains rewritten theatrical naws items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

#### East

Fed agents who raid and rui niteries have a new gag. Who they clean out a speak the food i the pantry is turned over to th police for the poor.

Idle musicians to stage five symphonic concerts at the Metropolitan New York, on Tuesdays, startin, April 5. Opera artists have volun-teered as soloists. Proceeds to the relief fund.

Senate passes bill barring musicians from entry as artists unless they really qualify as such. Hardready passed the House and habeen signed by the President.

Musicians surprised that George Anthell obtains a Guggenheim fel-lowship. His outstanding composi-tion is a concerto with washboilers penny whistles and similar contrap-

Mrs. Anne Varley Youmans secures a separation from the composer on a suit started in December, 1929. Will get \$150 weekly. Youmans will lave to provide for his two children, four-year-old twins, from their 11th to their 18th years.

Allan Carlisle, Harvard undergrad uate, home for the Xmas holiday met Romaine Fielding, employed i a Broadway dance paiace. The went to Port Chester, where the obtained a marriage ilcense, an were married at Rye.

Last week a tury in a Long Island court awarded \$150.000 damages to Maybelle Clark. 28. actress, living in Flushing. Miss Clark, with other members of the Echoes of Broadway, stranded in Ashland. Pa. J. J. Delmore, an employee of the Harnischteger Sales Corp. of Minaual Company and the Company and the

Barrie revivals at the Playhous closed last Monday. Patrons go their money back, but no explana tion. Later explained sickness pre vented and show continued.

Sidney Salkow has gone south to acquire local color for 'Bloodstream he is about to present. Play has gouthern locale.

Crosby Gaige sued for \$3,737 by Thos. Mitchell for services in pro-ducing 'Little Accident.'

Viola Elizabeth Gillette of the so cial register, on her way to Holly wood and the screen. Took a tes for a lark.

Estate of late Minnie Madderr Fiske goes to her husband. Given 'over \$10,000.' Will made in October of last year.

Constance Flowerton Fock told the Supreme Court the Dutch or-chestra leader had offered to obtain a divorce from his new wife and reletter from his new wife and reletter from her in which she asked to be taken back. Attroneys given three weeks in which to file briefs. Mrs. Fock seeks to annul divorce obtained abroad by her husband and seeks vindication rather than all-mony.

Maria Gambarelli (Gamby) form

Dorothy Sands of Grand Street Foilies and Neighborhood Play-house, to offer a monolog, 'Styles in Acting,' at the Booth.

Coliseum, Tampa, Fla., being colerted into a picture studio fleecroft productions. First productions will be grand operas.

First round goes to 42d St. Proporty Owners' Association when a license is refused a projected Oriental dance show. Hoped to get the street back to its former plane,

Pullman company loses applica-ion to I. C. C. to charge extra there two occupy same berth. Im-ortant to touring theatrical troupes.

Wm. R. Edrington, backer of Earl Carroll, files voluntary petition in bankruptcy in Ft. Worth, Tex. Lia-Jilites \*.22,240, and assets of \$312,-189. Bulk of liabilities are notes for Carroll venture.

Shuberts have subleased Harris theatre to Napoli Film Co, Wili open Baster Sunday with Italian picts.

Lyda Roberti being asked ques-tions by immigration officials.

Reported Metropolitan opera may to to Radio City after all. Based or opularity of operatic radio broad-

Villi Milli back in Thorus after time out for ill

Gerhart Hauptman and Eugene O'Neill at Guild dinner Tuesday, but they didn't speak. O'Neill knows no German and Hauptman does not speak English.

Vincent Hathaway has written a drama on the Lindbergh kidnapping and will try to have it produced.

Fred G. Latham, back from three years in Hollywood, to work for Chas. Dillingham.

Richard Malaby has turned score for 'Warrior's Husband' is a dance number for general public tion

Boris Thomashofsky has leased the Lyric theatre, Brocklyn, for a five-year term.

Authorities issue warning agains bogus \$5, \$10 and \$100 notes.

Sults in \$59.321 damages were brought egainst William Fox personally, by Louis and Morris Golde, stockholders in Fox Greater Theatres. They affirm that they were induced to hold their current shares and buy more when William Fox assured them that the government had given an okay to the merger ageneral denial.

Am. Arbitration Ass'n awards members of O. W. Wee's Strange Interlude cast \$440 for extra per-formances.

Mazie Fenner, former burley chorus girl, held in investigation of the death of her husband, George Fenner, last week, but no evidence found.

Eddie Dowling in another autocrash. This time at Southern Pines N. C. Not serious.

Frank Thompson, of Riddle Me This, is finishing two plays. One, 'Calico Wedding,' was done with Sheridan Gibney. The other is 'Away,' in which Maude Adams heiped.

Jos. Dunninger, magician, gave a expose of mediumistic tricks at th police line-up last Thursday. In terested the cops and got Dunninge plenty of publicity.

Will of late John Philip Sousa probated in Mineola last week Estate 'over \$20,000' goes to hie widow and their children, who are named executors. There are three children who will share two-thirds of the estate, the remaining third going to the widow.

Ezra Winter looking for a studie in which he may paint the world's largest mural for Rockefeller Center.

Mary Nolan telling all in the Hearst newspapers.

John McCormack, tenor, back in New York after his concert tour Will give his final concert Easte Sunday and then go to Rome.

Dorothy Knapp all washed up in her Floretta sulls. Case against Carroll and Mrs. Penfeld aiready had been quashed. Last week charges of conspiracy against a number of Carroll employees were similarly dropped, judge ruling that similarly dropped, judge ruling that thild to under contract.

Mabel Boll nicked for \$250 con made foil incred for \$200 con-tempt of court by city magistrate Judge Schimmel told her to pay a furior's bill and she did not do so Ou. the \$250 and still has to pay the bill, when they locate her.

Brooklyn opera committee worries

able to raise a guarantee to bring the Metropolitan troupe across the river. Most of the music lovers prefer the N. Y. performances.

Tempest in a very small teapor stirred up with the announcement that Marketter the announcement that Marketter the strength of the strength of

James J. Corbett 'seriously but

Mrs. Adelaide Stallings, of Harrison, N. Y., wife of George V. Stallings, a cartoon animator, suing for a separation in White Plains, charging cruelty and intoxication. Gets \$30 a week and counsel feepending a hearing March 30.

Charles Hopkins says that the Guinan play on Almee Semple Mc-Pherson is on the work bench, but that the script has not yet been written, so production is not immi-

Cables from Earl Carroll an-nounce he is in negotiation to bring current 'Foiles Bergere' to N. Y. from Paris for a summer run.

Milton Silver, formerly of Universal, has joined Van Beuren Corp. as director of publicity.

Laurel theatre, Long Beach, L. I.

Philadelphia Jack O'Brien to establish a new gym in Queens.

Robt. Allen, of 'A Few Wild Oats, hit the stage via the screen. Given training by Warners following his work in a Dartmouth college play.

Bert Lytell has bought a based on incidents of the Gr polar expedition. Nothing de as to production yet.

Heywood Broun is planning summer production of 'Pie in the Sky, another revue to help the unemployed actors.

Eight Indians employed in the Round Up revival appeal to Federal dist. atty, to get them their pay. All they got was \$3 advance and the promise of \$20 a week.

First real wooden money hits B'way and \$2 gets \$3. Issued by a western bank during process of ilquidation and worth more than actual coin to collectors. Printed on wood veneer intended for berry crates,

Flower show at Grand Central Palace makes a new high. Drew 200,000 visitors during the week.

Joe Cook may go into a Londo

Stratford-upon-Avon player losed 19 in Toronto and will leav or England from Halifax this week

George Gershwin planning a trip to Europe.

Ethel Barrymore has taken over School for Scandal' from the Shu-erts and will go it alone for what emains of the season.

Pola Negri may be in 'The Ne Colony' if the Shuberts decide produce the Pirandello play.

Peter Arno has a revue in min

Three gunmen held up the auditor's office of the Century hotel, 46th street, Friday (18) and got away with the payroll of \$1,045. Overlooked a cash box containing \$1,400.

Drama Study Club luncheon las Friday was enlivened by Dr. Siro vich and Heywood Broun.

Ciara Fledner suing Paul Berlen bach for \$50,000 breach of promise The former light heavyweight cham has demanded a bill of particulars Suit in Astoria court.

Talking pictures urged for the classroom at the eighth annual junior high school conference held at N. Y. University last week.

Pola Negri collapsed in her apart-ment in the Ambassador, N. Y., last Friday (18) and ordered to take a rest. Break caused by strain of six weeks of personal appearances. Canceled Brooklyn Faramount date.

Raiph J. Mauriello, vaude acrobat, awarded \$35,000 by a Schenectady, N. Y., jury for injuries which incapacitated him from following his profession. He was sitting in an auto which was crashed by another. One member of other car

died as a result of the smash. Ver-

Peppy de Albrew, night club en-tertainer, asking \$200,000 from James H. McGee, broker. Claimed the lat-ter smashed him on the chin at a party and he has been unable to sing sinca.

Gloria Fay, dancer, obtained a divorce from Chas. Schwartz, vio-linist, in Bridgeport, Cona, Eloped in 1926.

Capt. Chas. Drummond, re British army officer, collabor with Fay Pulsifer on 'Black geance,' a play of Africa.

Louis Spinell. B'way cabaret owner, held by police in connection with murder of Louis De Maria last month.

Group of former employees and contributors, headed by Fred L. Rogan, former president, purchased Judge, the comic weekly, at the sale in foreclosure and will continue publication. Jack Shuttleworth, the old editor, remains as one of the new co.

Arturo Toscanini coming from abroad just to conduct one concert in New York for unemployed musi-cians.

'Take My Tip' at the 48th St. heatre, N. Y. April 11.

Pluma en el Viento, first play to be given by Spanish troupe, open-ing at the New Yorker April 2,

Experience Unnecessary gets a return Broadway booking at the National, Saturday (26).

Dan Jarrett back in 'Riddle Me This.' Ill a time.

Edward Goodman, back from Holywood, to produce here.

Announced Blessed Event Austrian rights sold to Hugelmann & Thoma of Vienna.

Two years of litigation over the property left by the late Kay Laurell settled. It is to go to her son, Joseph K. Boyle, living in England. Amount claimed at nearly \$90,000.

Sally Starr, Franc Hale, Billy Quinn cast for 'Angels Don't Kiss.'

Frances Marion, film writer, seri-ously ill in Hollywood. Overwork blamed for a breakdown.

Federal authorities refuse to ar-rest Arthur Tracy radio's 'Street Singer,' on Mann Act violation charges brought by Morris Wein-feld who named his wife in con-junction with the allegation,

#### Coast

Mrs. Henry Halstead granted a divorce from Henry Halstead, band leader, on charges of desertion. She will have custody of their three-year-old daughter,

Ernst Lubitsch, Jr., son of the irector, arrested for speeding or unset Rivd.

Mrs. Irene Edwards, divorced wife of the film comic, at the Hollywood hospital recovering from influenza.

Ethel Clayton, divorced wife of Ian Keith, attached latter's salary after a performance of Grand Hotel in Frisco. Actress says that he owes her \$4,827 as money borrowed in the last four years.

William B. Davidson, ac granted a divorce from his wife grounds of incompatability,

Victor McLaglen sued for \$90,000 by Leopold McLaglen, film heavy and older brother of Vio. Leopold alleges his brother made slanderous remarks about him, thus injuring his film career.

Alice Polk, actress, will file a second complaint against Rober Nicholson, local engineer, for \$50,000. She asserts Nicholson attempt

Emmett J. Flynn, director, arrested on a complaint filed by Mrs. G. Flynn, who charges non-support of their child.

Mrs. Dorothy Burke, former wife of Johnny Burke, stage comic freed of drunk driving charges when A. J. Roy, her companion alleged that he had been driving.

Rudy Vallee has purchased a

Paul Lukas fined \$100 for speed-ing on Ventura Blyd. Was doing 70 in a 45-mile zone. Actor also deprived of driving for 60 days when he failed to produce a driver's license.

Ethel Clayton had her ex-hubby, Ian Keith, up in court last week sceking return of \$4,827 she claims to have loaned him during the past

four years. Keith declared he knew nothing of debts. Miss Clayton's attorney moved to attach Keith's salary.

#### Mid-West

After an alarm button in the cashler's cage failed to work, a patient gunman got away with \$400 from the Lido theatre, Chicago, Girl cashler tried to stall the thus off but it didn't work.

Grace Nelson, planist, who sued for \$25,000 damages as result of an auto crash, was awarded \$18,000 by a jury. She claimed permanent in-jury to her jeft hand. Defendant was a Chicago rug company.

Aubrey Ogden, wrestler, was se enced to life imprisonment on nurder charge in Kansas.

Symphony, Chi, kicked in \$40 to a andit who did it all by himself,

Just been discovered that the Chicago Art Institute muffed on an original Corot painting worth \$100.000. After hanging around for \$7 years, the institute sold the canvass for \$500, thinking it a phoney.

A \$20,000 Guarnerius fiddle was stolen from Nathan Milstein, con-cert violinist with the Chicago Sym-phony orchestra.

Leo Lazerevich, St. Louis night club operator, was given 12 years in the pentientiary after being found guilty of manslaughter in connec-tion with the shooting of Sam Shep-ard, his colored manager.

Block booking suit of William Yougclaus, Lincoln, Nebr., exhibi-tor, comes up for trial before Fed-eral Judge Munger April 18.

Gretchen Peterson, vaude and night club singer, is back home in Omaha with news from the east she's quitting show business to take the wedding route.

Jack Kearns' domestic troubles are temporarily over. That much fought-for divorce action has been settled by Judge Daniel Trude, who gave the fight promoter the award. All Kearns has to do now is kick in something like \$12,000.

#### Wiring Jumps

(Continued from page 17) scra'ched 79 off its active list of the year before

scra'ched 79 off its active He value year before.

Europe's Gain Tops

Increase i'n Hew theatres, places.

Burope at the top. There were \$82 such developments during '31, the grand total for that year being 29, 316, while for '30 it was 28,454.

In ratio, however, the Far East is greater in box office numbers than Europe. Where it had 4,283 theatres in '30 it closed '31 with 4925, or an increase of 642.

Latia America runs a close second in more sites. It jumped its

Latin America runs a close second in more sites. It jumped its 30 total of 4,534 to 5,435 at the close of last year. Even the Near East was active in exhibition, its '31 total of 85 being 11 more than the previous year. Canada, according to the survey.

11 more than the previous year.
Canada, according to the survey,
has not moved either way. In the
pact two years, the total of its
houses remaining at 1,100.

England Best Wired
England, the figures show, is the
most completely wired country of
them all, 4,100 of its 4,350 houses
many hashy 2,000 of its 4,350 houses
many hashy 2,000 of its 5,500 theatres wired, which puts it on a percentage par with France, that
country having 1,200 of its 3,250
theatres set for sound bookings.

In Latin America, Brazil with 185
of its 1,500 houses wired; Argentina
with sound in 402 of its 1,508 theatres, and Mexico and Cuba with
slightly over 400 of around 1,000
houses serviced, are about the only
worthwhile spots for dialog. In 22
other countries coming under this
jurisdiction of the globe there is
not one possessing over 100 equipments and five without even a sinEn the Fee Eost. Australia, with

gle sound theatre.

In the Far East, Australia with
only 100 fewor theatres than Japan,
has eight times as many houses set
for sound. Mustralia is credited
with having 225 of 1,500 theatres

with naving \$25 of 1,500 theatres wired.

Slam and the Fiji Islands yet have to experience dialog, although together they have \$8 theatres.
Fullippine Islands lave to the wire the state of the state o

place.
Considering its theatre popula-tion, Iraq is the leading dialog coun-try in the Near East, three of its seven houses having gone electric.

### INSURANCE CO'S TRAIL **NEW RESTAURANT HOAX**

Albany, March 21.

New rackets are as common as the discovery of stills in Georgia. One of the latest to crop up is the metal-in-the-restaurant food gag against which chambers of commerce in various parts of the country recently have been sending warning notices to members. Procedure is this: A well-dressed man enters an eating establishment where there is table service and orders liberally. After dining, he wed something metallic in the He believes it wise to inform

swallowed something metallic in the food. He believe it wise to inform the restaurant, in case. The following day he phones requesting the name of the restaurant physician. He approaches the latter for an X-ray, The plate-pictures show a ten-penny nail, apparently lodged in the interior of the patient. Then comes a demand for damages or notice of a suit. Until: recently, insurance companies covering the restaurants with a public-liability policy have settled without question. The game was worked so often that they became suspicious and are now trying to discover whether the nail-thing is a hotax and whether the piece of metal actually is inside the subject or is suspended behind him on a string.

chamber of Commerce notices brand the "victim" as a racketeer, who has mulcted restaurateurs out of hundreds of dollars.

#### Addington as P. A. In Minor Ball Clubs

In MINOT ISAU CUBS

Professional baseball promoters are taking a leaf from the book of show business in the matter of publicity. The latest to be appointed a press agent for the diamond game is L. H. Addington, named director of publicity for the National Association of Professional Baseball Leagues, which functions as the governing organization for the sunor leaves.

minor loops.

Addington was on the staff of The Sporting News,' St. Louis baseball weekly.

#### Dress Case Settled

Chicago, March 21.

Chicago, March 21.

Case of Nicholas Agneta, New York agent, against Gene Sheldon and Sherry Frayne, who are now on a Fanchon & Marco route, was settled out of court here last week. Agent wanted \$140 from Miss Frayne, on the claim that he had signatured a voucher for her when she purchased a gown in New York on the installment idea, and that he had been forced to pay that amount when she left town. Agneta accepted a \$100 cash settlement.

#### Coast Syndicate Talks Of Racetrack Near L. A.

Los Angeles, March 21.
Local syndicate, with picture men included, has been so heated by info that the Tanforan truck near San Francisco topped all domestic they are readying a proposition to provide Southern California with a plug park somewhere east of Pasadena.

Spot choses to

dena.
Spot chosen is convenient to intorurban and steam transportation
and betting would be the same as
at the northern track where the option system prevails, similar to the
modus operandi at the Florida dog
tracks. Promoters figure that a 40day season, combined with the 40
days at Tanforan would make it
worthwhile for big Eastern stables
to ship star hayburners westward.

#### GINGER ALE BARONS

With the beer and boze racket conceedely shot in town the wet syndicate is now going in for ginger ale manufacturing and selling. Practically all cafes and night spots in town are using that particular brand of mixer.

#### MARRIAGES

Henry Hathaway, scenarist, to Blanche Gonzales, non-pro, at Yuma, Ariz. Marriage of Mrs. Helen Cla-

flin Perry, 20-year-old divorcee and showgirl in the 1930 'Scandals,' to showgiri in the 1939 Scandals, to Arvard L. Walker, Jr., Winchester, Mass., business man, in that town, was revealed last week. Roszika Dolly to Irving Netcher, by Mayor Walker, New York,

by Mayor Walker,
March 16.
Joan Bennett to Gene Markey,
Hollywood, March 16.
Petty Bronson to Ludwig Laurehaus, Santa Barbara, Cal., March
16. Groom is a non-pro of Asheus N. C.
William Rose

Petty Bronson to Ludwig Laure-haus, Santa Barbars, Cal, March 16. Groom is a non-pro of Asheville, N. C.

Lora Baxter to William Rose Bennett, New York, March 15. The mannett professional engagement in 'Animal Kingdom.

Bonnie Glass to F. William Zeleer, Atlantic City, March 15. Miss Glass, formerly a dancer, was once the wife of Ben All Haggin. Groom is not a professional.

Elizabeth Rivers Cainoss to George J. Craig., New York, March 17. Bride, formerly in pictures, is the divorced wife of Percy K. Hudson.

Ann Dvorak to Leslie Fenton, Yuma, Artz., March 17.

Wayne King to Dorothy Janis in Highland Park, Ill., March 13. Groom is leader of band at Arason Baliroon, Chicago; bride was formerly in pictures.

#### BIRTHS

Mr. and Mrs. Cecil Davidson, daughter, at the Lying-in Hospital, Chicago, March 12. Father has been orchestra leader for RKO in Chi-cago and Columbus.

#### **FULLER NAILS WALLACE** AFTER P. F. IN FIFTH

By JACK PULASKI

It was a bye week at the Garden in regards to pro boxing shows Naturally: those who like class with their fights didn't turn up so the big arena exhibited wide open spaces. There was excitement attendant the main event when Sammy Fuller, the tough little wop from Boston knocked out the veteran Billy Wallace of Cleveland in the seventh

Up to the fifth the match was just fair. At that time Billy tagged Sammy, whom Humphries calls little John L.' and Fuller slumped to a sitting posture, only to get up with-

sitting posture, only to get up without count and do some slamming
himself. The knock down was half
that the state of th

smokers went into a huddle shut-ting out the fighters.

Those smoke cops are about the most annoying thing at fights, and that they are permitted to stroll about the sieles while the bouts are on, is one of those Garden mys-teries.

are on, is one of those Garuen mye-teries.

So far as the main event goes, it proved that Fuller is a strong boy who can take it. Whether he will mount the fistic ladder is still a guess, while Wallace has been on his way out for some time. Semi-final was a draw between Frankta Nekolny and Morrie Sherman, the latter from Cleveland. The lads did-wt like the verdict and it looked nt like the verdict and it looked like Sherman had a distinct edge on Jack Curley's import.

#### Petrolle vs. Battalino

Petrolle vs. Battalino
Muol interest this week ament the
Billy Petrolledat Sattalino fight
the Petrolledat Sattalino fight
to \$4.10. That followed Sattalino fight
such sattalino fight
such sattalino fight
such sattalino fight
to fig

# I'M Telling You'

VARIETY

By Jack Osterman

A well known actiess married her manager. Later she divorced him and married the head of a wall paper concern, but retained her former husband in his capacity as

personal manager.

The former husband remained in The former nusually remeasures. New York while she went on the road, but business was so bed in one town she became hysterical and wired her ex, 'Business awful wire immediately what I should do.' He telegraphed back, 'Get your present husband to paper the b

#### Price Is Right

Harry Rose telephones to say that he passed a garage the other day and noticed the following sign. Automobiles washed, \$1—Austins

#### A Columnist's Vacation

Arranged for a little solo vaca-tion last week by sending my wife and mother away. Got them two seats for Mourning Becomes Elec-

#### For Shurr

Irving Berlin was 'riding' Louie Shurr and blaming him for ask-ing big salaries for his clients, Shurr told him he only handled tpensive people.

Irving then asked who handled

THE TYPEWRITER IS STILL me for productions. I could only reply, Tve-Lid off this season for Loule at two grand a week, but due to conditions I've agreed to lay off for him next season at a \$500 cut."

Someone remarked that as soon as these radio crooners get over their colds, they're through.

Ostermania
Thanks Beau Broadway... Themesong dedicated to practical jokers, Ribber, stay 'way from my door'... Strovich (no relation to Morvich) would be a cinch to headline if Hammerstein's Victoria was open now... Last week someone saked me if it is a second to be a second to the second to be a second to the second to th

#### **RKO Bowling Club**

The RKO publicity department is forming a bowling club and may get the film booking division to build its own team for inter-organ-ization contests.

If developing, it may be that various other departments in RKO, both pictures and vaude, will line up bowling teams with a view to annual games similar to the sum-mer baseball league formed a couple

No officers have as yet been se-lected for the publicity department team, so far numbering six men.

#### YORK THEATRES

Herbert MARSHALL

#### There's Always Juliet

A Comedy by John van Druten Utterly delightful.'—John Maron Brown, Post EMPJRE Theatre, Broadway and 40th St. Even. 840. Mats. Wed. and Sats. 230.

#### HELEN HAYES THE GOOD FAIRY

-Gilbert Gabriel, N. Y. American HENRY MILLER'S Thea., 124 W, 43d St. Evs. 8:50, Mats. Thurs. & Sat., 2:40.

#### LESLIE HOWARD THE ANIMAL KINGDOM

BROADHURST Then, 44th St. W. of B'y. Evgs. 8:40, Matinces Wed, and Sat., 2:30.

# THE CAT and THE FIDDLE

By JEROME KERN & OTTO BARBACE "Broadway has not heard loveller rusic in ite !!fc."—Gabriel, Americas. 30 GLOBE THEATRE, Sway-46th St. Eye, Saturday Gaod Sait. Sests at Sox Office 31 to \$3.50. ALEXANDER MCKAIG precents

## ERNEST TRUEX = WHISTLING THE DARK

By Laurence Gross and Edward Childs Carpents Directed by Frank Craven Ethiel Barrymore Th., 47th St., W. of B'; Even: 8:50. Mats. Wed. & Sat., 2:40

"VARIETY" 1891 BEST MYSTERY PLAY IN YEARS' "TRICK for TRICK"

M. COHAN Then., B'way & 43d. Bres.

MARY J. HAROLD MURRAY

"FACE the MUSIC" A MUSICAL COMEDY REVUE
By Irving Beilin & Mose Hart
IEW AMSTERDAM Theatre, W. 42d St.
Eves, 8:30. Mats. Wed, & Sat. 2:30.

O HW DWWG4555 25 MON. FRI. Hanorabia Mr. Wose in "The chet Man"—STREET SINGER ISSON—Vora Gordon—Ross & Edds—Chancy & Fox—Tom & Best



SQUADRON" RICHARD DIX BOBERT ABMSTRO DOROTHY JORDA

PALACE B'way & 47th St.
Mate. Dally 2 20

Biggest Vaudeville Revue

New York

PAUL WHITEMAN and
HIS CHIEFTAINS WICH
MIGHT Belley and Red McKenzle
USS COLUMBO AL TRAHAN
Y C FLIPPEN NELL KE
di JOE WEBER & LEW FIELDS

86th ST. Bet. Lax. 4 3d Aves. Friday Mar. 23 to 25 GUS VAN EVA PUCK and SAM WHITE "THE BIG SHOT"

81 ST ST. On Breadway "THE BIG SHOT"

WITH EDDIE QUILLAN MARY NOLAN

DAVIES **GABLE** in 'POLLY of the CIRCUS' PITO Revue—Bunchuk Orehestra DON BARCLAY

DOXY SEVENTH AVENUE

"Hotel Continental"

PEGGY SHANNON & THEODORE VON ELZ-On Stage, "Spring Fostival," Rosyettes, Balte Corps, Patricla Bowman and Guest Stars—FRED WARING directing The Roxy Theatre Orchestra of 60 Artists.

Seg. Friday, 'The Gay Caballere." with George O'Brion, Victor McLagien & Conchita Mantenage



## Who Lives at The Park Central?

MONG guests at The Park Central A MONG guests at The Land 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 patios for private functions.... Swimming pool....Golf....and other features equally unusual and desirable.

Largest Single Rooms in New York

PHONE CIRCLE 7-8000

H. A. LANZNER, General Manager

VARIETY

Miami Reach By Beachcomber

Cold wave put a crimp into northound traine and gare a-chance. Coral Gables theatre halts its how each night to broadcast Amos

show each night to broadcast Amos and Andy.
Ray Teal wound up season's con-tract for his Merry Musikers at the Olympia in Miami.
Bobby Jones' father is in town testifying in Columbus hotel receiv-

O'Empla: in Miam.

O'Empla: in Miam.

In count in the rest in town teatifying in Columbus hotel receivership controversy.

Annual yachtsmen's ball ending Blacuyne Bay regatta was tossed to Walley and the Stock of the Stock of

March.

Benefit vaudeville programs at two-bits are still on at the Bayfront park in Miami. Looks like an all-summer stand with one night a

front park in Miami. Looks like an all-summer stand with one night a week shows.

Sheehan, J. R. Sheehan, Howard Sheehan, J. R. Sheehan, Howard Sheehan, J. R. Sardner and Attorney Nathan Burkan are at the Roney Plaza in Miami Beach atter doing Yavana.

In the sheehan and the sheehan sh

Palm Beach is putting up the torm shutters after the toughest eason since Col. Bradley began to valk. Most of the New York shops aded before the first week in

indead octore the first week in Month of the Month of the

radio station WTAM, has moved to Mann because of his wife's lil. Howard Hughes, who is wintering in Biscayne Bay on his yacht Hilda, was going to fly across the bay on a which he was piloting spring a leak in a pontoon as it was landing, and he got ashore just before he'd have had to do a little diving, which he was piloting spring a leak in a pontoon as it was landing, and he got ashore just before he'd have had to do a little diving, whe had to do a little diving of the property of the state of the state

#### San Antonio By W. E. Keys

Stan Switzer's new car.
Gyros thick as mosquitoes.
Town is full of space chisclers
Auto show surprised with big

draw. Town has 201st birthday this ose border trips of Coates

nne, nmle Clark to Houston Post' snell. spen. 1 Sarli turns out an amateur

## CHATTER

31 years town's musical leader, unwelled at Muny auditorium.

White Sox and Indians (Texas,
Lague), with plenty of rookies,
down to daily grind at lasttown town town town town town

Roy Plece new RKO Majestic

Property of the most property of the lasttown town town town town

Civic Music Association, dought
tied up in a closed bonk blossoms

Civic Music Association, dought
tied up in a closed bonk blossoms

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tied up in a closed bonk blossoms

Civic Music Association, dought
tied up in a closed bonk blossoms

Civic Music Association, dought
tied up in a closed bonk blossoms

Classic grag in this town born

when stage-struck chap wanted
leading part, and in reply to query

Santa Claus in a Christman pageant
once. In all seriousness, too.

A zoo paradox duving recent cold
snap lit page one. Bengal tiper
and got active for the first time in

months, while polar bears, acclimated by two years' residence,
shilvered.

#### Loop

Fritz Elocki still has hopes.
Alfred Saxe announcing for WMAQ.
Frank Smith expects that new Cad any day now.
Louis Panico has gotten himself

any day now.
Louic Panico has gotten himself a personal p. a.—
Visible signs of spring with Bitl Plants and the signs of spring with Bitl Willie Horowitz still making meals out of his clears.
Lucille Heecht has resigned from the WIBO continuity staff.
Lee Splialny getting ready to me WiBO continuity staff.
Lee Splialny getting ready to Ben Serkowich sending burnup cards from Palm Springs.
Sam Horwits blew in from N. Y. and looking over the situation.
Jean Gibson and Ruth Wenter now singlift on the K.W. Waller of the staff of the sta

kalli.

J. Rubens back at his desiafter a two-month sojourn in California.

"Times' tab starting off its new Sunday attempt with a picture star

Times' tab starting off its new Sunday attempt with a picture star Contest.

Jimmie Gilisspie's 'Satevepost' Jimmie Gilisspie's Jimmie Gilisspie

Howard Denby, one of the Herald and Examiner' ex's, now with the 'Daily News' on the sports depart-

ment.

Dick Voynow journeying east, so that both the Voynow brothers will be on the Hudson for the next week

r so.

ve Edelson running around looking for a blimp to pull off he calls a great exploitation

stunt.

Dick Hoffman has an idea of booking a stock accordion player for the No. 2 act at the Kedzie on Friday

and a sock according player for the half as a sock according to the highest mights.

With kidnaping a topical tune now, Mitzi Green's pappy, Joe Keno, asked for police protection around the Bob Andrews, local novel, radio script and short story writer, is elected as successor to Edgar Wallace for the best of the story of the sock of the story of the sock of the story of the sock of the s

weekly attraction since Lipton's dis-covery that he could outcroon Crosby.

Frank Dare has cranked the fam-ly bus and headed for a month on the country of the country of the leaving Frank Delmaine to carry on the burden of the local Equity office. Bill Pline, Arch Herzoff and Jim Luntzel dividing honors on the Con-chita Montenegro citizenship first-papers publicity trick last week, we have the country of the con-trol, croshed all the dallies but the Herble Kay and Maurle Sherman, two bandleaders, took a couple of

g at Iceland.

of troupe will do 'Abraham's in April, marking first try to folk piec.

of Mrs. Eli Hertzberg, for Kay slipping down south for a closer

squint at the sun, while Sherman managed to get rid of a cold. Kate Smith ran into a flock of minor annoyances while at the Pal-ace last week, slipping to the floor on her first performance, Josing her shoe at another show, getting into a taxi accident, and almost missing a scheduled appearance at the WGN.

### Hollywood

Jack Chefe's hair is coming back Paul Lukas at Palm Springs. Wynne Gibson dropped two lbs. Malibu trek is on. Film colony going for wrassling.

Hamilton MacFadden's vacation

ver. Homer Curran back from New fork. Mulhall's act trys out at

York.

Jack Mulhall's act trys out at
Long Beach.
Harold Lloyd Iimping around on
a stubbed toe.
English photog.
here for Venon. English photog.
here for Venon. English photog.
here for Venon.
Bob Collier has an order in for
a new 12-cylinder job.
Jackson Parks is a new face in
Radio's publicity department.
Donald Ogden Stewart came here
Hadio's publicity department.
Bestram Potts, New Zealand fan
writer, has settled in Hollywood.
George Sidney hasn't seen that
still yet, but Charlie Murray has.
Wesiey Rugsles and the bride,
Arlene Judge, week-ending at Call-

nte. Robert Standish Trevor, English portsman and author, a Paramoun

isitor, Shelia Gerry, contracted for War-ers in New York, arrived here Fri-

ners in New York, arrived here Friday (18).

Jack Lewis on Hays payroll to handle news end of favorite picture types poll.

Wood Soanes of the Oakland Tribune' due here this week on his

Tribune are new annual trip.
Dorls Kenyon left for series of six concerts in New York and

Washington.

Bern Bernard and Henry Goldenberg have set 10:30 p.m. as the

and the state of t

These Lightness agreen up agniting for production, being associated with John Clein.

Lesile Fenton presented Ann Dvorak, his bride, with a new roadster as a wedding present of the Cluyer Military achool here to drill cast of U's Tom Brown at Culver.

Artie Mehlinger, former Harms rep here, is now prof, manager of Davis, Coots & Engle in N. X. The Mehlinger, former Harms rep here, is now prof, manager of Davis, Coots & Engle in N. X. The Mehlinger of Davis, Coots & Engle in N. X. The Mehlinger of Davis, Coots & Engle in N. X. The Mehlinger of Large and the Cook of Davis, Coots & Engle in N. X. The Mehlinger of Large and the Cook of Davis, Coots & Engle in N. X. The Mehlinger of Large and the Cook of Davis, Coots & Engle in N. X. The Mehlinger of Large and the Cook of Davis, C

Columbia, but the writer is staying at the studio on a week-to-week basis. She has two originals under between the staying at the studio on a week-to-week basis. She has two originals under him to be a staying a stay

signing overything in Philadelphia but a dish of pudding. The pudding and the light of the pudding and the light of the pudding and the light of the

#### **New Haven** By H. M. Bone

This to Wally Abbott's faultoun WICC christened larger quarters Charley McBride no like overtime Eddie Brennan in Par stage band. Arena to run week of indoor cir-

Get The Lowenthal's oninion of Harry Cohen entertained a boil

ist week.

Is that a new car Bridgle Weber sporting?

Johnny Miller in business for himself now. Abe Pardoll now fiddling for Worthy Hills.

Sympathy to Tony Augliera in oss of mother. ss of mother. Friends inquiring if Steve Perutz

loss of mother.
Friends inquiring if Steve Perutz has landed yet.
Louic Rapp goes with Buddy Rogers in N. Y.
Frank O'Connell teiling the early S. Z. Poil history of the Steve Perutz has landed yet.
Louic Rapp goes with Buddy Rogers in N. Y.
Frank O'Connell teiling the early S. Z. Poil history of Jack Partington blew in last week.
Addicts pless for reduction of fee on municipal links.
Freddy Smith and crew had their pitchs in the paper.
Bernle Hynes due to take over local parting the parting of the proper of the property of the property

teur drama tournament in April.
So Tom Kennedy is state's foremost baritone among the flatfeet.
Mayor makes Alfred J. Martin
member municipal music committee.
Lanny Ross journeys to Clinton
as guest artist in Choral Club concert

ert.
Did the Pierce girl with Ted
Lewis get that letter straightened Lewis get that letter straighteneout?
Frankle Melrose is champ spasphetti sniffer of Roger Sherman
band,
Harry Berman getting plenty
publicity from his Little Symphony

concert.

Was the Yale Dramat kidding when their program spelled it Dra-

Concert.

Was in Yale Dramat kidding

Was their program spelled it Dramatick.

A. Norman Couch, vice-press.

Meriden stage hands local, killed in
fall March 182.

Meriden stage hands local, killed in
All March 182.

J. P. Kennedy of Bronxville presented Choste Prep School with two
sound projectors.

J. P. Kennedy of Bronxville presented Choste Prep School with two
sound projectors.

The stage of Bronxville presented Choste Prep School with two
sound projectors.

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sound projectors.

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sound projectors.

The stage of Bronxville presented Choste Prep School with two
sound projectors.

The stage of Bronxville presented Choste Prep School

With reduced rate (entertainment
Harkness Hoot, Yale undergrad
sheet, puts methods of Drama Dept.

and Art School on pan.

Jack Brancel, F. & M. Ta Plaza,

Jack Brancel, F.

#### Washington

Palace has a new press agent-Eddle Gillmore, of Atlanta, Cawgah, suh! Somebody stole the motor car of Warren Robbins, social arbiter, at

suh!
Somebody stole the motor car of Warren Robbins, social arbiter at the White House,
Conad Nagel, president Academy Visite the White House,
Conad Nagel, president Academy Visite the White House and Solence,
Sol Rloom prepares a big show for Cherry Biossom Week—outdoor pageant and Illuminated trees.
Floreine Hurley, daughter of Victor Hurley of "The Post," gets an audition with NBC in New York.
Col Harper, president of the Autority of the Post, and the Post of t

Dr. Sirovich getting reacy to review a play on Broadway, as guest-critic of Bob Coleman on the Mirrore and the property of the

stages a unantal stages a universe stages a universe stage to the format in town for White's Standals, Holy Week at the Auditorium, with George Morley taking over the box-office.

McGunipie grabs off more pipe for Shaw's work. Two True to Be Good' than given any recent production, and starts for Pittsburgh.

Julius H. Barnes and Dave Lawrence duet-speakers for the Washington Board of Trade followed by the production of the Chambers, 20 strong the production of the Chambers, 20 strong the control of the Chambers of th

the Chevy Chase Chanters, 20 strong.
Charile Hamilton, colebrating his 77th highlay has a grand party 77th birthday, has a grand party thrown by the Old Timers' Club. Silver loving cup presented from

sillow loving oup presented from the sang.
Eddle Dowling master of ceremonies for Motion Picture Theatre Owners' convention banquet with Bille Dowe, Claudette Colbert and Bennand Levy the Head of the State of the

the show, doing the missionary work.
Washington Assembly No. 23, Society of American Magicians, entertained Chris Charlton, a London theatre, at a luncheon in the National Press club. Speakers were: R. E. Otterback, Henry Clapham, Charles H. Small, Dr. Henry R. Evans and Fred H. Unitedt. Judge William J. Hughes, of the Department of Justice, presided.

## **Syracuse**

By Chester B. Bahn

Mrs. Leo Rosen, wife of Warners' Strand manager, ill with the grippe. Editorial starfs of the local starfs of the local warners of the control of the starfs of the control of the start of

succeeding William Crossett, issigned.
Charles Wilkes, inspector of public assemblies and censor, has been designated to investigate all fires of suspected incendiary origin in his spinancial woes of Julian S.

suspected meentasusate an inea be spare moments.

Financial woes of Julian S. Brown, erstwhile theatre and night club operator, continue to pile up. Federal Judge Bryant has granted properties.

Supreme Court jury reported no cause for action verdict in the dampage suit brought by Adelaide Fastula and continue for action verdict in the dampage suit brought by Adelaide Fastula and the supremental properties.

Supreme Court jury reported no cause for action verdict in the dampage suit brought by Adelaide Fastula and the supremental suprem

#### Broadway

Jo Milward home from Canada. George White back with tan. Hart was seasick going

Marty Bloom has become an im-

Albert Johnson's nickname not to his liking. his liking.
Novel boxing show Tuesday (29) at Friars.

Jane Stubbs of Publix is giving up sweets. Flu pinned Oscar Doob to the hay last week.

Zinaida Nicolina bought herself a mink coat.

a mins coat.
Eddie Choate out of the Herman Shumlin office. Jeanne Cohen may make the Hollywood trek.

Eugene O'Neil goes for those long time blke races.

George Engels, NBC, taking a mid-winter vacation.

Arthur Tracy has mitts a foot-ball player would envy. Bobby Howard of Times Square o. broke a rlb. Home.

ob Powers likes the sunlight of ene Zukor's new office.

John O'Connor, RKO film booker, doing the 'in conference' gag.

doing the 'in conference gag.

Leland Hayward hopped for the coast suddenly Tuesday (15).

Publix abbreviating it Claud'te Colbert to fit the Paramount markee. Hy Daab sticking by the fireside ast week trying to duck a stubborn

That's an embryonic mustach Jack Bannion is beginning to de velop.

Arthur Hammerstein, back from Florida, where he convalesced, now

Arthur Hammerstein, back from Florida, where he convalesced, now has influenze. A floring from Fig. 10 floring fro

York.
Postponement of St. Pat's day
parade from Thursday to Saturday
gave celebrants two days to get
steamed up.
Bugs Baer looked at the many
diplomas in Judge Bill Hanley's
Hopoken office and told him to open

diplomas in Judge Bill Hanley's Hoboken office and told him to open a drug store.

A trug store.

B trug store.

came.

Hiram S. Brown, Joe Plunkett,
Nate Blumberg and E. M. Glucksman of RKO and Commissioner L.

M. Rubens of Jollet are honorary
admirals in the Nebraska navy,
through courtesy of Lt.-Governor
Metcalke and Rear Admiral Ben
Serkowich. What, no epaulcts!

#### Pittsburgh By Hal Cohen

Harry Harris has a new Lincoln

Sol Hankin's going-away gift a

Sol Hankin's cong-uway curvaling has congress travelling has gone always signs his letters Rosy-Not a Girl. Roy Stargardt, sax tooter in Don Bestor's hand, plays 18 instruments. May Bestel bringing Escudero to Nicon for one performance only letter than the same performance of the same performance on the same performance of the same performance of the same performance of the same performance on the same performance of 

Ben Jaffee writing a march for Bladma Marc, Staunton Millitary Marchael State of Sta

## CHATTER

Armstrong) has her sister, Jeanie, with her in Stanley chorus.

Leon Sternberger, cast. mgr. at Leo Caroli, bore carrier to the Leon Caroli, bore carrier this Leo Caroli, bore carrier this Leo Caroli, bore carrier this Leo Caroli, bore carrier this cagain in Too True to Be Good. Charlle Danvor's Pittsburghesque columns being preserved for posterity at the Carongle Libraryook, and Florence Weberman organizing a Children's theatr for Pittsburgh. Somebody sends Dick Powell an ad from a Chi paper about a parachatte-jumping bird by the same Be Lille wires Bob MacGunizie

name.

Bee Lillle wires Bob MacGunigle
here from Washington, If this is
the capitol, give me Buckingham
Palace.

Ben Levant, M. D., who has again
witten tunes for Pitt Cap-Gown
show, and Oscar Levant are
brothers.

written tunes for Pitt Cap-Gown show, and Oscar Levant are brothers.
Word from coast says Hardie Albright, Tech drama grad, has just been handed a term contract by Warners.

been handed a term contract by M. E. vr. Knight, replacing Jimmy Balmer in WB West Va. division, and Fuzzy Knight, comic, are brothers.

10 The Market Was Market West State West Was Market West Was Market Was

wouldn't do \$8,000.

Although he'seen in show business since 1909, Bill Scott has collected only eight autographed pictures of performers.

Local rags always refer to Aline MacMahon as a home-town gal. She was born in nearly McKeesport, also birthplace of Marc Connelly.

#### London

Ann Suter making film test. Maria Corda still at the Savoy. Hugh Dindlay having engine trou

Spotted scarves the rage for the

men.
Four new dishes in the Savoy
Grill.
Joe Sachs teamed up with George
Banfield.
There's a move here to delegalize

pugllism. Wallace Parnell all kosher, dining at Ross's.
Lynn Farnol here to exploit 'Ar-rowsmith.'

wsmlth.'
'Ballyhoo' is estimated to sell 5,000
n London. in London. White dinner jackets for the gigs

white dimes, such this scason.
Carl Brisson hasn't been heard of for months. Eric Hakim film getting an Em-

fees around London arc being reduce George A

George Ayre taking the rust off the golf clubs.

C. B. Cochran now has a scheme

George Ayre taking the rust off the golf clubs.

G. B. Gochran now has a scheme for the golf clubs.

G. B. Gochran now has a scheme for the golf clubs.

The Prince of Wales at the A. R.
P. studies, Ealing.
Paddy Carstairs sent the old man a bill for publicity.

Paddy Carstairs sent the old man a bill for publicity.

Godinary league football game drew 60,000 in London.

Noel Coward hasn't been in the papers for two monthory golf club shafts is predicted here.

The flapper Thames parade has started for the boat race.

Clifford Whitely now handles six.

The flapper Thames parade has started for the boat race.

Clifford Whitely now handles six.

The flapper Thames parade has started for the boat race.

Clifford Whitely now handles six.

French exhibition, Britain's big-gest box office draw, closed.

Pabst's new epic, 'Kameradshaft,' is scoring with German fras.

A Nous Lalberte' (French film) breaking records at the Rialto.

Molly Lamont most publicized of the English actresses Just nowd, his partner Max framing a new act.

All-in wrestling jooks like box office tonic for vaudeville here.

Curlously enough, the revenue.

Sill! Thornton, late Lécester Square, now under Charles Penley, Flortle Forde to play the Jobyna Howland role in 'Stepping Sisters'

Older of the control of the

Chatenet, the man in the shoot-ing tragedy, was well known to West Enders. Clara Bow, on being cabled offer for British films, replied ready if Rox Bell goes, too. New Leeds Framount house nitting Gaumon British and Gen-call J. P., doing the Last Coupon, in Cockney dilact Instead of Tyno-side, and using Leslie Puller for lead.

#### **Paris**

Juck Conolly overdue.
Adolphe Osso to Berlin,
Joe Seidelman to London.
Allce (Dick) Turpin to Tunis.
Andre Maurols lecturing in Egypt.
Arictte Marchal nursing the sick.
Mrs. Henri Jeanson gone blonde.
Lora, Hays in the next Bourdet play. Lee Planskey in bed for three

Collin escaping measles ly. keeping Izzy Percival on the

Murr Reeping 1229 Percival on the sater wagon.
Stove Passeur in London with the

Murr keeping Izay Percival on the water wagon. Stove Passeur in London with the Markey Passeur in London with the Hall State of the Markey Passeur in London with the Hall State of the Markey Passeur in Language and all social functions at all social functions at all social functions. Tonnny Ladd and Mona Lee posterior of the Markey Passeur Indiana Markey Markey Passeur Indiana Markey Indiana

son. Marcel Achard drawing 20 grand a year from Paramount for four

Marcel Achard drawing 20 grand a year from Paramount for four scripts.

Marcel Achard drawing 20 grand a year from Paramount for four scripts.

Baron Valentine Mandelstamm's report on pictures by way of becombined the property of the pictures by way of becombined the pictures by way of becombined the pictures of the pictures of the pictures by way of becombined the pictures of th

'Lawrence's Last Will,' by Saul Collin, to be published by Duttons In New York and Carbuccla In In New York and Cassesser Says anybody who selis a scenario for less than three selis a scenario for less than three selis a scenario for less than three fing fraternity. French artists giving an affair where each one performs his own specialty, and a great improvement for some of them.

#### Berlin By Max Magnus

Joseph Schildkraut due here. Charlotte Susa back from Arosa Emelka and Tobis plan co-produc-

tion. Gitta Alpar obtained a divorce in

signed for another three years by State Opers here.
Albort Bassermann to play the title part of John Drinkwater's 'Abraham Lincoln.'
Mady Christian to perform on brother Rotter's stages after her search of the property of the performance of

tion.

Filtz Reiner, conductor of Cincinnati Symphony orchestra, re innati Symphony orchestra, re-used position of general musical nanager of Municipal Opera in

Berlin.
Fritz Hirsch, director of Princesse
Showburg theatre at The Hague,
negotiating with Berlin municipal
authorities to take over Berlin
Schiller theatre.

#### Amsterdam

By Max Tak

Jannings plans a Holland tour as

a stage act.
Jack Hylton's band successful in three days Carlton Hotel.
Salaries of municipal theatre actors cut. Company saved by rich

Jack Hylton's band successful in three days Carlton Hotel.
Salaries of municipal theatre acchieves a said the said of the said

#### Columbus By Walt Harvest

Art Holuh called Gandhi by his friends. friends.

Duke Clark given honorary title of Judge.

"Dittle Clark given honorary title of Judge."
Charly Williams balks at flying in zero weather.
Steve Stevens looking east as he expects transfer house had been and now M.-Ging.
Joe Alexander sick, but only takes, few minutes off.
They still rib Watty Watson about his incision on hasn't had a losing week in year.
She-Dance event of year here played by Kay Kyser.
Doe Colley in Texas, but writes only of cold and answer min 5,000-seat house scaled at 10-25.
"Tom Davis elected one of the boys willin few days after arrival.
Johnny Jones most publicized theatre man in history of village.
Et hedge player among theater men.

#### Montreal

Frank Clarke column dropped. Larry Stephens, Jr., loses tonsils, Fergus Grant hob-nobbing with

ings. Eddle Schriber seeing his shadow again. Jimmy Adams dusting off the old

Jimmy Adams dusting on the old brassie.

Tom Cleary says last three weeks not so hot.

Warren Stevens leaves M.A.A.A. for Toronto.

The syndicate fell down again on

for Toronto.

The syndicate fell down again on sweepstaless on the syndicate fell down again on sweepstaless on the syndicate fell down again, the cobainst show.

H. A. Kaufman still in hospital, but improving.
George Wright back again, this time at Herald.
Lack the syndicate for moderate fell down the syndicate for Lent.
Much hallyhooed fight at \$1. Denie went badly in red.
L. R. Stephens one of the few out of the red for Lent.
Montreal orchestra closes second season Sunday (20).

Montreal orchestra closes second season Sunday (20).

Eddie English collecting on Marcons getting into play-offs.
George Rotsky getting Chinese custom on Shanghal Express.

Blue Bonnets closing rumor killed.
Four tracks to operate here this Blue Bonnets closing rumor killed. Four tracks to operate here this

summer.
Fernand Rinfret (pronounced ran-fret) mayoral candidate, al-ready called 'also ran-fret.'

#### Australia

Dame Sybil Thorndye will tour for W. T. Clark Gable being ballyhooed all over town.
John Glass appointed exploitation manager for the Hoyts.
W. T. will revive Chocolate Solder of the Hoyts.
Ella Shields will open in Melbourne, for Fullers, in March.
W. T. will send 'As-Husbands Go' to the road. Show surprise hit.
'Alexander Hamilton' CWB service of the cond. Show surprise hit will be the service of the cond. Show surprise hit is the condition of the condition o

with Hugh McIntosh taking con-trol.

Censor orders that Trankenstein'
can only be screened before as
Easter Fair opens in Sydney next
month. Flocks of country folk due
in city for annual ning.
The Mary of the Country of the Country
on medical country of the Country
on embezzlement charge.

Blue rags hurting vaude-revues.

on embezalement charge.

Blue gags hurting vaude-revues.

Blue gags hurting vaude-revues.

Fullers will send revue out of the
Roxy and replace with pictures.

'American Tragedy' opened well
is. New Zealand. Picture did poorly.

In Sydncy and Melbourne despite
high notices.

Caln, French picture, ordered out
of local theatre on orders from
of local theatre will be shipped back
moved.

any reason given for removed.

without any reason given for removal. F. Doyle antified with Stuces Greater Union is making. Providing Doyle can get over the banker obstacle. Greater Union has a good chance this year.

Hoyts now using presentations in all ace houses. Stanley N. Wright given sole churge of presenting stage shows in Sydney. Wright also managing the Plaza and Regent theatres.

## **Budapest**

By E. P. Jacobi

Albert Projean here, filming. Kational theatre doing Moller's L'Avarc' in plus fours. Zoltan Ambrus, critic and author, died of influenza, aged 71. Zsolt Harsanyl to do translation Virgentinag Becomes Electra' for

Zsoit Harsanyi to do translation of 'Mourning Becomes Electra' for Vigszinhaz.
Gisela Werbezirk, Vinnea comedienne of 'Able's Irish Rose' fame, here on guest engagement.
Kassner, magician, a hit here at Royal Orpheum. One month contract prolonged for second time.
Royal Orpheum. One month contract prolonged for second time.
The contract of the contract of the contract prolonged for second time.
The contract of t

ing in same character at Royal Orpheum.
Irene Varsanyl down with influctual To do 'Her Excellency's Toboology, and the Excellency's Toboology, and the Excellency's Toboology, and the Excellency's Character and the Excellency of the South State of the Excellence of

Gitta Alpar obtained a divorce in Budapest.

Luis Trenker expected here from Hollywood.

Luis Trenker expected here from Hollywood.

Lilian Harvey off on location at Lilian Harvey off on location at Chemit Legal, Intendant of State theatre, resigned.

Lil Dagover to play 'Barberina' not Zenlik picture.

Otto Kanturced.

Otto Kanturced.

Otto Kanturced.

Tritt Majasary, Alexander Moissi, Albert and Elise Basserman in Lugano.

Dreisser's 'American Tragedy' to performed at Theatre am Kur
Max Reinhardt to tour with the principal members of his company through Italy.

Max Reinhardt to tour with the Heinz Ubde Brachvogel resigned from local Fox branch as chief of Diess.

Leo and the state of the state of the player among theatre from local Fox branch as chief of Diess.

Leo and the state of the state of the player among theatre from local Fox branch as chief of Diess.

Leo and the state of the

Cleveland By Glenn C. Pullen

record number of amaleur Two dark legit weeks for Ohlo and Hanna

Chick and Ted on WGAR doing

Winton may be renamed Lorenzo

Nick Nichols to be welded to Celia Manuel in June.
Phil Seiznick for once can't talk back—laryngitls.

Lew Lesile refused to ict Ethel Water broadcast. Peter Higgins scz he's going for radio in Chicago.

Water broadcast.
Peter Hightis see he's going for radio in Chicago.
Tadio in Chicago.
Tadio in Chicago.
The show.
Industrial exhibit drawing emino State's lobby.
Leonard Laux, sax tooter, to wed.
Victor Gallo replaces Moe Costello as Cameo treasurer.
Steve Claier deserts Peoria station to take his old job.
Occupant of the control of t

siows for bookings in Ohio.
Mercedes White is monicker of
Hipp's new brunet cashier.
Allowing the monicker of
Hipp's new brunet cashier.
Allowing than Hole of the monicker of
Wight dens putting out ginger
ale under their own names.
Art Catllin doubling as manager
ale under their own names.
Art Catllin doubling as manager
and the monicker of the monicker of
Dick Zesler's burley house being
sued by one sheet for ad bills.
David Pinskl, Yiddish playwright,
teted here on his 60th birthday.
Clyde fall on the house being
sued by one sheet for ad bills.
David Pinskl, Yiddish playwright,
teted here on his 60th birthday.
Clyde fall on the state of the form of the for

halls thrown on the ling.

Joe Cook dickering with Columbia and Radio to film his last mu-

slcal.

Roy Eastman, Palace's treasurer, back in uniform again as service

chief.

Judith Sherrill is town's newest alr wow with her female baritone

voice. Camel music stands in Mort Downcy's vaude act got wiseacers

spoofs.

Bob Horter angeling local talent musical comedy for tour opening in musical comedy for tous
Erle, Pa.
Gene Hamilton, out of hospital,
but still broadcasting about his

appen. op.
Johnny Johnson, hoofing localite,
joined Gene Austin's act touring

ined Gene Associated KO time. Merle Housh, formerly of 'Hiram and Henry' air team, has gone back

where the state of the state of

again.

n and Johnson signed for of Radio film shorts, startJune.

theatre boys trying in vain boff political plum jobs under egime.

Idle theatre boys trying in vain to grab off political plum jobs under more and the property of the property o

atc.

It took three letters from Loew officials before they got rid of squeak from Louis Yuhas' plano pedal.

# CHATTER

cast from Cicveland to A.C. and Chicago.

Bob Startzman is another burley mugger whos scramming for farm at South Coventry, Ky., times being what they are saying that ghost singer in abandoned Colonial is Trential, who got gypped out of a pay check there years ago.

Mort Downey burning because Columbia's artists bureau takes him for 15% commission and is not giving him any advance publicity.

#### Hartford

Forcign films going strong here. Bill Jones painting gracea Capitol lobby.
Harvey Cocks adds considerable averdupols.
Neighs doing better in many cases than downtown better the many cases than downtown better the covers from grippe attack and report for work. Hartford Times' starts annual grammar school spelling bee contest.

est.
David Cohen back at the Allyn, returning from the Capitol, New

Tavid Cohen back at the Allyn-returning from the Capitol, New London.

Stram doing business with doubless the strain of the Capitol of Strain doing business with doubless the literation of the strain of the strai

press at Washington that they will vote against tax on low-priced tlickets.

Robert Kellog issues program for his concert course which included his concert course which included his concert course which included his concert for the course in the course i

#### Albany By Henry Retonda

Stage hands in Albany have vol-untarily taken a 10% cut. Harry Papoyanakos of Potsdam sporting a new automobile. Strand has etected a new box office in the lobby. Troy theatre

Iso.
Florence Nash was a speaker at meeting of the City club of Ai-

can be been an open and the control of the control

#### Minneapolis By Les Rees

Shoppers' Guide folds.
Frigid blasts finally vanishing.
Frocal basebale club in training at
Mooal basebale should be a first blast of the first blast of the first blast of the first blast operate on exploitation stunts tickled
Publix.

publix.
Harold Kaplan, Minnesota manface home with grippe and back

Fublix.

Harold Kaplan, Minnesota manager, home with grippe and back
Warneson and the company of the company of the company
Rube Bernstein's Columbia wheel
troupe, 'Hollywood Honeys,' at Gayety Indefinite.

Federal dry agent up on charges
of being drunk and disorderly in
Lecture engagement of Kenneth
MacGowan cancelled because of
Hollywood dutles.

Shopping News upming serial of
Collywood Roberts of Hollywood Honey
Syd Ecethe, Minnesota maintenance man. elected judge at Minnetonka Mills. No opposite, pleture
and the company of the collywood of the colly

288, nearly twice as much as year act. L. Knappen. ERPI district sales manager, in Swedish hospital with induries sustained in auto accident. University of Minnesota to fight federal tax on football game receipts, involving about \$30,000 as season. Calloway short on State screen last week preceded current Minnesota appearance of band in person.

Minnesota appearance of pana in person. Intial announcement of Brief Quilt' engagement at Metropolitan March 27 brought flood of mail orders.

Mayor's committee to fight 'indecent' periodicals wants city ordisate law.

Steve Dickenson and Walter Hickey, veterans of film industry, have joined local Columbia exchange.

Steve March 24 lard, wife of Fawcett

Steve Dickenson and Walter Blickey, veterans of film industry, have Joined local Columbia exchange sales' staff.

Garnet Allard, wife of Fawcett Publications' art director, boasts occurrent of the Columbia exchange sales' staff.

Garnet Allard, wife of Fawcett Publications' art director, boasts occurrent and the columbia exchange and the columbia exchang

U of R. Glee Club wins state
the willing board bars Sunday dances.
City fathers panned for licensing
slot machines.
Karl Van Hessen has published
set of books for violin beginners.
Karl Van Hessen has published
set of books for violin beginners.
Un raising 199,900 for activities.
May Williams of Lockport elected
Mardi Gras queen at Mechanics Institute here.
Faul Benen, associate editor of
the Land Benen, associate editor of
the Auditorium, has opened booking office in New York.
George Fleming Houston, former
George Fleming Houston, former
George Fleming Houston, former
Leorge Houston, former
Leorge Herning Houston, former
Leorge Herning
Leorge

and Mrs. Henry Selden, dedicated his book, "The Devil Drives' to The Goodly Company of Elm Place."
Vaude took a hand in amateur boxing card when Bill Robinson sat in Katzman's corner against Ken Whitmer's protege. Esposito, with Joe Cook neutral. The boys battled to a draw. Whitmer ornebstra director at Loew, has been training Esposito.

#### Montgomery, Ala. By Tom Hall

Politics getting warm: Grand dark until next fall. Snow fell here on March 9. Paramount has store review.

Frank Dudley on staff at Tivoli. Joe Moss in town for a business Rubin Gruberg carries a walking

stick. Little Theatre giving some fair

shows.
Jerry Walker back on job at Strand. Cold wave did not hurt theatre business. Jimmie Pepper improves interior of Strand. wave did not hurt theatre

Tommie McConnell making good

No more changes are expected at Paramoun constant Whalling Co. has exhibition here.

Bud' Davis, late minstrel star, on Strand vaude.

Minneapolis baseball club here for Britand vaude.

Britand vaude constant was a star of the constant was a star of the constant with the constant was a star of the constant was a star

#### Kansas City Will R. Hughes

Will R. Hughes

National A.A.U. basketball tournament in session bere this week.

Opening of spring racing meet at the control of the control

prising former local film salesmen and now operating successful 160 Garrick in St. Paul boop, have pure local film successful 160 Garrick in St. Paul boop, have pure local film successful 160 Garrick in St. Paul boop, have pure local film successful 160 Garrick in St. Paul boop, have pure local film successful 160 Garrick in St. Paul boop, have pure local film successful 160 Jefferson City for a long stay—life where the successful 160 Jefferson City for a long stay—life where the successful 160 Jefferson City for a long stay—life where the successful 160 Jefferson City for a long stay—life where the successful 160 Jefferson City for a long stay—life where the successful 160 Jefferson City for a long stay—life where the submerts in the second and the successful 160 Jefferson City for a long stay—life the successful 160 Jefferson City for a long stay—life of Jefferson City for a long stay—life the successful 160 Jefferson City for a long stay—life the submert and leafterson City for a long stay—life the submerts two Jefferson City for a long stay—life Jefferson City for long stay—life Jefferson City for a long stay—life Jefferson

#### Denver

Claude Watson back selling for Barney Rose, Universal mgr., in Nebraska.

Ben Carter has remodeled the

Rex and installed sound.

Packed screening room greeted
first showing of 'Searface.'

Betty Craig, 'Post' picture critic,
in hospital, slowly improving.

Disorderly Conduct' filmed fog
police officials for Fox exchange.

Police substations being done away with since using radio cars.

Libel case for \$150,000 results in \$2 general and \$1 special damages, Mike Smith, U. S. Army post, booker, here lining up films for the

soldiers.

Robert Garry, RKO division pub-licity mgr., returned to Omaha, headquarters.

Collections by state on auto licenses 3,105,2269, compared to \$1,240,349 last year.

Posit reviewing first run pictures again. Out for few months, but de-mand forced em back.

mand forced 'em back.

Jim' Killorin, Warner auditor, goes to Seattle as auditor in Sheffield Film Exchange headquarters.

News' started timetable 'of feature films and stage shows in first
run houses, and Fost' followed suit,
Police scee public aid in drive on
gambiers. Claim all known joints
closed but want help in finding

others.
Selena Royle and Roger Prior signed for leads in Elitch stock this summer. Miss Royle was here two

Selena Royle and Roger Prior signed for leads in Elitch stock this summer. Miss Royle was here two years ago.

When the selection of the selec

of scenery and according to the control of trip.

Of tri

#### Indianapolis By H. Gene Haynes

By H. Gene Haynes

Weather helping:
Double rune haven't hit town yet.
General Motors Exposition. April
2 for seven-day stand.
B. V. Sturdivant, Indiam megut.
B. V. Sturdivant, Indiam megut.
B. V. Sturdivant, Indiam megut.
Exc. Collins a wife is seriously ill
at Methodist hospital. Collins manages Apollo.
Several members of the Charite
ages Apollo.
Several members of the Charite
Over WKEB for local commercial.
Ted Nicholas, Publix, p. a., arranging to fill lobby with an airplane and airplane parts for explane and airplane parts for exLocal dance bands finding goingtough with big name bands conling
in. Summer jobs also hard to find
with lake halls cutting prices.
Local dance bands finding goingtough with big name bands conling
in. Summer jobs also hard to find
with lake halls cutting prices.
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in. Summer jobs also hard to find
with lake halls cutting prices.
Local dance bands finding goingtough with big name bands conling
in. Summer jobs also hard to find
with lake halls cutting prices.

Ben Bernie, Joan Goldkette dana
roof by Manager Tom Devine. Hasbeen filling roof, however, with
smaller bands at popular prices belore 8:30 p. m.
smaller bands at popular prices belore 8:30 p. m.
smaller bands at popular prices belore 8:30 p. m.
smaller bands at popular prices belore 8:30 p. m.
smaller bands at popular prices belore 8:30 p. m.
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lore of the price of the price of the price of the price
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#### San Francisco

RKO's Golden Gate 10 years old. Municipal symphony season over. April 10. Flute Concert in Sanssouci, at

Filmarte. Howard Thurston adheres to a

Both States and States

S. M. Weiler here in advance of water Hampden.
John Hilliard still p.a. for Thur-ison after 20 years.
Al Burgess out as local rep for Bept-Powers, publishers.
Meredith Willson is an accom-plished one-handle plant.
Champian, FWC film booker.
Champian, FWC film booker.
Despress and wife called

Clarence Darrow and wife sailed for Hawaii and the Massle trial. Dobbsie's fourth anniversary on the air included free show at War-Eugene Wackerow and Max Ko-inder, both vet musicians, died ias

hander, both vet musicians, died ias:
week.
Floyd Gibbons due to dock here
April 5, back from the Oriental
fracas.

April 5, back from the Oriental fracas,
After all these years in the theatro Paul Ash hasn't compiled a
Fietcher Owens the guiding hand
of Villa Moret now that Charlie
Daniels is out,
Cousin of Jesse James wrote into
local radio team and protested their
singing Poor Jesse James wrote into
local radio team and protested their
singing Poor Jesse James wrote into
Counter of Jesse James wrote into
local radio team and protested their
singing Poor Jesse James
Counter of Jesse James
Counter of Jesse James
Grand Local Service
Both Anson Weeks and Tom
Gerun due for another Lucky Strike
broadcast. Next will be Weeks'
sixth.

sroadcast. Next will be weeks sixth.
Grace Tibbett, divorced wife of Lawrence Tibbett, here negotiating for an NBC contract as a film chatterer.

Sam and Carolyn Moore and Dixie Marsh join NBC, leaving Dobbsie's hour, where they first crashed radio.

Dobbse's hour, where they first erashed radio.
Rodney Pantages and wife up for Lucky Day opening. Lew Osterie, former pa. for old Pan circuit, in Musicians ball with unemployed erk of 75 and all conductors in town packs Muny auditorium and grosses \$2,000 at four bits.
Jameson Thomas takes over Church Mouse' lead, replacing-handled the role in OaklanDovariity-handled the role in OaklanDovariity-handled the role in OaklanDovariity-handled the role in OaklanDovariity-Belle Livingstone made a brief stop-over here after deserting and panning Reno. Stayed long enough to spin a few yarns for the Press Club and then scrammed for Noo Yawk.

#### Lincoln, Neb. By Barney Oldfield

Gene Rodgers is now 22. City golf courses opened. Nebraska won the Big 6 Indoor. Frank Radeliff has a new fliver. State is trying an all-day-two

bits. Skip Dean has hooked up with

State has a split-week second-run Policy. Bill Taylor is an authority on

solitaire.

The A. Q. Schimmel's have a 7½pound heiress.

Ray Baird got a \$27 diamond for

\$45 at an auction.

Ac Huddhing nephew wants to be
the next Wildcat.

State land its fourth midnight

and the state of the state of the state of the

Booning in a year.

Dave, Charlie Shire's bother,
elerks at the Cornhusker.

Marjorie Corington to make a trip

sast for business reasons.

## CHATTER

Tarzan' since he and Weismuller used to swim together. Case before the radio comish coming to naught, WOAJ and WOW are splitting time as was. Talk of hour-long football pictures to capitalize on interest in spring practice. Managers wary. Using local names on the marquee in addition to regular two-act bills to lengthen Stuart stage shows. But the stage shows the stage shows and the stage shows a stage shows and the stage shows a stage

#### Tacoma

By Harry T. Smith

First kosher delicatessen opens

Girl deputy sheriff goes on first liquor raid. Ham and eggers in fights just getting that.

Chain stores keeping local shop ping guide alive.

Meat men now giving away soul ones to customers.

Clearing house refuses to cash bunty school warrants. Horse opera features now in the

Town awful wet. Heavy rains ied cellars and bottles floating. Deluxe malt milk shop opens in Cinema gulld in Sat. night show

RKO cuts admish during picture un to 35 cents after 6. Was 50

Headliners at RKO featured a uto show. Good biz for both the

run to 35 cents after 5. was by cents atters at RKO featured at auto show. Good biz for both theatre and show.

Dry informers begging prominents to sell them. One stool stuck his uncle and aunt.

Faul Whenm. One stool stuck his uncle and aunt.

Faul Whenm on to wearing alth shirts any more.

Federal hoosegow at McNells so full they are shipping them to Fort Lewis, near here.

Roosevelt for President clubs are.

Roonevelt for President clubs are.

Roonevelt for Tresident clubs are.

Sunday 'Ledger' drops to 5 cents first Sunday sheet in N. W. to cut. Showed 5,000 increase.

Reported here eight American Reported local Japs have received orders to prepare to sail for their homeland. Thousands here.

Man pinched in Seattle, who eate falsely he was Monte Briz.000, used to time the fisticum shows, under arrest.

Former deputy county auditor, charged with being shy \$12.000, used to time the fisticum shows, under arrest.

Twenty-two-year-old prohi informer juiled for threatening two from Fcd. agent.

Fight promoters and wrestling coin-takers making more money than theatre managers.

Fer adverted the service of the promoters and wrestling coin-takers making more money than theatre managers.

County officer given gate because he helped mayor by allowing no date check of former club in co-affairs to be photoed. It was a sen-sation and still is.

#### Milwaukee By Frank J. Miller

Fred Beck at Alhambra organ

secrent between the continued as the con

#### Duluth By James Watte

Duluth's oldest hotel, the Mur-Al Anson, Publix manager, visits

Golfers eager for the start, Golf Hockey team plays last league game here Tuesday (22).

game here Tuesday (22).

Bootleggers face real peril, White mule scils at 50 cents a pint.

Steel plant, biggest industry of Northwest, closed temporarily.

Charter body considers petitions for return to aldermanic government.

New Civic Symphony orchestra organized with Walter E. Lang as director.

organized with Watter E. Lang as director.

Zoo installs merry-go-round, titt-a-whirl and other amusement features.

With Lake Superior free of Ice, lake navigation expected to open Practical jokers start epidemic of false calls to doctors, taxi-drivers and firemen. One offender has his laugh in jail.

Ivar Kreuser, who committed succide in Paris, recently took over Cloquet, Minn.

Farmers sell butter at 10 cents a pound at small markets. Best potatoes advertised at Duluth store [or 5 cents a pock.

potatoes advertised at Duluth store for 5 cents a peck, Ernest Lachmund, former pupil of Franz Liszt, composes tone-poem entitled "The Adventurer," setting forth incidents of the old master.

poem entitled 'The Adventure, setting forth incidents of the old master. to cut teachers' salaries hits amag when questionnaire shows all of them spend 88 per cent of earnings here and half spend 100 per cent here. Col. William F. Henry, long friend of the theatre and the circus, was guest at a party given a circus, was guest at a party given a circus, the control of the control

#### Omaha By Archie J. Baley

Orphcum goes to 4 stage show

Orpheum goes to 4 stage shows daily. Phen's band back at Perser park.

Business picking up. Retailers quit giving customers free parking. Frank V. Kennebeck now in Australia with Brother John and Parburgis Hermann heads Popular Amusement company ads and publicity.

Roy Bargy, planist-arranger aul Whiteman, is that way o

ROY, BRIES, Paul Schaffer, State Paul Whiteman, is 'that way' over William Brimmer new manager First National here, succeeding L. C. Durham, resigned.
Roy Piteres moved on the Brindels stock folds after two-months. Jack Palge, Frances Dale, et al., noving on to Des Moines.
13|11 Terry, first baseman of the New York Clants, has a yen to be a result of the Roy o

here.
Emmett Lockard of Empress at
Kcarney succeeds Harold Adlinger
as manager of Columbus at Colum-

as manager of Columbus at Columbus, Neb.

Harry Ruby's wife has been undergoing a weight reduction program at a physical culture hotel in Darmannes, the work of the columbus of the work of the columbus of t

James McKay to Chicago to see agrand in advance sales.

St. Paul

St. Paul

George LaVictoire flu victim. Mick Gook in hospital—auto erash. Traxv Quilt booked for Met Last of March.
Art and Morton Havel shot into Sinut City.
Art and Morton Havel shot into Six City.
Art and Morton Havel shot in Head Six City.
Art and Morton Havel shot into Six City.
Art and Morton Havel shot in Head Six City.
Art and Alorton Havel shot in Head Six City.
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Art and Alorton Havel shot in Head Six City.
Art and Alorton Havel shot in Head Six City.
Art and Alorton Havel shot in Head Six City.
But City.
Art and Alorton Havel shot in Head Six City.
All Warner Hall sho

units spend three weeks' layoff here, isting incoming units. Whitedge and Barry jumped from the property of th

at Orpheum.
Remains of Auditorium Players,
Remains of Gene Shakespeare, put
or 'Sroken Dishes' in Central High
out as benefit for troupers.
Mahoney, labor candidate for
mayor with ballyhoo against gangstor rule, won over Bundle, incumbent, by 80 votes in primary.

## Memphis

By Walter D. Botto

Skeets Genaro back Jack Thomas with RKO.

'Student Prince' to fair business.
Automobile show called off this Night clubs all closed but Silver

Jimmie Klaer and 'Curly' Bruner ave become songwriters.

L. R. Pierce, RKO manager at Omaha on his way to San Antonio.

Omaha, on his way to San Antonio.
Radio tations trying to sell every
advertiser in the paper. Tough
sledding here.
Hot Springs, Ark, hotels filled
up with three monthe divorce sub-lects. It's a good law for the hotels
this year.

jects. It's a good law for the invess this year-spapers have played up Earl Carroll Vanities' as 1923 show. The 1931 'Vanities' is still in New York. Fair business. Motion picture operators have come to the aid of the harassed 19% wage cut, reducing their sal-aries from \$65 to \$85.50.

wage out, reducing their salaries from \$55 to \$58.50.

Bill Brennan, press agent of Warner Brothers theatre, has left for Los Angeles to umplice the New regular member of the Southern League staff.

Ed Kuykendall of Columbus, Miss., and M. A. Lightman. Momphis suburban theatre owner, were at the national meeting of Motion Picture Thatter owners of America in Washington. The Tri-State meeting has been set for April 8 and 9 at Memphis.

#### Westchester By Al Crawford

Elsie Janis guest of Hastings-on-Hudson A. L.

Hudson A. L.

Bogus \$5 bills flooding county.
Feds investigating.
'Lysistrata' in '2,200th big year'
advertised in stock in Mt. Vernon.

Westchester county making plans for celebration of 250th anniversary of organization in 1933.

or ceneration of 230th anniversary of organization in 1933.
Radio station WCOH, Yonkers, to move studio to top floor of Roger Machanization of the state of the s

#### Reno

#### Baltimore

Met on the next big excitement, Looks like a sell-out. In Yie Hyde's All-Baltimore Frolic at the Hipp this week is Audrey Pheips of Catonsville, a suburb. The self-out of the Hydrogen of Catonsville, a suburb. The self-out of the Women's City club. N. Y. Philiparmonic series guarantors here will take it on the chiat the tone of \$4.41, plus \$60. That's chief the coal Lyric. Be self-out of the Women's Code in musical comedy booked here in vaude. Sies a Eleanor Etherdree, who so the self-out of the self-out of the Women's Comedy booked here in vaude. Sies a Eleanor Etherdree, who local Play-Arts theatre. Jam Sheliman, advt. mgr. Sunday 'Sunpaper,' now in his new townhouse, where his extensive library organ room. Premises being warmed up for a house warming, or something.

thing.

Ben Lyon returned to the old home town last week and was greeted by the folks at the depot. And the newspaper boys with their brownies were there to take enapshots. Ben got a break in the dellies.

shots. Ben got a break in the dailies.

A show boat, warped at a local dock all winter, is now used as a salivation Army refuge for the pavement pounders. This floating the ment pounders. This floating the played the bay and river towns of Maryland and Virginia.

Sepia symphony orchestra in first joint concert with colored choral group Jammed em at Negro high schools and town to follow. Under direction of Municipal Department of Music. Charles Harris conducted the fiddles and trumpets; Liewellyn Wilson ditto for the voices,

### Cincinnati

By Joe Kolling

Abe Libson back on his old beat, New ordinance puts blackout on slot machines. Con men nesting here and reaping on old rackets.

Con men nesting nere and reaping on old rackets.

Bill Stoess to name his air band Tlying Dutchmen.

Listers Yelping bit.

WLW. has two femme trios—
Sisters Three and Morin Sisters.

Wee E. V. Dinerman developing into giant ad contactor for RKO.

Business interests advancing, money to Zoo for back pay of keepers.

money to Zoo for back pay of keepers.

The Barge, river dansant, which foundered last summer, bobs anew as Cub Protilla.

Catiling on exhibeting the catiling on exhibeting high passed by Ohio censors.

Joe Stickler, formerly with film exchanges, succeeds Cliff Boyd as manager of Kelti's.

RKO managers gave Al Lever a party and travelling bag before his barty and travelling bag before his Horace Heldt and His Catilornians, at Netherland Plaza for run, adopt Cincy as their second home.

Street Railway Co. had 853,026 less farcs in February than same month last year and carried 84,853

month last year and carried \$4,853 deadheads. Swiss Gardon sans padiock and operating under old F. C. Lohman management with local band directed by Lin Mendenhall.

Gibson plugging Henry Thies band and Charlie Dameron in 50-foot streamer on Fountain Square side of lotel for greatest local flash.

#### Birmingham By Bob Brown

Nelson Hampton and his gold specs.
Benny Bell is another one looking

Benny Bell is another one looking for work.

If the rust can be gotten off the locks Pantages may reopen.
Jack Dempsey is due here in a few weeks to take some dough.
The Sunday concert, of John Mc-Cormack was postponed. Sore throat.

control and the state of the st

asts. Fairly certain that Lyric will re-Fairly certain that Lyric will reopen with second run pictures. And
with so many second run houses to
bown and so few first run, the first
first runs will probably have to
change daily to provide seconds for
the theaper joints. Figure it of.

## Going Places

By Cecelia Ager.

'Polly' Has Its Problems

Temporarily—during the making 'Polly of the Circus' at least the studio rainbow has denied Ma-

of Polly of the Circus' at least—the studio rainbow has denied Marino Davies its usual beneficence. She, upon whom every consideration used to be lavished, whose pictures have never, failed to look expensive, whose flair for comedy has always been encouraged, suddenly appears to have become the stepchild of every department on the look of the costume designer and the control of the control of

alone.

There's an embarrassingly synthetic attempt to inject sex into a milk-and-water story by uneasy little conversations in bedrooms, and sporadic struggles for slapstick just as foreign in mood. Miss Davies has far too much to con-tend with in this production for her personality ever to shake itself

Her costumes, jumper dresses with full short sleeves and neckwith full short sleeves and next lines done either with circular ruffles or ited with bows, each have the preclous qualities of fattery and youth, and her satin assliges amusingly adapted from a double breasted Empire redingote presand a valuable of Her audience haltes will remember mostly her clothes.

#### Emil'e Grand New Grief

Emil's Grand New Grief
Women have been unkind to Emil
Jannings. In every picture they're
concerned not with 'making him
happy, but with finding his successor. Always he's betrayed—yet
always he hopes this new girl will
be different. He won't learn; he
won't believe what anybody in the
audience could tell him—that whatever happens to him is all his fault.
He demands beauty, fascination,
elen entel always of delity,
and they would be always of the
media companion of the companion of the
"Tempest," proves his taste is as
good as ever and his luck as bad.
She meets comparison with her
predecessors Negri, De Puttl, Delpredecessors Negri, De Puttl, Del-

Tampest, proves his tasts is as good as ever and his luck as had, she meets comparison with her prodecessors Negri, De Putti, Deitrich, triumphantly, and as they have done, should become a star in her own right. Her natural, seductive femininity, surmounts stiflingly frumpy clothes, frizzy colfure, drab surroundings. She has no help from her accoutrements, but she needs none. Camera angles have no power to mar the live youth of her warmly rounded face.

She has wide-set tyes and a She has wide-set tyes and a She has wide-set tyes and as the star of the series of the sea

tives are so artless.

Held Their Hats

Should they remember the waves of critical praise that greeted the original presentation of Three's. a Crowd, Paramount patrons are apt to grow slightly contemptuous of legit theatre audiences. Certainly the theorem of the state of the st

it can defy distances. In black, sleeveless tights, long black glo s, and a high hat she's a fascinating, somehow sinister figure, commanding her ballet of chartreuse clad girls with the distinction of expert technique and dynamic personality.

A New Loretta

After several years apprenticeship spent in turning her pretty
face camera-wards, Loretta. Young
has suddenly become—of all things
—an actress. Hints of this startling metamorphosis have been
filckering across the screen of late,
but not until 'Play Girl's' arrival
has it burst into a life sized fact.
Now Miss Young is in the enviable
position of possessing a face as
aesthetic as yore, with a new found
ability to express emotion as inability to express emotion as in-telligently as if she weren't so

telligently as if she weren't so pretty.

In 'Play Girl' everything Miss Young does is straightforward, natural, acceptable. Her diction has kept pace with her grasp of acting, and she's cavefully avoided mannerisms along the way. Nor were the conditions for self-improvement any too good in 'Play Girl,' for Winnie Lightner and Dorothy Burgess, her companions in the cast, consistently over-act, the story firts with sentimental seenes that might have proved disastrous with Continued on page 62)

(Continued on page 62)

#### Did You Know That-

John Hundley will marry Eleanor Rothschild March 24, and honeymoon for three months in Europe....Dorothy Fitzgibbons replaces Gertrude MacDonald with Jack Whiting when he tours for RKO.... Carol Dempster (Larson) is back from Palm Beach with a Carol Dempster (Larson) is back from Paim Beach with a beautiful tan....The mother of Preston Sturges was also' a writer....Gladys Baxter and Dick Buswine will rest a bit in tall coat that Dovethy Hall is sporting...Gladys Feldman is worried because her airdale's sick....A couple of Broadway playboys in Sing Sing wanted to know how the new Pierrette Club is doing...Lupe Velezrehearsing a new sons for Hot-Cha'...This town is craasaasaanaay over those elongated eyelashes...They almost gave Norma Talmadge, Madame Frances and Rosie Dolly a chord when they exited at the Mayfair Saturday night in those chinchills wraps night in those chinchilla wrat night in those chinchilla wraps
... Barbara Newberry looked
lovely in Aqua lace and Carmen Pantages exquisite in red
... Was there with John
Considine, her new hubby....
Paul Whiteman has been al-

most completely transformed by that loss of weight.

## **Uncommon Chatter**

By Ruth Morris

Spring Pencilled In At Roxy

Spring's always a little ahead of itself at the Roxy. It just can't wait to be seasonable and must break out even though chilly blasts howl about 50th and Seventh av-Let the ground hog be intimidated by its own shadow; the Roxy doesn't give a hoot. Mind over matter, it knows Spring is in

over matter, it knows Spring is in the air. Seaulful sprays of cherry blossoms must be taken out of property trunks and dusted off for another season. Latticed screens go up, rosebud swings and chiffon follage come down to meet in the Roxy's 1923 'Spring Garden.' Patricla Bowman's style is nicely suited to a pretty impression of Spring that drips multi-colored chiffon as ahe steps from a large chiffon as she steps from a large style in the style is not be supposed from the style in the style in

umbrellas.

The modern dance duo of Grace
Cornell and Jose Limon doesn't belong in a rococo garden. It would
do better against simple drapes—a
more appropriate background for
simple unity of movement and
eloquent costuming. But it's a new

note and Roxy audiences are grate-

ful.

The Three Voices get together for Spring harmonies and triplicate gowns of tuile. Evalyn Nair, in sleek white satin with a dash of spring pastelles, moves swiftly and with style through a specialty with the Waring band,

#### Camera Passed Ginger

Ginger Rogers might just as well have moved over to another lot when RKO filmed 'Carnival Boat.' She hasn't any caste at all in a picture that dedicates itself to wide open spaces. She's the heroine—the leading lady of a show boat from which the film derives its title—but the shear of have moved over to another lot w

edy part that she handles with pouting efficiency.

#### Sweet Girl Goes Hey-Hey-Wire

Sweet Girl Goes Hey-Hey-Wire When Clara Bow became involved in one of her well publicized difficulties, Peggy Shannon had the stated assignment. That stroke of good luck may prove Miss Shannon's undoing if her studic continues to publicize her as a 'personality equal to the original Ti' Girl.

Paramount's recently continued to the program of the province of the program of the program of the province of the program of the p

sonality equal to the original at Girl. 
Paramount's recently acquired ingenue has red hair, but in all direct consists of the interest of the

semble.

Producers of 'Hotel Continental' certainly didn't pick Miss Shannon for any hey-hey '1P qualifications, All they ask is that she be calm, sweet, wistful, and repentant, believe in her part, and screen well in a series of unexacting costumes. Ethel Clayton's stilled distribution of the continuation of the continuatio

#### Paris May Darken

(Continued from page 1)

(Continued from page 1)
to the legit managers who are
quietly preparing for a sudden and
unannounced close-down. Picture
theatres are also expected to join
the move if it develope.
With legit and picture theatres
definitely involved, and with the
Opera closed for the summer as
usual, such a shutdown could and
probably would affect what tourlest trade will be had this year.
Cabarets also come in due to the
managements of theatres and night
clubs being more or less aligned
here.

#### Highbrow Hoboes

(Continued from page 1)

anymore. They are 'students of psychology' out on a lark. Small-town cops who considered Small-town cops who considered it a day's sport to round up these men are also staying away from the holoes. Same reason as the trainmen. Cops watch the student of psychology when he visits the town but the idea of cleaning up a lungle never enters his liead. Too many chunces of losing the decision

# 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.

111111111111

			112 3			100	PALA	CE			1	
Mildred Bailey (Paul Whiteman)	9	-10-	- 7	8	6	-6	10	. 9_	7.7	10	83	A radio favorite who sab- santiates her renown in person.
Ludy Yukona Cam- eron (Al Trahan)	9	10	10	8	8		10	•	4	1.	76	Juno being a good sport in vaude, or the perfect straightwoman.
Olive Brasne (Buster Shaver)	9	10	7	8	5	1	8	5	8	8	75	An enchantingly pretty and bewitching midget with life-size personality and ability to troupe.
Arlene Selby (Paul Whiteman)	10	9	10	10	5	5	8	- 8	2	7	74	A stunning, lithe young ho dancer who provides femme dash and sex appeal to round out the act.
Nell Kelly	7	- 5	7	7	5	9.	9.	4	7	7	67	Boundless energy in a new 'nut' personality, her ef- fectiveness reduced by ar indifferent routine.
Corbitt Twins (Glad Rags)	7	7	7	7	5		5	4	2	5	52	Standard modern sister team
- 14			-			HII	PPOD	RO	AE.			3
Nora Williams (Apollon Revue)	8	8	9	8		10	9.	8	3	10	80	Plump, gracious and talented blues singer. Smarter grooming and specially orchestrated nos. would make her a first-rate single
Danzi Goodell (Apollon Revue)	8	9	7.	10	F. 5	. 8	9	10	6	_7	79	Spotted weakly and at a dis- advantage in a badiy

Spotted weakly and at a dis-advantage in a badly chosen second costume. Dances with grace and lots of style. Jean Maddox.... Dresses pretentiously in ex-cellent contrast to her sure-fire, low comedy style, but unable to break the ice at Sat. matinee. Agnes & Adeline..

Capable dance team, im-pressively modish and slim. (Apollon Revue) Gail Mack..... Asks the questions that build laughs for Jean Maddox. Dark crepe preferable to her gown of light satin. STATE

Vera Gordon .... 4 Picture star whose colorful inflections enrich the obvious dialog of a tear-jerker sketch. Betty Wonder.... 8 Registers youth an affability and achieves individual ec-

centric-ingenue style Mayris Chaney .... 9 Displays good costume taste and knows how to show off well-mounted dance tricks. Nadje Gordon.... Contributes solid assistance to her mother's dramatic

# ARIE?

Trade Mark Registered

Pablished Weekly by VARIETE, Inc.

Sid Silverman, President 154 West 46th Street 

Vol. 106 No. 2

## 15 YEARS AGO

(From 'Variety' and 'Clipper')

White Rats sought to attack the NVA through the Department of Justice, but the Atty. Gen. held that the organization was not within the purview of the anti-trust act. In other words, okay.

Garden theatre, in old Mad. Sq. which recently had housed a troupe of Greek players, given over to a Negro troupe from Harover to a Negro troupe from Har lem. They didn't last long, either.

Eva Tanguay announced her in-Eva Tanguay announced acr in-tention of fiving in Los Angeles. Had closed her home at Sea Gate, Coney Island, and given it to her

White Rats talked the Hebrew trade unions into picketing the Loew theatres on the canard that Loew was opposed to Jewish acts and would not play them.

Variety announced that the Capitol theatre would be ready for opening in the fall. Originally planned to erect two smaller houses, but final decision favored a large one.

Stage hands in Loew theatres were unionized and even the card boys, who preceded present day an-nunciators, were taken in as ap-

Metro was framing to take into a single organization all of its pro-ducers. Then largely a distributing concern.

B. S. Moss was firting with the idea of touring Mrs. Margaret Sanger, birth control advocate, in conjunction with a six reel propaganda film. Deal had been interrupted when Mrs. Sanger was sent to jeil for her activities.

exhibitors notified by com posers that they must pay royal-ties on music. And how they howled.

Circuses worried for fear the Army would commandeer horses for war work.

#### 50 YEARS AGO

(From 'Clipper')

Clipper began its 30th year with a huge special issue of 20 pages Regarded as something of an achievement, Only five pages were ads. About usual.

Sig. Kane, looking for a job, ad-vertised he could sit in a one legged chair on a trapeze bar and hold a heavy chair in his teeth.

Asked for the name of 'the woman Jules Levy, the cornctist, married,' 'Clipper' wanted to know

Former Aquarium due to open as a theatre. Then the Criterion but last known as the Herald Sq after being known as the Park, for a time.

Anna Dickinson, who played masculine roles, came into New York in 'Hamlet.' (Clipper' remarked she was only one more to be added to the 20 or so women who had essayed the role. Added that unless specially promoted 'Hamlet' had been more or less of a millstone around the necks of even the best male actors.

Irene Woodward, described as the irene Woodword, described as the first attooed lady, was at Bunnell's Museum. In those days a tattooed Person, had to have a story. Capt. Constatinus was supposed to have been tattooed as a captive. Miss Woodward was tattooed by her lather for identification.

James Owen O'Conner was ad-ettising for a job as juvenile. That has before he tackled tragedy and to play behind a net.

Ad for a leading woman stated that preference would be given one with her own lithes.

## Inside Stuff—Pictures

Much speculation in Rochester, N. Y., on the reason for the late George Eastman's suicide. Fear of becoming an invalid was one cause put forward by friends. Some thought it was a spectacular gesture to show that wealth doesn't bring happiness.

It is known that although Eastman had given away nearly \$100,000,000 there were many demands upon him for gifts and much criticism fo his million dollar dental dispensaries abroad. He had discussed suicid abstractedly for more than a year, and apparently having made up his mind nothing could stop him.

mind nothing could stop him.

An effort was made at first by friends to cover up the suicide angle and a newspaper official was writing a statement on his death from atural causes, when the corner stepped in and stopped the like Correct announcement was delayed more than an hour, so that the first extras on the streets in Rochester had no suggestion of suicide. Despite his making cameras available to the world and his work is developing moving picture film, Eastman was never able to interpret himself; to the common herd. To the majority he was always a lonel figure apart. They were unable to understand him or his benefaction. His greatest hobby was music. The Eastman theatre and Eastman School of Music are monuments to his purpose of making it available to the public, but even in this he met difficulties. It is only lately, aft's 10 years, that the purpose of the theatre bids fair to be carried out.

Jeremiah J. Kennedy, for nearly a decade the biggest figure in the picture industry, died at his Brookiyn home several weeks ago, his passing being unnoted except by a few of his intimate friends.

It was J. J. Kennedy who stepped into the deadlock between the Edison interests and the Biograph faction around 1911, and, bringing the twsides together, organized the Patents Co, which ruled the trade with an iron hand for years, exacting not only a monopoly of production, bu also taking tribute from the right to exhibit pictures.

also taking tribute from the right to exhibit pictures. Edison had won a copyright suit against all camera makers but Biograph and sought to hold the field. Biograph obtained ownership of the Lutham joop and shutter and with that device as a whip forced a Patent pool. The Patents group licensed a number of producers and then handled the associated product through the General Film Co., Kennedy authered a nervous breakdown in the winter of 1930-31 and was forced to abandon business. Late last month his condition became critical, following a stroke, and he died in a few days. He had wide business interests outside—the film trade, in which he held only a nominal interest after the Government broke up the Patents group through an anti-trust action instituted on complaint of William Fox, then head of the Greater New York Film Exchange.

Newest craze in 16mm circles is the discovery of a chean source of illumination for interior work. Until recently the high cost of miniature flood lamps for amateur work kept down the number of those who made indoor pictures, an outfit of lamps costing anywhere from \$50 to

\$300. Recently the fechnical department of the Amateur Cinema League, searching for a way out, made a discovery which has revolutionized amateur practice. It was found that when the standard 64 voit iamp, intended to work on storage battery for train and similar illumination, was cut into the regular-110 voit circuit it gave the equivalent of the light from the costy, 500 watt lamps and could be worked without danger of blowing fuses.

was cut into the regular 110 voit circuit it gave the equivalent of the light from the costy.500 wait lamps and could be worked without danger of blowing tuses.

"Life of the lamps range from: 15 to .45 minutes, with most of them burning out before the half hour, but they cost only 30 cents aplece. They are now handled by all photographic supply shops. General Electric reports that the output of these lamps has more than doubled within the next few worth. the past few months.

Chester Beecroft's plan to bring the picture industry back to Florida, at Tampa, reminds that 20 years ago the Kalem, Lubin and Edison companies were regularly working through the winter months in Jacksonville, Kalem and Lubin maintaining their permanent studios. Later, the Eastern Film Co. took over the Lubin plant. Other companies either worked in south Jacksonville, at the fair grounds, or on improvised stages or even entirely out of doors. Only Biograph conducted an annual trek to California where Selig and Essanay maintained more or less permanent studios. Gradually other companies centered about Los Angeies, and eventually Hollywood and production facilities were so developed that it no longer was profitable to go south. What had promised to develop into a leading industry went California.

Recently a number of major and more independent productions have been made in Fiorida. Beecorft is apparently handling the back to Florida movement on behalf of local capital.

An instance of an independent achieving what a chain found too tough occurs in the middle of New York with Max Cohen turning the Beacon, given up by Warner Bros. Feb. 1, into a money-maker. Under indic operation, with stage attractions given some credit, Cohen is said to be pulling out around \$1,000 or better weekly.

Warners, with the Chaini Bros., lessons, sharing expenses, during its tenancy just about broke even, the chain finally giving up the house because it was too much of a strain. While WB took the Beacon out of the newspapers, making it strictly a nabe proposition, Cohen is using the dailies importantly. His overhead is reported near \$5.500. Under WB operation it ranged up to \$5.000.

Although Cohen is restricted on product, it is pointed out that he is getting certain pictures on which Warners couldn't make agreeable deals through holdout on terms. Cohen gives all the Warner and First National pictures not taken by Loew and RKO, in addition to independents.

Girl secretary on a major lot was let out because she lied to the studio head about her boss. On a Monday morning she told the head man when he called her that her boss had come in but was not in his office. Studio head was in a blue mood and phoned the entrance gate to see if the exec really had come in. He hadn't, so the girl was given notice. Now the other secs on the lot are up in the air, not knowing whether to protect their immediate superiors, with the chance of being causht, or double cross their dictation givers and get fired anyway.

Publix and Will Horwitz, stormy petrel of Houston, Tex., theatre operation, are now working along harmonious lines. Publix is a partner of Horwitz there. It was believed that Horwitz originally wanted to branch out by building some suburban houses against which zoning set up problems. That building bug is now cold.

Horwitz has become a flying fan. He has his own flying license but engages a pilot to wing him around the southwest.

Paramount is permanently quits on production in the east with its Astoria, L. I. studio up for sale. The real estate department of Para-mount-Publis will go after a long term lease if a buy isn't effected.

Galety, New York, Erlanger legit house, will probably return to a film policy on the second of two deals proposed in that direction. First deal went cold, according to insideras when it was learned that the proposed operator of the Galety had several other film spots which like for itadio City and represents \$1,000,000.

## Inside Stuff-Vaude

Unique case of protection to a vaudeville show against a talking picture has come up with the making of the Bill Robinson all-colored talker, 'Harlem Rhapsody,' probably to be released soon while Robinson is appearing for RKO in person.

Fearing release of the picture in intact towns prior or concurrently with local playing of the Robinson unit, RKO has asked irving Yates, producer of the picture, for protection of 30 days. This applies only to towns on the intact route, numbering 21.

It is said RKO's request for protection was prompted partly by the

nclusion in the picture of much of the material Robinson uses in his

Addition of Martin Beck and George Godfrey to the RKO booking staff nd payroll is believed to increase the office overhead by \$45,000 a year. eck started at no salary but an arrangement is reported having been ade whereby a salary has been set for him at \$30,000 a year.

Golfrey, booking the Palace and the New York houses, experienced as of the quickest salary outs on record. When engaged he was instead of the palary would be \$20,000 a year. Two days later, RKO changed to \$15,000. Godfrey's case is unique in that he took a silce before vectiving his first pay envelope.

Former exec for a vaude circuit married a rich widow about six aonths ago and tripped to Europe to live. Before leaving this country e had touched all his pais and was 'way in the red. After his mariage, the boys kissed their dough good bye and spent their time knifing

Recently he returned to this country, hunted up all the people he had-orrowed from and paid off with interest. The boys are now going around rying to square themselves with the people to whom they did the mocking.

An actor calling on a prominent young actress and her husband, to ascertain if the girl would join his vaude troupe, found the head of the louse very much aware of his wife's talents.

In fact, the masculine half of the family broke into the conversation with, 'Of course you know, young man, that you're talking to the greatest actress in America.' To which the young man replied, 'Teah? Weil, I'm the Czar of all the Russias,' picked up his hat and coat and walked out.

Magicians are feeling cheered over the revived amateur magic craze. Figure it may lead to a demand for more magicians as vaude acts. Decreased interest in magic work ascribed to the fact that it's no longer a mystery, since most in the audience know the answers, either through the comedy acts with exposes or through possession of cheap forms of apparatus.

Fad for amateur magic has reached the point where one shop employs a sandwich man in the Times Square district.

Ben Crooks, old time showman, tells of a minstrel show recently put on at the Shelter for the Unemployed in Philadelphia under direction of J. H. Kreher. Show was staged partly with professional talent. Among those taking part were 'Stovephye' Allen and 'Slim' Howard, and Chas. Dent.

and chas. Dent.

The Shelter will do an entertainment every Friday during the winter, visiting professionals being solicited.

Cigarets distributed among the unfortunates in Hearst's Times Square advertising breadline for a full week were contributed anonymously. It now appears that the contributor was the colored dance star, Bill Robinson. Smoke donations were made during Robinson's recent week at the Palace, with Bill making the cigar store man swear he wouldn't

Vincent Minelli, formerly in the Publix scenery department, is doing

occasional stage producing jobs for the Brooklyn Paramount when Boris Petroff is tied up with the New York house.

Usually the New York Paramount shows go intact to Brooklyn the following week. When an occasional New York troupe does not job across the bridge, Minelli stages a special presentation for Brooklyn.

RKO has contracted to install candy vending machines in the lobbles of all its theatres. The other major circuits have been using the machines for some time.

## **Inside Stuff—Music**

Songs from the film, 'One Hour With You' (Par), will be sold in the lobbles of '16 Paramount houses. It's the first time in about six months, that the Publik houses have carried sheet music. Music counters which this circuit had in its houses dwindled to nothing and were finally

emoved.

The 'Hour' melodies will be sold for 35 cents in the lobbics.

Concert grosses in Parls are in no way affected by the slump, being the outstanding exception in the whole show business there. Concerts are usually capacity at prices which have not been cut, contrary to most show business.

snow ousness. Even at top prices music lovers are quite willing to pay money for comparatively short entertainment, lasting from \$ to 10:30 p. m., whereas in the French capital, all the rest of the show fraternity—vaude, legit and pletures—consider a two and a half to three hours' program a minimum.

Famous Music, at present, has in its catalog four songs with the word music in the title. They are Is This the Music of Love?, 'Music in the Moonlight,' and You Didn't Know the Music.' Another is 'Soft Lights and Sweet Music,' from 'Face the Music,' written and published by Irving Berlin.

he runs on a non-union policy. Understood that when word of this reached the union Erlanger was advised that crews would be called out of its other Broadway houses should the operator get the Galety.

Insiders at one of the major companies are getting a kick out of the verbat tiff between two high executives. The two went west for a new season's program confad and got verbological hiccoughs.

What they did to each other under cover in the east broke out like so ranch smallpox in the west.

## One Old Timer, Geo. Leffler, Says It's the Depression,' Not Bad Mgrs.

fields of the amusement industry reflect, George Lefficr thinks, only the processes of modernization. It is Leffier's opinion that show biz remains basically the same and al-ways will, except for surface changes progress brings.

changes progress brings.

Leffler, veterán of show business and haif the recently formed Leffler & Leighton legit booking office, believes that the basic principie of show biz is and always will be in selling the customers what they want. That goes for gangster talkers, multiple scene plays and cellophane musicals.

There's a thing of the progress that the progress the progress that the progress of the progress that the progress the progress that the progress the progress that the progress the progress the progress that the progress the progress that the progress that the progress the progress that t

ers, multiple scene plays and ceilophane musicals.

There's one thing different in the
legit end of things that's concerned
with booking. Here, explains Leffler, the one time circuit domination no producers is a thing of the
players of the control of the control
and to submit to dictation.

Bankers are in show biz, maybe
not willingly, but there nevertheless. A quick glance at legit reveals several, only they're in not as
operators but owners of theatrical
property, with a fistful of theatres
on their hands.

Changes that have taken place,
it is Leffler's thought, find a parallel in any other line of endeavor,
from horse car transportation to

from horse car transportation airplanes right down the line.

airplanes right down the line. It is a case of progressive improvements, but all still boiling down to selling the buyer what's wanted.

Leffer blames present chaos in show biz on but one factor, economic conditions. He disagrees with the theory that mismanagement by the industry's mentors are recognitible. As a uticage of the with the theory that mismanagement by the industry's mentors are received by the industry in the industry in the industry indu

#### 'Scandals' in Pittsb'g. \$4.40, Plays Four Mats

Pittsburgh, March 21.
George White still a bit put out
by his failure to get the 5,000seat Syria Mosque here for the
Scandals' which made it necessary Scandais' Which made it necessary to take the 1,700-seat Alvin, in-tends to make up part of it in one way or another. First move has been to schedule two extra mati-(28). Afternoon performances Wednesday, Thursday, Friday Saturday. First time on r

here.

'Scandals' is playing auditoriums and opera houses in most spots at \$3 top, but Syria Mosque couldn't be obtained because of previous bookings. As a result, show will go to Alvin scaled at \$4.40,

#### 2 Chi Shows Tour

Chicago, March 21. Two legit picces out of this town Chicago, March, 21.
Two legit picces out of this town are heading for the open country. Fred Stone is going on his first legit visit to the sticks in years. Which was a seven-day stopover in Detroit, and then light out for six weeks of one and two-nighters through the south and southeast.

After a good stay in town the Viclenne Segal and Charles Purcell 'Chocolate Soldier' revival which closed here at the Erlanger on Saturday (19) went into its Holy Week vacation. Then hope seat to open next week (27) at Washington, to be followed by further week stands at Ballmore, Brooklyn and Newark.

#### Shows in Rehearsal

'Bloodstream' (Harmon) Times Square. 'Take My Tip' (Hilliard) 48th

Street.
'Danger Line, (Gerton) Bilt-

ore. 'Confidential Service' (Cohan) Fulton.
'House Warming' (Ayres)

'House Warming' (Ayres) Mansfield. 'Shanghai Marriage' (Gluck) Edison Hotel. 'Happy Landing' (Shuberts)

Chanin's.
'Life Begins' (Santley) Sel-

wyn.
'No Longer Children' (Brady,

jr.) Bootli. 'Angels Don't Kiss' (Dalzell) Lyceum.
'Blackberries' (Rudnick)

#### Paderewski Playing 6,700-Seat Hall at 80-20 for \$10.000

Los Angeles, March 21. Only southern California appear nce of Paderewski this year will be at the Shrine Auditorium, April 6. First time a solo artist has played this 6,700 seater. House is scaled at \$1.50 to \$4.40 and car gross \$16,000 at those prices. About \$10,000 is indicated by ad-

About \$10,000 is indicated by ac-vance sale which would top the high of \$7,000 rolled up by the same musician at the Philharmonic. Paderewski grossed \$33,000 at Madison Square Garden in an unem ployed musicians' benefit earlie

Pianist is appearing under NBC artist bureau auspices on an 80-20

#### **Alvin Landlord Takes** House for Time Being

Temporary and friendly arrangement between Alfred Aarons and Vinton Freedley, producers, and A. H. Pincus who originally built the Alivin theatre. New York, for them, is understood to be in effect, whereby operation of the theatre has been assumed by Pincus. It is stated that at the end of this season or the beginning of next, A. & F. will resume management.

Alvin deal is another cog in the unsettled wheel of the Broadway theatre condition. House, which was given its name from the first syllables of the two first names of the producers for whom it was built was built in was built.

syllables of the two first names of the producers for whom it was built, was erected about 1926 by Pincus, mainly from profits accruing from his other theatre holdings. For the first season or two Aarons & Freedley leased the theatre, but then agreed to buy it.

House has been dark the greater part of this season until Mourning Eecomes Electra' was booked in.

#### B'WAY CAST FOR DENVER

Denver, March 21. Cast for the Elitch Gardens stock troupe Arnold Gurtler opens this summer consists maily of known

summer consists mal.ly of known Eroadway players.
Roger Pryor, currently in Blessed Event on Broadway, is the male lead, others being Selena Royle, Elizabeth Love, Millicent Hanley, Leonard Mudle, Grant Mills. Company was organized in New York through Richard Pitman.

#### KINGSLEY-PHILLIPS PLAY

KINGSLEY-PHILLIPS PLAY
In the same week he went to work
for Columbia as a writer, Sidney
Kingsley, legit writer, sold his
show, 'Crisis,' to Sidney Phillips.
Louis Cline had the play for production previously but dropped it,
Both the Col and play deal were
handled by Charles Beahan,

Akron, March 21. Ed Clark Lilley, New York di-rector, is organizing a stock com-

pany here.
To open around Easter.

#### Clive Back East, Set As Star and Producer

AS Star and Fronteer
E. E. Citye, Boston manager who
usually produces his own shows,
sometimes acting in them, is starring in and directing 'Shanghai
Marriage' for another producer,
Waiter J. Gluck. Play, written by
R. R. Harris, an England the Wilbur,
March 26, and then comes to New
York.

York.
Harry McNaughton, Katherine
Standing, Edward Emery, Stanley
Harrison, Gerald Rogers, Daisy
Belmore, Elizabeth Johnston are

cast.
Cive had a deal on last year to produce shows on the coast of Erlanger's. Producer returned from Angeles when arrangement didn't work out.

#### Tax on Excess Ticket Premiums Cut to 10% In New Revenue Bill

The Ways and Means Commit tee has revised the provision in the revenue act pertaining to exces premiums charged by agencies for theatre tickets. The law provides that when tickets are sold for more than 75 cents over the box office or established price, 50% of the excess musto be paid to the government. The new measure will cut the im-

post to 10%.

That will remove the stock alibit of certain ticket speculators who charged up to double the price of tickets. Those specs have maintain the control of the c

of certain ticket speculators who charged up to double the price of tickets. Those specs have maintained that they were forced to exact excessive premiums because half went to the government. The 50% provision which was a war time measure has caused no end of trouble to agencies and box office men. Understood that ticket interests told Congressmen that the heavy impost would work for price moderation.

There is little doubt that gyp premiums on tickets for the hits have worked to the detriment of the legit theatre on Broadway at certain times. It is true at present despite the fact that a number of brokers are close to the cushion and are not after the control of the legit which have been exacting \$11 per ticket for a \$5.50 attraction. Though the show is an established hit, complaints that it isn't so hot are traced to the cushion as an established hit complaints that it isn't so hot are traced to the cushion sense premium agencies.

It was the 50% provision that

the show is an established hit, complaints that it isn't so hot are traced to the customers nicked by the excess premium agencies.

It was the 56% provision that brought about the ticket investigation of the customers of the promise of the ticket men to carry the case higher. Under the new proposal the gate of the promise of the ticket men to carry the case higher. The customers of the customer

about the \$5.50 ticket. The average patron going to a box office gets change from a \$10 bill when buying two tickets at \$4.40, but he won't reach for the extra dollar required to buy two at \$11, nor does he wish to break another \$" bill. That has been indicated quite plainly this season, when hundreds have turned awar from the box offices. The season, when hundreds have turned away from the box offices. The spees cannot sell rear locations and result is that those tickets remain in the racks.

Even class patrons are mindful of what they pay for tickets. One

Even class patrons are mindful of what they pay for tickets. One agency received complaints from Park avenue customers, stating the 50 cents delivery charge was objectionable. When told the charge did not apply if the tickets were called for at the agency the reply was that's the way they would be secured hereafter.

## **Inside Stuff—Legit**

With Dr. Sirovich's charges against the drama critics hidden in the recesses of the Congressional Record comes a story of how the critics outsmarted the managers. That was at the opening of 'What's It to You?' at the Provincetown Playhouse, MacDougali Alley, Greenwich Village,

There were no less than six prominent showmen in the audience, as against only two first string reviewers, one from a tab, also Kelcey Allen. Among the sparse audience in the abandoned stable was a trade paper scribe and Bide Dudley, the radio critic, also several second

Lee Shubert was there, but upon discovering it was an amateurish performance, sheepishly walked out half way through the first act. His performance, sheepishly walked out half way through the first act. His nephew, Milkon, followed soon after. Lasting until intermission were Irving Berlin, Max Gordon and Marcus Helman. All were puzzled over their own presence, the Joke being that both Eriangers and the Shuberts were out to grab something. That well indicates the dearth of Broadway attractions.

way attractions.

Later the managers blamed the dailies for fooling them by giving the 
'intimate musical revue' the dignity of being a legit 'opening.' One dramatic editor said all he knew about the affair was that one Grahame 
called and stated the show would be presented. There being no regular 
openings. 'What's It to You'l' was listed for premiers. John F. Grahame 
is billed as having written the book and lyrics, with music by Alexander 
Maissel, neither being known as more than the sponsor for 'Theatre Art 
Productions.'

On the signatured petition of the east of 'Girl Crazy,' Equity last week turned over to the performers the total money deposited as transportation bond: Sum approximated \$1,500. Request came while the show was playing in tab version at the Ambassador, St. Louis.

Understood that the petition was accompanied by an urgent request from Gregory Ratoff, the tab's producer, stating the coin was needed to expedite the jumping of the show east.

Two new song numbers are going into 'Hot-Cha,' the compositions of Lew Brown and Ray Henderson who did the score and collaborated on the book. Velez will have an added song in the second act. Other new number goes to Marjorie White. Although Fio Ziegteld was connew number goes to Marjorie White. fined to his hotel show was changed considerably, with the performance now regarded much improved over the premiere.

Testimony at the recent arbitration in the matter of O. E. Wee and Equity, developed that the Theatre Guild and Equity entered into a bargain concerning Mourning Becomes Electra, Guild wanted five weeks to rehearse, one week more than the usual period allowed by Equity, and was granted the extra sessior by agreeing to play the show on a basis of six performances. Understood this was to go for both Broadway and

Three acts, a prolog and epilog wouldn't hold the grief of the New York playbrokers. Several have had no shows produced during the past season though they may have sold one or two. Compared to a couple who haven't even been able to sell any shows at all, the first described are

Figuring not much will happen this spring, most of the brokers are knocking on wood every time they think of next autumn.

Howard Marsh, who helped finance the original Milton Aborn company for operetta revivais, is likewise said to be interested in Aborn's troupe opening March 28 at the Shubert, Newark.
Shubert is an Indie house owned by M. S. Schlesinger. Aborn's first company, now touring, is in its 54th week and expects to stay out several more weeks.

A. H. Woods' Inside Story,' which won favorable notices but closed after a short stay at the National, was backed by Fox Films. Bilds for the picture rights are being considered, one reported being 850,000. If Fox tops that bid the sale would make up for the production loss and should that \$50,000 go through Fox's one-half of the rights money

There are around a dozen people reported holding a piece of Birth, the Joe Santley show now retitled 'Life Begins,' which comes in next week 'The 12 interested parties are understood to be in for \$1,000, including the dozennan of a well-known Times Square eatery who wanted to grab a chunk and contributed \$50.

If Ernest Lubitsch, the film director, goes through with his try at operetta, it is reported that Conde Nast, the magazine publisher, will be financially interested.

#### Shuberts as Backers **Held for Show Claims**

That Shuberts as backers of 'This One Man, nominally produced by Arthur Lubin and Richard Krakeur, are responsible for an unpaid haulage bill of \$1,300 was decided by arbitrators. Several sessions were required to reach decision.

Tait Transfer brought the claim against Lubin since he was a mem-ber of the Saul Producing Co. Testimony developed that Ira Hel-stein, Shubert treasurer, signed all other checks in payment of costs on show, with the haulage responsibi-ity also attributed to Shuberts.

#### ACHARD COMING OVER

ACHARD CUMING OVER
Parls, March 12.
Marcel Achard will go to America
to help stage his Domino for W. A.
Brady in the fall.
Reproductions of the sets have
been ordered here for shipment to
Broadway.

#### Leighton Wins Award In Erlanger's Action

An award of \$6,416 was made in favor of R. Victor Leighton in his suit against Erlanger's, tried in the Supreme Court before Justice Carew and a jury Tuesday (15). Case was started in 1927 when Leighton left the Erlanger booking

office.

Booking manager brought the action for 10% of the profits of the exchange for the period between July, 1926 and April, 1927, when he lett Erlanger's employ. Leighton's contract called for a salary and this portion of the profits. Salares were paid him.

Arthur Driscoll of O'Brien, Mal-cvinsky & Driscoll was attorney for Leighton.

#### · CAN. HOUSE BURNS

Brady in the fall.

Reproductions of the sets have been ordered here for shipment to Broadway.

WISE GIRLY FOLDS

Wise March 12:

The opera house was formerly visited by all travelling legit shows in Western Ontario, but was later to the proper was paid off by Equity through funds on deposit there.

# **Tab Musicals in Film Houses** Ruin Coast Legit Prospects

Los Angeles, March 21.
with midget version of 'Nine
o'Clock Revue' opening Wednesday
(23) at the Paramount here, Gregory Batoff producing 'Girl Crazy'
or into the Hollywood Pantages
March 31 and Lillian Albertson preguals for pleture houses, legit proguals for pleture houses, legit proten theatre invasion of their field
to theatre invasion of their field

deals for further states of the sime theater invasion of their field both in box office drought and future production activity. Customers hereabouts are hopping on the idea that straight dramatic shows will get second-runs at film theatres following the Lucky Day. 'Sons o' Guns' and Lysistrata' week stands at 85 cents top and are making cautious inquiries at legit box offices before purchasing tlekets.

Four other tab production probabilities for Ratoff are the Aarons & Freedley Heads Up, 'Singing the Blues,' Oh, Kay,' and Hold Everything,' Hardwidth and Hold Everything, Hardwidth and Hold Everything, Hardwidth and Hold Crasy,' with Kaderle on the dances and Jack Hardwidth and Hold Hardwidth and Hardwidth an

many for the drop. Even Edward Everett Horton, producing class shows at the Hollywood Playhouse, has received plenty inquiries re-egarding when his 'Springtime For Henry' goes film theatrewards. Meanwhile the perennial crop of would-be producers of musicals have quieted down for the present, feeling that now is not the time to think of legit production.

#### **Equity Declares Hands** --- Off Tab Musicals in **Deluxe Film Houses**

Report that Equity had declared

Report that Equity had declared its Jurisdiction over condensed versions of Broadway musicals now playing and booked to play picture theatres was declared untrue. Equity stated this week that any such action would be opposed to the organization's policy of not going outside the legit; that it would be with policies of picture theatres and that any move that might disturb or throw moreestonals out of emthat any move that might disturb or throw professionals out of em-ployment was unthinkable.

Understood a representative of Chorus Equity had told girls in a unit that if the condensed version lasted more than one hour the play-ers would come under Equity rules. Believed that was said to impress upon the choristers that these ceneved that was said to Impress upon the choristers that they would have to pay dues regardless of where they worked. Equity re-gards the condensed musicals as tabs and therefore outside of Equity's field.

Equity further explained that if rated tabs as shows, that would lke in picture and vaudeville puses with policies of as many as houses with policies or as many as 4 shows daily, whereas Equity's rule for legits limits shows to eight performances weekly; that Equity rules prohibit Sundays.

## 'Croon Prince' On, Legit

Will Morrissey puts his musical The Croon Prince' back into re-hearsal this week. Bond is up at Equity

Equity.

Bobby Sanford, according to Equity's records, is producing the show, which was called out of reheartsal last week because no surety for cast salaries had been filed. Morrissey so only the director.

Original intent to open the show as a vaude unit is changed, it now being made unit is changed, it now being made unit is changed, it now being made unit is changed, it now the control of the control of

as a vaude unit is changed, it i being a straight legit attraction

#### ILL, HARRIS' TRIP OFF

Jed Harris is reported quite ill rom a stomach aliment. Harris was set to sail for London ast week to produce 'Uncle Vanya,' ut his illness is given as the reason is departure was deferred.

#### **BOUND TO HAPPEN**

'Hunted,' Play About Kidnaping, Being Hurried to Stage

Play based on the Lindbergh kld-naping is being rushed into produc-tion for New York. Titled Hunted, and written by Vincent Hathaway. Allen Blau is producing,

In Hollywood it's understood there's a dictum against kldnaping

#### HELEN HAYES IN BARRY PLAY NEXT YR., REPORT

The Good Fairy starring Helen Hayes at Henry Miller's will leave for the road after another week (April 2). Dight weeks will be played out of town after which Miss Hayes will pick up a new car in Detroit and motor to the Coast to John her husband, Charles Mac-Arthur, Tairy' is one of the season's comedy hits and could easily play out the season here. It will witndraw without using cut rates. Latter agency considers it a natural for months. 'The Good Fairy' starring Heler

Miss Hayes is reported under con-tract for next season to Gilbert Miller who produced 'Fairy' and is due to appear in a play by Philip

ways Juliet' moves from the latte house to the Miller.

#### New Evansville House Bids for Road Shows

Evansville, March 21. Evansville, March 21.

With a complete and now adequate new stage for the public owned Collesum, Evansville, Ind., has swung back to old days and is making a bid for road shows. The Blue Bird, Russian Revue, packed 'em in (seats around 3600, 'Apple Cart' did only around \$500 gross, but touring, 'Vanilles' with Herb Williams and Chaz Chase—31 girls did a gross on matines and hight of did a gross on matinee and night of

Ethel Barrymore in 'School for Scandal' Saturday night (19) had a large audience,

large audience.

'Smilling Faccs' is due 31 at 33 top, then Ben Bernie and orchestracomes for a \$1.50 top, followed by a four-hour (\$3.50 per couple) dance.

Crazy Quilt' with Ned Alvord ahead billing like a circus comes in April 17, a Sunday matinee and night.

Nev. stage is 32 feet deep, 57-ft. loor to gridiron, 67 feet wall to wall and 47 feet proscenium opening

#### Crouse at Guild

Russel Crouse, former columnist on the New York Evening Post, succeeds Bob Sisk as publicity head for the Theatre Gulld. Crouse stepped in yesterday (Monday) when Sisk assumed his new posi-tion with RKO-Radio.

Crouse gave up his 'Post' column last year and did not go back when his leave of absence expired. Joe Heldt, who was Sisk's assisant at the Guild, remains.

Dick Maney is now publicist for 'The Laugh Parade,' which attrac-tion Sisk agented in addition to the Guild attractions.

#### Brown-Golden Musical

Conversation between John Golden and Heywood Broun are understood to be directed toward production of the second Broun musical.
Arrangement is for the two to coproduce, but whether Broun will appear as in his first show, 'Shoot the Works,' lan't known.

#### FOR HERE AND ABROAD

Oscar Hammerstein and Jerome Kern are busy on two different li-brettos, one for New York and the other for London.

other for London.

The foreign piece will go to.
George Grossmith for a musical at
the Drury Lane. Other is for Max
(lordor

## Stock at Chi Woods

Chleago, March 21.

Chicago, Marcn 21.

Woods theatre slated to open.
April 3 as a legit stock spot, operated by Azorn Jones. Plan is to bring established shows in town for local production, to stick about two or three weeks. Bulk of the cast is to remain intact, the leading namee only to be switched for each show.

show.

Tag of stock will be avoided in the billing, the type of shows to be labeled as dramatic association production. Harry Minturn, former local stock impresario, will be in charge back-stage, doing the producing on a percentage and salary basis.

basis.
First show will be 'Louder Please,'
Constance Collier being carded to
be the name. Scale will range
downward from \$2, but cut-rate
tickets will be distributed, meaning tickets will be distributed, meaning that the top will, in reality, be \$1. Stagehands and musicians all accounted for, a quartet of music men being slated for the orchestra. Will run at the regular legit number of performances, nine, matinees hitting on Wednesday and Saturday. Likely that Equity will demand the posting of a bond.

Woods hasn't been a legit stand for more than two years, belng late-

for more than two years, being late-ly utilized both for straight picly utilized both for straight pic-tures and for burlesque. House has been dark about two months, are early burleyoue attempt this sea-son folding after a couple of months. Will make the first stock you-ture in the loop in several years and rate as the only dramatic stock company in Chicago.

# **UP AGAIN**

The proposal to combine Erlang-er's and the Shuberts along the lines of a pooling agreement, is again being studled. Conversations between principals have been going on for two months and the mat-ter is believed to be nearer a solu-tion than at any time for the past year. Reported that an announce-ment may be made within two

weeks,
The basic point in agreement by
both sides is that opposed bookings
should and must end if the legit
is to mean anything again on the
road. It is also agreed that there
should be but one theatre used by
both sides in the week stands, endsicals or shows of similar type at
the same time. Receipts would be
pooled, as is the practice at present in several spots.

ent in several spots.

There is nothing essentially new There is nothing essentially new in the proposals along booking and pooling lines, but it is now fur-ther proposed to co-operate in pro-duction. That would require a sizeable bankroll and where it is to come from neither side has bluted.

hinted.
Joseph P. Kennedy appears to be out of the situation and those on the Inside insist he never seriously considered entering the field. Lee Shubert and Marcus Helman, who is active in the Frianger office, are the leads in the conferences.

#### Misses Burke, George Co-Stars, Brady Idea

William A. Brady would like Billie Burke to co-star with Grace George In 'Mademoiselle,' French play he is plotting for early next Fall. If he can get the Burke signature the get the Burke signature the will start the Brady parade for

next season.

Brady leaves for California in a few days to talk things over with Miss George, now on the Coast.

#### BIDS FOR 'HENRY'

HOllywood, March 21.

Paramount, Metro and Fox have made bids for Benn Levy's 'Springtime for Henry.'

Play is at the Hollywood Playhouse, with E. E. Horton starring.

#### Joison's Frisco Date

San Francisco, March 21.
Al Jolson's 'Wonder Bar' tentatively booked into Belasco & Curran's Curran for April 3, following a Los Angeles engagement.

# k at Chi Woods With Rotating Leads Court Weighs Lee Shubert's Offer To Put Up \$300,000 to Continue; **Bonds Held Worth 4c on Dollar**

#### **New Combination**

A new producing combina-tion composed of Vincent You-mans, Lawrence Schwab and Buddy DeSylva is in prospect. They're discussing amalga-nation. If set the trlo will, of course, specialize in musicals.

#### WYNN'S \$5.000 ON AIR MAY END REVUE RUN

With a radio contract calling for pocket, Ed Wynn wants to close his 'The Laugh Parade' at the Imperial April 23, shortly before the comic's air debut is dated. Figured the show could run into if not through the summer and Lee Shubert is trying to get Wynn not to

quit.

The broadcast calls for 15 mlnutes, once weekly for Texaco oil
company putting a new gasoline
on the market. When given the
mike offer Wynn, not so sure of
his radio capacity set the figure so
high he thought it would be rejected. However, the ad agency
which made the deal was out to
but the name, even though new to
the air.

First plans called for broader rinst plans called for broadcast-ing from Wynn's dressing room and that may be done should Parade' continue after the radio work starts. Program said to be some-thing of a novelty with Wynn the chairman' of the stunt. Ho is working on new material for the air entertainment.

Recently Wynn incorporated the show under the name of the Kee-nan Productions, at that time set-ting his weekly salary down at \$1,500. Formerly it was five G's.

#### Split on Bookings May

Save Richmond Shows While Richmond, Va., is still legitless, due to a tax being threatened on the city auditorium there, feeling in New York booking-offices is that the trouble will be straightened out, but with the city's bookings revised.

ings revised.

New system will be that the
Lyric, a Wilmer & Vincent house,
will get the dramatic shows while
the tax exempt auditorium will play
the musicals or productions the
Lyric can't hold. Understood this
arrangement is in the wind.

arrangement is in the wind.
Richmond went off the legit list
when that city stated the former
tax exempt Auditorlum would have
to pay \$13,000 a year if continuing
to book attractions. Only show that
has playêd Richmond since this
edict was 'Strange Interlude,' at the
Lyric

#### Disguised Censoring

Washington, March 21.

Washington, March 21.

Protest against certain features of the Capper-Norton amendment to the District of Columbia child labor law has been made to Sen. Capper (R.), of Kansas, and Rep. Mary T. Norton (D.), of New Jersey, by the National Council on Freedom from Censorship and the Actors' Equity, essenciable and the

Freedom from Censorship and the Actors' Equity association.

The associations object to the clause which authorizes the Board of Education to Issue permits to children taking part in any profes-sional traveling theatrical produc-tion not considered offensive to nublic description.

slonal traveling theatrical produc-tion not considered offensive to public decency.
Objections are that the clause makes the board in effect censors of the shows appearing here with chil-dren in the cast.

#### Megger to Stage Play

Crosby Gaige has taken a new play by Martha Madison titled The Night Remembers.

He wants Hamilton MacFadden, Fox pleture director, to stage the plece. If agreeable to MacFadden, show will go on right away. Other-wise, It'll probably hold over till the Fail.

Lee Shubert offers to put up \$100,000 to keep the receivership of the Shubert Theatre Corporation going into next season. That proposition is being considered by the court, after a meeting, with credition of the shubert of the shub

Lee Shubert's plan is said not to be one of reorganization. It was estimated that \$2,000,000 of working capital would be required to keep the business going. However, the \$300,000 offer may tide the receiverable over until the new season. Shubert would put in the money by buying receivers' certificates as he can was needed and the court surthorized \$150,000 in certificates of which Lee bought \$50,000. He was reimbursed, fresh money coming in from advance rent on the Winter Garden.

- - Com

There was another meeting Friday bringing the receivers and committees before Judge Francis C. Carfey, who has the Shubert matter in hand. The independent bond-holders' committee asked for an another in the second of the secon

toward the majority of creditors as represented by the other three committees.

Nine subsidiaries of the Shubert Theatre Corporation were placed in receivership by Judge Caffey on Priday. Willied all pauls were committed to the place of the committees of the mortgages could foreclose on properties upon which the interest and taxes were not fully paid. That was shown when the Shuberts recently lost the Majestic, Masque and Royale theatres, which were a separate corporation known as the Royale theatres, which were a separate corporation in the separate corporation which the interest and the properties which are:

Imperial theatre (149 West 46th Street, Inc.); Chanin's 46th Street (226-236 West Forty-fift Street, Inc.); National theatre (Porty-first Street, Inc.); Chanin's 46th Street (Acro Realty Co.); Contral theatre (Jason Building Co.); warehouse (355 Greenwich Street Co.); Shubert hooking exchange; S. Shubert Amusement Co., and San Schredt Heatre (140 Realty Co.); Contral theatre (Jason Building Co.); warehouse (355 Greenwich Street Co.); Shubert hooking exchange; S. Shubert Amusement Co., and San Schredt Massets to the main corporation. The book value of the realty involved is well over \$6,000.

Book value of the Royma's theatres was \$3,335,000.

#### JOISON TROUPE RESTS

Los Angeley, March 21.

All of Al Johan's 'Wonder Bar' company arrived here today (Monday).

They will lay off in the sunshine before opening the local Easter week's engagement.

## House Com. Favors Dickstein Alien Actor Bill, Which Worries London

Washington, March 21.
Two important pleess of legislation, calculated to pleess of the theorem of the plees of the plees of the plees of the plees of the pleess of the ple Washington, March 21,

their ability 'mcrited.'
All musicians and actors come
under the Dickstein proposal. 'A
character requiring superior talent'
must be proved for all American
engagements. Departure must be
assured upon completition of contracts.

Other bills pending o

## Deplored Abroad London, March 21.

Executive Condon, March 21.

Executive committee or British Equity and the Labor Ministry are worried over the report of the U. S. House Committee on Immigration favoring the Dickstein Bill which would restrict foreign artists.

Feeling here is that the entire business may have been started by dealing the condon of a few American artists.

A high official in the Labor Min-

A high official in the Labor Min A high official in the Labor Ministry tells Varlety that the Ministry's attitude has not changed. He feels that there is a belief in the United States that Britain is keeping out Americans, which he deplores as unfounded.

Affred Wall, secretary of British Equity, says that if the Dickstein bill gets through Congress it will create a delicate Anglo-American situation.

#### NO CHANCE FOR TWO **NO CHANCE FOR 2 NEW**

London, March 21.

London, March 21.
Players Theatre Company gave a single performance of 'Playground' at the Garrick Sunday night (20). Plece had been given a brief try-up review of the previously at the Players' own miniature theatre. It's a drama contains the standard of the contains contains and contains own this contains and contains sustain interest for an entire evening.

'Rudolph of Austria' at the Arts Rudolph of Austria' at the Arts Theatre is written around that famous episode in Central Europe which made world history. Piece misses fire with some dramatle op-portunities neglected. Ion Swinley won considerable plaudits by his clever trouping but play has no chance.

#### French Circus Family In Billing Trouble

In Billing Trouble

Paris, March 12.

Paris, March 12.

Bougliones, father and son, ownbrought the art of exploitation to
such a pitch that they are now getting into legal difficulties on.
One stunt is to hire some one
with the same name as a well
known circus owner and then use
it as coverage for their own tent.
This resulted in complaints of the
Geant Gleich and Pinde circuess.
They have also put up Buffalo Bill
posters, using a decoy to substantiate
that the old scout is with the
show.

#### Paris to See '5 Star'

Faris to See 5 Star

Faris, March 21.

Henry Tores, attorney, is busy adapting Five Star Final for stage production here. Camille Wyn, who is currently reviving Rose-Marie at the Mogadon, wants to Show Final in the fall.

The Trial of Tores adapted The. Trial of Mary Dugan for the French stage.

Irene Palasthy Dated
Budapest, March 16.
Irene Palasthy is here visiting with her mother in her suburban home.

home,
It is announced that she will act
in 'Tip Toes,' English musical, in
which she played in Germany, at
the Kledy theatre as soon as 'Mid-

#### OLD MELLER IDEA

London Will Get '10 Nights' by

London, March 12. Birmingham Repertory Theatre best plays in years, including 'Bar-rctts of Wimpole Street,' is shortly

rctts of Wimpole Street,' is shortly producing "Ten Nights in a Bar-Room in its entirety.

Emile Littler, 'manager of the Players, saw the plece done in Chicago years back and wanted to do it perfectly seriously in England. The trougers will descend into the audience and sell peanuts during the interval.

#### **MOLNAR'S 'SOMEBODY'** DISAPPOINTS BUDAPEST

Budapest, March 11. Moinar's annual new play is always regarded as the event of the
season, but this time it fell rather
short of expectations. No denying
the perfect craftsmanship of
'Somebody,' current at the Belvarosi theatre after its world premiere in Berlin and the Vienna performance, both at Reinhardt's—the
new Moinar comedy displays too
much of that quality and too little
of dramatic plot.

The way a fictitious husband is
made up of objects supposedly belonging to him, with the result that
even the speciator, who knows perfectly well that the count does not
exist, cannot help believing for a
definition of the state of the series of the
condition of the series of the series of the
mount of the series of the series of the
Bruckner play at the Vigszinhaz,
got splendid press notices and
much appreciation from every
quarter, but it is too serious to be
a lasting hit here. Frida Gombaszo gives a remarkably fine performance.

Midnight Tango,' new musical Moinar's annual new play is al-ways regarded as the event of the

formance.

Midnight Tango, new musical with book by Vandai and Bekeffi and a sound if not too lively score by Komjathy, is distinctly of the better type of operettas. The piot might do for a farce even without music.

music.

Rather slow in places, but good fun most of the time, thanks to Ratkay, capital comedian. Juci Labass as the girl was not interesting

bass as the girl was not interesting enough and the orange wig she made her look unattractive. The property of the state o

of the jail.
The cast's heroic efforts of get-The cast's heroic eirorts or get-ting a production under way with-out a cent, are well rewarded. Money in the till is distributed every night, and keeps them above water, but the performance couldn't be bettered if everybody had three months' salary in advance.

### Opera Book 'Cynical'

Rome, March 21. Alfredo Casella's opera 'Donna' Serpente' ('Serpent Woman') got its world premiere at the Royal Opera House Thursday (18) to a tumultu-

ous reception.

About half the house was enthusiastic, with the other half deprecaling the piece as ultra-modern and cynical.

Story is based on an old fable by Carlo Gozzi.

#### POLDI REIFF DIES The Hague, March 10.

Foldi Reiff, Austrian operetta minniger, died at Batavia, Java, axed 50, suddenly, of heart failure. He first came to Java in 1914 with a big company for the exhibition at Semarang there.

#### Henlere Wants Fine Back For Running Overtime

Herschel Henlere says he will sue General Theatres Corp., for alleged arrears of salary amounting to about \$23.80 a figure which he says was deducted as a fine for over-staying his act at the Palladium during his act at the Palladium during previously been fined on this cir-cult for the same offence. He admits he has a reputation for over-staying.

On the night of his supposed over-staying, it resulted in a free fight between dressers, managers, and artists.

### Maurice Browne Does A Joe Zelli in London. But Show Is Floppo

London, March 21 Maurice Browne pulled a Joe Zel-li here on his show, 'Punchinello,' and with the same results Zelii had in New York a couple months back

on 'Papavert.'
Show was panned on opening and folded in three days. Browne put it back into rehearsal changed it a bit and recast it. It reopened at the Globe and lasted only another few

### BUDAPEST GETS VAUDE IN 2.000-SEAT VAROSI

Budapest, March 12. Lease of Varoui theatre, seating over 2,000, which has been pending for months, is settled at last. Building, originally intended for People's Opera, and straggling along with second-rate operates for years, belongs to the multicipality.

Now the mayor has signed a convergence of the convergence o

years to Antonio Labridas, international showman of Italian extraction, who proposes to turn Varosi Theatre into the big Yaude house 
that Budapest has been lacking. 
Years ago this city was famous 
for its orpheums and night life, but 
that style of entertainment has gone 
out of fashion here lately. 
Labrida is one of the big show 
people of the continent will citland and Germany. Yarosi Theatre 
will be another link in the chain.

#### Bernstein's New Play

Paris, March 12.
Giving up his habit of writing plays in many tableaux, Henry Bernstein has written 'Le Messager' in three acts and two sets. It will be produced next year at his Le

os produced next year at his Le Gymnase, Leads will be done by Marcelle Romee, Michel Simon, Paul Bernard, Aime Clariond, and a colored girl yet unsigned.

et unsigned. Bernstein is also authoring a picture for Venloo Productions to be directed by Augusto Gemina. Film will star Marie Bell, and Andre Berley.

## Fischer's Operation Paris March 21.

Paris Marca 21.
Clifford Fischer, agent, successfully came through an emergency operation for appendicitis last week.

House is a complete loss.

#### 2 THEATRE DEALS

Natan Taking Up Fournier's Inter-ests-Dufrenne May Build

Paris, March 12. Two theatre deals are taking place, First is the purchase by Natan of Fournier's remaining in-terest in the Empire, the Salle Wagram, the Folies Wagram and Wagram,

the Riaito.

One plan for disposal of the properties includes adding the Rialto to the Empire, and building a big house to be operated on a vaudilim policy. Though no immediate transpolicy. Though no immediate trans-formation is contemplated, it means that Dufrenne and Varna will have to give up the Empire, the last big vaude stand in Paris. This looks like the beginning of the breaking up of the Dufrenne and Varna partnership.

like the beginning of the Dufrenne and Varna partnership.

The other deal is the purchase by Dufrenne, without Varna, of the site of the old Marguery restaurant, presumably for a new theatre. Durant dealership of the control of the old Marguery restaurant, presumably for a new theatre. frenne, though advertising his in-tention to retire from show business and concentrate on politics, ap parently intends to stay in business

#### CEDRIC BELFRAGE'S O. O. OF B'WAY AND H'WOOD

London, March 21.
Cedric Belfrage, film critic of
Lord Beaverbrook's Sunday Express, sails for the U. S. on the
Majestic Wednesday (23) for a six

Majestic Weanesday (20) for a six week visit. He'll hop out to Hollywood dur-ing that time to look things over.

## French Court's Precedent On Play-Screen Dialog

Faris, March 12.
Court dismissed the suit of Man-ager Lehmann, of the Porte Saint-Martin, against the Rostand heirs Martin, against the Rostand heirs.
Lehmann owns the stage rights
to 'U'Algion' and claimed that the
heirs were infringing by selling the
rights to make a picture of the piay.
Since the film is using the dialog
of the play, this decision means
that screen entertainment is legally
not considered direct, opposition to
legit.

#### **Dancers Booked**

Lowe, Burnoff and Wensley (American), original booked into the Savoy for a forting til, were held over for a third week. Trick dance act was asked to stay even ionger, but had to move on to take care of some German bookings. They'll return in June for a month.

#### CARROLL'S ROUND TRIP

Paris, March 21.
Earl Carroll in and out of town.
He'll spend ten days looking over
the shows in London and Berlin and
return on the Ile de France March
31.

Zittau Fire
Zittau, March 11.
Fire has destroyed the Zittau
Municipal theatre. Blaze occured

# Australia

By Eric Gorrick

Sydney, Feb. 29.

Creswell O'Reilly, commonwealth censor, stated in his report that gangster and prison plctures have move given way to mistress themes went on to state that clean plctures rould be almost counted on the digits of both hands. Report admits that there has been a slight important that the has been a slight interest that there has been a slight interest that there has been a slight interest that there has been a slight interest that the amusement houses should see nice trade.

Show Business

Currently business is good and is expected to continue so right over plumy Days. Alex Hamilton, 'Yel-Plature of the report is the grant of the properties of the month to witness the open of the month to witness Visitors Expected Sydney, Feb. 29.

## **BERLIN HOUSES** RELIGHT AS TERMS EASE

Berlin, March 19

Berlin, March 12.

A year ago at least \$10,000 or \$15,000 was needed to go has a treat \$10,000 or \$15,000 was needed to go has a treat the police requested, for stance, a deposit of a sum guaranteeing salaries for two months, Now a sum just sufficient for a few days is demanded. Theatre is satisfied with a percentage of the gross, and so are the actors, prominent or less well known. Only, the same stance of the same stance of the same stance opens under the direction of penning of theatres which have net. played for months. The Renaissance opens under the direction of Huth with 'Case Grossman.' Typical, also, is the coming up of the so-called Licho 'collectiv.' He took over, with a number of actors, the source of the sou

bauerdamm for operettas, the first to be 'Balinacht' (Ball Night') by Oscar Straus.

the Rotters concern which has eight houses. Firm may also apply for the Berliner theatre in which to do Dubarry. Berlin theatres, however, are now headed by the Rotters' concern which has eight houses. Firm may

### PICS AND 4 VAUD ACTS INTO DOM.—GULLIVER

London, March 21.
Charies Guiliver is taking over the Dominion, on behalf of Moss Empires, and will operate the house independently according to his dideas. Starts next Monday (28)

ideas. Starts next Monday (28).
For his opening program Guiliver
will have a picture plus a vaude
show headed by Dora Maughan
(American). With Miss Maughan
will be the Cafe Anglais band and
three other acts.

## LONDON SHOW WORLD

London, March 12.

Another rush of first nights, and more dark houses due any minute. With the critics and public screaming for good shows, and with overheads less than they were a year ago, practically nothing worth while is produced.

Sacond Try Clicks
Perhaps the most important first night recently was the Maurice Browne revival of Punchinello at the Globe. This play, by J. H. Turner, and the second the control of th

Cochran's 'Hat Trick'
Charles Cochran hooks though
the hase Cochran hooks the English
call the 'hat trick,' which means
three successive successes in any
sporting venture. Phrase originated
ting three men out with successive
balls, had a hat passed round the
spectators for monetary appreciation of his provess.
with 'Caveladed,' Helen' and 'Cat
and Piddic.'

Ralph Lynn Alone

Ralph Lynn Alone

For the past 10 years the Aldwych
has annually presented a new farce
by Ben Travers, starring Tom
Walls and Ralph Lynn. Latest of,
fort. "Dirty Wook," opened March
or less inocked out by a hunting
accident hast year.
Show opened quite well without
Walls, but one ticket man is authority for suting that Walls, the
thority for suting that Walls, the
Ralph Lynn, is buildly suggested.
Theatre men will have an opport(Continued on page 58)

## R'way Spurts Despite Lent

(Continued from page 1)
tected by having booked theatre
parties. Broadway's vaudeville and
home of the picture houses are
strongly entrenched with attractions which should counter the
usual dorp the week preceding
Easter.

Paster.
Further improvement is expected from the holiday (28) on. Some agencies claimed trade was no better, but agencies asking small premiums stated that trade was better right through the week. That was substantiated by the final grosses, which in the case of the dramas were better as much as \$4100.

\$1,000.

Three nusicals held to big money.

Of Thes I Sing continued the only show actually playing to capacity at \$30,500; Hot-Cha' appeared hot in the agencies and its first full week at \$47,000 should be mainfained or bettered; Face the Music' to the state of th again turned in a gross close to \$38,000 with more chance for im-provement than 'Cha.'

provement than 'Cha.'

The comedy leaders held to same money both Reunion in Vienna' and 'Animal Kingdom' around \$20,000; 'Counsellor' picked up to \$17,000, and Juliet' improved to \$14,000, while 'Riddle Me This' went to \$12,500.

312500.

Two of the newer shows which came in during the late winter slump have a chance to prove drawing powers after this week. They are 'Child' of Manhattan' (moved to Cort from Fulton) and 'The Warrlor's Husband' liked at the Morosco. 'Child' claimed a pickup last week.

last week.

Two shows are ducking Holy
Week by laying off on Broadway—
Vanitles' and Mourning Becomes
Electras' both resuming Saturday.
Night Over Taos' stopped at the
48th Street last Saturday after less
than two weeks. The Devil Passes' exits from the Selwyn to the road

exits from the Sewyn to the react this week.

To dodge the flock of new trys next week Happy Landing will open Saturday (28) at the 46th Street and on same night Experience Un-Necessary comes back for a repeat try at the National. Revised premiere list next week: Life Begins, Seiwyn; Thimate Relations, Ambassador; The Decox, Mansfield; The Border Line, Biltmore; 'Bloodstreams' (all male, mixed cast), Times Sq.; 'Black-berries of 1932' (colored), Liberty; 'Black Soul', (colored), Irberty; Black Soul' (colored), Province-town, and a Spanish troupe, New

#### Estimates for Last Week

"Blessed Event," Longacre (7th week) (C-1,019-\$3), Held improved form last week; gross again approximated \$11,000; should do better after this week.

after this week.

'Cat and Fiddle,' Globe (24th
week) (M-1,416-54,40). Probably
best money maker among seasors
musicals; business past two weeks
topped \$20,000 and should improve
after Easter.
'Child of Manhattan,' Cort (4th
week) (C-1,043-83). Improvement
last week and also figures to Jump
last week and also figures to Jump
under \$5,000; moved here from Fulunder \$5,000; moved here from Fulton Monday.

"Counsellor - at - Law," Plymouth (21st week) (C-1,041-\$3). Away out in front; picked up last week to \$17,000 and looks a cinch well into

\$10,000.

'Face the Music,' New Amsterdam (6th week) (M-1,702-\$5.50).

Some rear row trouble early in week, but again close to capacity with gross near \$38,000; only 'Hot-Chat biters.

week, but Ngman. with gross near \$38,000; only with gross near \$38,000; only Char bigger. Few Wild Oats, Forrest (1st week) (C-1.015-\$3). Presented independently (C. W. Kelin); written by Arthur Hoerl; opons Thursday.

Saturday (28); business good upstairs, but grosses down to \$11,500.

Night Over Taces, 48th St. Taken of last Saturday; good production My Continues and the state of the state of last Saturday; good production My Tip, due April 11.

'Of Thee I Sing, Music Box (13th week) (M.1,000-\$5.00). Continues only show in town playing to calculate the state of the s

lately around \$9,000.
Other Attractions
'Night With Barrie,' Playhouse;
revivals of Allo Sit by the Pire
and Old Lady Shows Medals,'
What's It to You,' Frovincetown; amateur revue.

#### 2 of 4 Frisco Shows Don't Mind Lent; 'Mouse' Opens to Nice \$11,000

San Francisco, March 21.

San Francisco, March 21.

For the first func in months local legit is booming, four houses open control of the property of the

#### Estimates for Last Week

Estimates for Last Week
'Church Mouse,' Alcazar (1st
week) (C-1,600; \$1,500. Started
healthily and may ring the bell for
as high as \$1,000. House has been
defined the started that the started
First Mrs. Fraser,' Curran (2dweek) (D-1,600; \$2,50). Polite show
with Grace George that is finding
the going tough, as \$4,000 indicates.
'Grand Hotel,' Geary (3d week)
at \$13,000, Mtd probably, will remain
two more weeks.

week) (C-1,015-83). Presented in-the going tough, ac-37-20 dependently (C. W. Keim); written by Arthur Hoeri; opens Thursday (C-1,700: \$2.50). Clicking sweetly (34, tc. 1, 5). A gendes report excellent demands of the control of the

#### BOSTON SHOWLESS

Holy Week Finds Town Bare of

Boston, March 21 Boston, March, 21.
This week finds the town without a single attraction in the legit theatres. Several are booked for Easter Saturday openings and others venture forth after Holy Week has passed.
Blanche Yurka in Shaw's Candida, the only legit here last week failed to better previous week's grosses. In her four week's stay at the stay of th

#### Scandals' and 'Barretts' Philadelphia Smashes at \$52,000 and \$33,000

Philadelphia, March 21. Just two legit attractions in town st week and both of them were

Philadelphia, March 21.
Just two legit attractions in town
last week and both of them were
smash hits.
George White, booking independently, came into the Metropolitan
Opera House and cleaned up. The
rental is understood as having been
rental in all incidentals he was getthing a 90-10 break on the booking,
Weck's gross was 452,000.
The other wallop was 'The Barretts of Wimpole Street, which exseliout at the Forrest. The orchestra was moved out of the pit to the
balcony mezzanine, thus giving 43
extra seats downstairs, which after
the opening were completely soldout entirely beforehand.
These two solid sellouts in height
of Lenten period show the real
trend heve in Philly. If they want
can be a solid the seek, with three
scheduled for next Monday (28).
Mask and Wig's Tuff Neck will
service comes to the Broad for all
have the Russian revue, 'The Blue
Bird, for Easter Week. There are
a half dozen or more April bookings.

#### **FUTURE PLAYS**

"Circus Princess' operetta of 1927, being revived by Shuberts.

"I.C.tl." by Samuel Hr-Cohen and Carry Funk Koch, now being cast by Howard Millman, who recently left Lyons & Lyons to become a producer. No date set for production yet.

"We Are No Longer Children,' Leopold Marchand comedy adapted by Wm. B. Murray and lika Chase, is now in rehearsal, with W. A. Brady, Jr., doing his own staging. June Walker and Geoffrey Kerr have the leads with Spring Byington, Harold Vermilyea, Dorothy Lee in support. Due early in April.
"That Milkin Woman,' by Howard That Hilkin Woman,' by Howard Leep and the support of the production by Howard Leep and the support of the sup

Constock, for production by Joseph Daly,

"En Famille," by John Halloran, actor, to be produced by Bruce Conning and John Gunning.
"Foreign Affairs," by Paul Hervey F. x and Geo. Tilton, will go into rehearsal today (Tuesday) under sponsorship of B. F. Kamsler and Arthur Lubin. Dorothy Gish, Osgood Perkins and Henry Hull in the cast.

good Perkins and Henry Hull in the cast.

'Park Journey' is being readied for production by Douglas Montgomery. Marie Baumer, author.

'Shanghai Marriage,' first play by R. R. Harris, English author, opens in Boston Saturday (28) with E. E. Clive heading a cast which includes Edward Emery, Harry McNaughtion, 'Noel Tearle, Kathryn March, Katherins Standing, Dalsy Belmore and Elizabeth Johnston. Staged by Usalier J. Casey and produced by Walter J. Gluck.

#### Engagements

Clare Woodbury, Molly Pearson, Frank Conian, Louis Jean Heydt, Eleanor Shaler, 'Housewarming.' Lorna Elliot, Madge North, Kirk Brown, The Decoy.' Scott Seaton, 'Strange Case of Claru Dean,' Barry Townley, Elise Bartlett, Jos. Crehan, 'Angels Don't Kiss' Young, Take My Tip, 'Joseph Charles,' Take My Tip, 'Juan Hernandez, Guierez Don-elley, Alvin Dexter, Armethine Lattiner, Hayes Prior, 'Black Soibs', Lögisk Jean Heydt, 'Housewaunling',

ing."
Mersine Flood, Intimate Rela-Many Davenport, 'Happy Land-ings.'

# Chicago Record Low with Only 3 Legit Shows: Had 11 Last Yr.: 'Zombie' Away Fairly.' \$6,500

Chicago's legition presents this week the sorriest speciacio. In its business history, dating back at least to the turn of the characteristic properties and the control of the control of

among. With only three shows to pick from the divvy during the current Holy Week should be ample to water mark but contribute a healthybit to the grouch bag. "Chocolate Soldler Saturday (19) carved out a profitable seven-week run at the Erlanger, with Charles Purcell and Vivienne Segal, co-stars and, owners of the revival, able to out of the town this season. Musical went into a week's layoff, and is slated to open in Washington Baster Sunday. Shutters were slapped onto the Erlanger for at least a six-week stretch, with Wallesta as ix-week stretch, with Wallesta of the week stretch. With Wallesta of the week ticket. Other Erlanger-booked stand, the Illinois, also still without an immediate booking in the offing. Scarcity of shows helped 'Counsellor-ait-Law' particularly, that one enjoying about the best week of its over the \$10,000 mark. Show this week embarks on a new matinee scale policy. All balcony seats will be tossed out through the grill at a buck a throw, while the entire lower floor on both the Wednesday ances will be elashed to \$1,50 per pew.

ances will be susseed to show per per control of the per control of th

major part of the money bunched in the last three days. Luys off this week and opens Easter Sunday in Washington. Brianger dark until the latter part of April, with Water Hampden's version of Cyrano de Bergerac' figured as the next attraction.

traction.

'Counsellor-at-Law,' Selwlyn (6th
week) (CD-1,086; 32). Week's only
non-cut-raler. Jumped to around
\$10,000 mostly due to lack of drama
opposition. 'All balcony seats for
matinee sold at \$1, with lower level
chairs going at \$1.50 throughout in
price slash effective the current
week.

week.

'Death Takes a Holiday,' Play-house (3d week) (D-603; \$3). Coming along favorably. Economical hookup meant profit all around at near \$5,000. Advance oke.

near \$5,000. Advance oke.

"Experience Unnecessary' Havis

(4th-final week) (C-1/084; \$3). Going into cuts didn't bring this one
any succor. Gross tipped a half
yrand to around \$7,500 on the blowout, with practically all coming
from price sources. Production and
cast returned to New York. House,
dayk indet.

"Zombie," Adelphi (1st week) (D-1,110: \$3). Started off at a fair clip, pulling around \$6,500. Future problematical, though those that come scream justily and depart sat-isfied.

## \$18,400 FOR 3 IN BARREN L. A.

Los Angeles, March 21. Los Angeles, March 21.
Only three legit productions kept open house last: week. Walter Hampden's Cyrano', and Edward Everett Hotton's Springtime for the control of the con

Jose E. Srown in Square Crooke

better of the state of th

age. Square Crooks opened day Springtime for Henry' (2nd week) (C-1152; 29). Strong at \$7,500, with indication that it can hold this pace for another fortnight.

#### Sigma Chi' Not So Big For Bainbridge Stock

For Bainbridge Stock.
Mineapolis, March 21.

'Sweetheart of Sigma Chi' was not a strong card for Bainbridge stock at the Shubert, although, drawing a trifle better than its two drawing a trifle better than its two Miggs.

A professional wrestling match on one of the nights helped Ruber on one of the nights helped Ruber of the nights helped Ruber of Sayety. Hinda Wausau is back as a guest star this weck.

After a stretch of dnekness, following the Milliam differences again this week with Crazy Guill'.

#### AHEAD AND BACK

offer. Likely that the Shuberts will take over the Darris on a flut yent of the Cornell run. Lew Osterie shead of Lucky Osteries shead of Lucky Osteries shead of Lucky Const colored musical new at the Columbia, San Francisca Dayton Stodart, pag. We Are Norwell of the Columbia, San Francisca Chite Columbia Chite Columbia Chite Columbia Chite Columbia Chite Columbia Chite Chite

## Concert

· By Sallie

#### Respighi's Concerts

Ottorino Respighi is conducting three concerts of the Philharmonic Symphony Society. The first was a unique event in the music world. Respighi's musicianship is genuine, and his simple charm of manner on the platform a delight.

and the platform a delight.

"Mary of Egypt' (a mystery Triptive for concert three episodes, book by the period of the period of

lacks color, but she uses it well.

Nelson Eddy, Tedesco, HelenGleason and Myrtle Leonard sans in compelling style. Urban supervised the production and Nicola Benois the scenic and costume designs. The set was created by Resplight from three paintings.

Crowded house and an enthusian-

tic audlence.

#### Intelligent Singing

Intelligent Singing
The Oratorio Suclety gave a Lenten concert at Carnegle Hall. Two pastins by Hoist, who is now on a sistit to this country, and The Dream of Gerontius, by Elgar, were the works presented. The Elgar cantata, inspired by Cardinal Newman, was heard here about 11 years ago. It has a strong mystical appeal.

Albert Stoessel conducted with authority, Nevada Van Der Veer, contraito; Dudley Warwick, bass, and Dan Gridley, tenor, were the soloists. In the Holst psalms, Mary Catherine Akins, the solo soprano

and Albert Barber, the tenor, sang with much intelligence.

#### Miss Braddock's Recital

Singing her first song recital, postponed from January 22, at Steinway Hall, Amelia Braddock, English mezzo-soprano, offered an interesting program. Old French and Italian airs, German licder by Franz and Bach, and a final English

Franz and Bach, and a firal English group.

Miss Braddock uses her voice badly, and many things she attempted were beyond her control. There is a lack of breath control, due to the tones coming from the back of the throat, which is forced and eventually too great a strainwhere the singing in the mask is round and full and easy.

A fair house. A fair house

Friendly Audience
Irima Alvano played a program
(piano) covering Ravel's Paranne.
Debussy's 'La Fille aux Cheveaux
de Lin,' as well as variations from
Beethoven and Bach-Liszt, which
opened the program. Miss Alvano.
In technique dynamics and tempo,
appears to, be lacking, but her interpretations of many of the moods
of the commoners registered.

f the composers registered. Fair house and friendly response.

Percy Grainger will conduct Westchester County's first concert of combined orchestras at the County Center, White Plains, in April.

Godfried H. Federlein, organist of Temple Emanu-El, will give his annual recital at the temple, play-ing works by Reger, Gigout, Stra-vinsky, Wagner and Bonnet.

## **OUT OF TOWN REVIEWS**

#### THE DARK HOURS

Baltimore, March 16. Baltimore, March, 16.

Biblical drama in five scence by Don Marquis. Directed by Joy Higgine; settings by C. Norris Houghton; coatumes by Bilgabeth Higgins Sullvan; incidental music by Abram Mosce by the University Repertory Players at the Maryland Theatre, Baltimore, March 14, 1892.

Calaphas
Annas
Annas Went Smith
MachirKent Smith
MalchusMyron McCormick
Peter
John Peter Wayne
Andrew Stanley Liteinger
Andrew Tomas Diebords
James James Richards
PhilipB. C. Everinghim
Abiahua Kenneth Berry
Pllate Charles C. Leatherbee
Riind ManJohn Lewis
Messenger from HerodJohn Swopa
Procla, the wife of Herod. Barbara O'Nell
LazarusJeoffrey Palmer
Lazarus Parinet
MnryMrs. Robert Harrison
First Thief Charles C. Leatherbee
Second Thicf Bretaigne Windust

It is a far cry from the comic inebriety of 'The Old Soak' to the reverent tragedy of 'The Dark Hours,' but the passion play world-

Hours, but the passion play world-premiered by the University theat-tre for the final week of their local-tre for the final week of their local-naywight as the Broadway success of other years.

The Dark Hours' is a sincere-reverent, and engrossing dramatiza-tion of betrayal, trial and crucifixion of their properties of the dramatic. It practices economy in both incident and dialog. A faith-ful staging of the biblical text, it hardly offers a treatment of the second properties of the control of the second properties of the control of the properties of the properties of the voice of the Divine Prophet.

Voice of Jesus Christ is heard, but He is never

Christ is heard, but He is never seen, and the handling of this all-important Voice is so expertly done that the audience is always con-

scious of His presence. And it is accomplished without resort to backstage aids to the supernatural. In the local production Marquis shared honors with C. Norris Houghton, whose settings that you will be the control of the production of the piece of the present the control of the piece. The control of the piece of the temple scenes.

ness of the temple scenes.

As a Lenten play for church or art theatre groups the Marquis manuscripts is eminently satisfactory; as a commercial possibility it is doubtful.

Tall.

#### Australia

(Continued from page 50) of comedy in the various units.

Weekly change Hoyt houses (film) keeping to high level with dual features, orchestra and stage act.

Copyright Fees and Radio

Gosyright Fees and Radio Broadcasting managements: are fighting the Australian Performing Rights Association to have the fees reduced, or abolished. In regards to music on the air. Managements say present fees are too high and crippling all stations. A.P.R.A. say that charges are made to protect authors and composers and must reauthors and composers and must re-

main,
Stations were further hit recently
by an edict from record manufacturers refusing to allow new disks
to go over the air.
Broadcasting in general is at

Broadcasting in general is at a low ebb here as regards programs. Government will appoint a commission soon to manage the A class stations. B stations do not come under governmental control because they do not receive any subsidy recovered to the station of the stations of the stations of the stations of the stationary of the stationa

Up in Arms

Many suburban and rural exhibitors are up in arms against certain American distributors who try to force the exhibitors to contry to force the exhibitors to constitute the control of the co

551 Fifth Ave., N. Y. C.

Phones: Murray Hill 2-7838-9

# In "YOUTHFUL AS EVER," by NEVILLE FLEESON

- -revived BALLET GROUPS in MUSICAL COMEDY? (Remember "Rio Rita"?)
- -was the first to stage BALLETS for the "TALKIES"? (Remember "Hollywood Revue"?)
  - -introduced small UNITS of SOLO-DANCERS? (Remember "Wonder Bar" and last "Ziegfeld Follies"?)
- -adapted BALLET and INTERPRETIVE DANCING to the Modern Requirements of MUSICAL COMEDY? ("Three's a Crowd" — "Band Wagon" — "Face the Music")

# ALBERTINA RASCH

ACCLAIMED THE MOST PROLIFIC. MODERN AND **VERSATILE DANCE PRODUCER** ON BROADWAY

"ALWAYS KEEPS ONE STEP AHEAD"

113 West 57th Street, New York City

merit the extra charge to the exhibitor. The exhibs are quite willing to pay for the regular special, but object to the high-handedness of many distributors in labelling soventy-five per cent of their releases as 'specials.'

Radio Slipping

Radio Slipping
Radio lon the down-grade as regards programs. The the saccalled 'A' stations. These the saccalled 'A' stations. The government as deducted its share, but the programs do not compensate the listener for his yearly slug of \$5. There has a fact of the saccalled the saccalled 'A' stations. There has a stations are not stationally dependent upon advertising for revenue. The majority of air fans preferring the 'B' stations are asking that the former or the former asking that chief the 'B' spots put on ing that chief the 'B' spots put on the saccalled the saccal

duced.

It is predicted that before very long the government will take over the entire control of broadcasting from the combine now operating the 'A' stations.

#### A CURE FOR FEAR-FROZEN **DOLLARS!**

HOW TO CORRECT AN ECONOMIC AILMENT hat PROLONGS DEPRESSION

at PROLONGS DEPRESSI
It has happened before—many
innee—this aftermath of paninnee—this aftermath of panirremendous cash surpluses
piled up, the money wealth of
the country idling in huge
repositories—lidden away—
polates—trosen by Fearl
It is natural, human—yet, is
It sound?
One of the simplest surest.

it sound?
One of the simplest, surest, most effective ways to financial security in later years—to a permanent unshrinkable estate that is certain whether you live or die—is a RETIRE-MENT ANNUITY.

For further information see

# JOHN J.

#### That N Y. Concentration

That N Y. Concentration
Far from heeding the plea of outgt-town booksellers to distribute
book advertising in newspapers
shroughout the country, and more
space in the nationally-distributed
space hooks, unblished conspace in the nationally-distributed mags, book publishers are concen-trating advertising in New York more than ever. From most of the present schedules it appears no one reads or buys books outside of New

reads on buys books outside of New York.

Where formerly book advertising was concentrated in the "Times' sunday literary supplement, it's now distributed among all the standard size New York newspapers, daily and Sunday, curtailing those of the out-of-town inewspapers, daily and Sunday, curtailing those of the out-of-town inewspapers and sational mass that used to get a gave crumbrate of the control of the

New York dailies like the 'Herald New York dailies like the 'Herald Tribune' and 'Sun,' notably the former, are showing big gains in book advertising. Other standard size dailies also carrying more book ade than before, inaugurating daily book reviews and news.

Must mean only one thing, that we wottside of New York read books, and that these get their book news from New York, anyhow.

#### Another Wan Tale

Lajoz Zilahy, author of Two Prisoners, has added another to the long list of authentic war stories in The Deserter, which has been flu-

long list of authentic war stories in fifth Deserter, which has been flui-ently translated by George Halasz and printed by Doubleday Doran, though the spelling suggests this has been done from English plates. The strictually the life story of the strictually the life story of the strictual of t self-seker who uses a cause to promote his own prosperity. His entire outlook on life made sodden by his contracts, he finally finds death in resenting an insult to his cowardly brother

ardly brother.

Story preaches no violent antiwar propagands other than in its
telling, but it is an absorbing-human document in its graphic and
initimate study of a wartime mind.

Sbould find appreciative readers on
this bide in spite of its intensely
local coloring.

#### Gabriel's Novel

Gabriel's Novel
In his latest novel Gilbert W.
Gabriel uses an uncommon viewpoint in that T, James Lewis' is
supposedly written by the hero aftwhis death, the work opening
the arresting preamble, T,
James H, James H

The novel is an historical ro.

bind.

The novel is an historical romance based on the expedition which founded the trading post of Astoria, Ore., for John Jacob Astor. History is merely the background for a virile story of adventure in which romance is subordinated, the substance of the voyagners imported from the story of the expedition. It is a data to add the expedition. It is a data to add the expedition. It is a data to add the strong talk of seafaring men and frontiersmen. It finds its climax in an Indian attack on the brig, which has engaged in a trading voyage, following-constitution of the fort. Lewis, fatally hurt, is left aboard and blows up the powder magazine when the Indians swarm aboard the supposedly produced a volume which will rank well with earlier efforts to revive ploneer days.

Bon to Enable Safetters.

Boon to French Scribblers
Current slump has drawn a sharp
line in Paris in the writing fraternity between those who are
practically starving, and those who
are unprecedently doing well. The
former are doing anything they can
to make hoth ends meet, including

ghosting and are strongly agitat-

ing in favor of government relief.

Preparatory to forthcoming elecing in favor of government relief. Preparatory to forthcoming elections, government is responding, the proposed of the consideration of

noney. Henry Bernstein is a good busian, and Alfred Savoir is ness man, and Alfred Savoir is drawing much money from Para-mount as is also Yves Mirande. Paramount has done much locally to keep up authors prices by cor-nering the best writing talent.

'Beer' as Title

Whether 'Beer' can be used as a title for a mag is holding up a new humor monthly. Contents of first numor monthly, Contents of first issue already printed except for the cover. Publisher Murray M. Schlein cover. Publisher, Murray M. Schlein, connected with a local bindery, has been commuting between N. Y. and Washington the past few weeks, thus far without definite knowledge whether it's legal to use the word atop of his mag.

Trouble, according to Schlein, appears to be that under the prolibi-

tion act the word 'Beer' cannot be used for advertising or display purposes. Meant, of course, in conpurposes. Meaning octual antial nection with the actual article, bit some in Washington profess to see the word Beer on a mag cover as under the prohibition ban because it would be used in connection with display. Schlein trying to obtain an official opinion from the Department

official opinion of Justice.

Nothing Volsteadian about the contents, the mag going in for general humor. W. B. Carnahan is the eral humor. W. I new mag's editor.

Shaw Perusing Again.
Will hardly please Gordon Craig to learn that George Bernard Shaw is looking over the proofs of Archibald Henderson's new blog of Shaw, Bernard Shaw: Playboy and Prophet: Means, of course, that the account will be as Shaw wants II, and not as Craig thinks an opin-toncent of the publishers is to issue the Shaw story as an 'author-

issue the Shaw story as an 'authormust be in agreement with the sub-ject. A cinch for Shaw to be pre-sented to the world as he wants to be presented, and probably sented to the world as he wants to be presented, and probably many alterations in the book, for Shaw still has the proofs, neces-sitating a postponement of the pub-

Shaw still has the proofs, neces-sitating a postponement of the pub-lication date.

Henderson has treated Shaw be-fore, and kindly, and hence it's not likely he will find anything wrong with the new work. If so, Shaw has the opportunity to remedy any-thing detrimental to him, anyhow.

#### Denver's Critics

Denver's Critics
Dramatic critics are being changed
In Denver on both papers, as a woman changes her mind Diret change
made in years came last fall when
Kaspar Monahan left the News'
and went to the Post, replacing A.
Louden Kelly took Monahan's
place on the News'. A couple of
weeks ago Monahan left the Post'
to go to Pittsburgh on a reporter'
job. Al Birch, at one time city
editor of the Post,' and later publicity director for Publix there, and

editor of the Post, and later pub-licity director for Publix there, and at present publicity director for the Post, added that Job to his. Last week Tred Speers, who has been with the Post for a few years, was given the dramatic page. A. De Bernardi, who left the 'Post' to be-come local ad manager of the 'News' has been placed in charge of the 'News' amusement page.

Another 'Strange Career' The Strange Career of Bishor Sterling, published by the Metcol Press, was previously in the possession of two publishers. Reported Press, was previously in the possession of two publishers. Reported to have been first held by Mohawk, but recerted to the unter when that concern was reorganized into the firm now bearing that name. The book then went to Vanguard, but objections by Bilshop Cainnou to parts of the book is said to have caused Vanguard to drop it. 'Stephen Endlectt,' down as author of the work, is understood to be. W. Adolphe Roberts, forner mag publisher and novelist; and he may have something to do with Meteor Press, too.

the publisher.

#### Distall Dans

Birchail Roams
Frederick Birchail, for many years
managing editor of the New York
Times, has been sent abroad by
that paper to join its foreign service. Jimmy James, formerly in
charge of the Times' European oftakes over the m.e. duties in Your York

New York,
James was one of the Times
correspondents abroad during the
War and afterwards took chaige of
the Paris office. Several years ago
bis headquarters were switched to
London and he supervised all Pujope for his sheet. About a year
ago he was brought to New York to become night m.e. with Birchall

to become night me, with Birchall handling the day supervision.
Birchall abroad will more or less freelance moving about from spot to spot where the news is hottest. Times' carries a bigger staff in Paris than any other American have a been a supervision of A.P. and U.P.

#### Tricks of the Trade

Tricks of the Trade

Robert C. Bruce, whose travelogs and scenics are known to ploturegoers, has collaborated with Pat
Dowling, press agent, in the production of Camera Secrets of Hollywood, an ambitious title for a booklet of suggestions on still and motion camera work. No effort has been made to develop an exhaustive study of cameracraft, but some good pointers are given, though the chief value of the book is the wealth of illustrative material with accompanying comment.

No price is marked, but the paper covers suggest oppular appeal and

overs suggest popular appeal and he imprint, 'Screen Secrets Pub. Co.,' with an address at the Metrothe imprint, politan studio lot, would indicate

It forms a handy and suggestive volume for the amateur, more par-ticularly for those who go in for ticularly

#### Russ Literati at Play

Russ Literati at Play
How quickly false reports can
spread was the subject of a journalistic experiment in Moscow as a
means to prove the point. As a result there was keen disappointment
over subsequent denials of story
that Feedor Chaliapin would return to Russia.

to Russia.

Report of his impending arrival
was started by Karl Rudek, leading Soviet journalist and Moscow wit

Radek, to illustrate how quickly news, right or wrong, can spread, said he might just say something off-handedly and waten is spread. "For instance," Radek said, "let's pass the remark that Chaliapin is

Kext day the whole city was talk-ing about the singer's visit and the day after the whole country was talking about it.

Burton's One Book Firm A new book publishing firm with the purpose of getting out but a single book. It's the Arlington Fublishing Co., Cormed by a Philadelphoral of his own authorship entitled 'Madame Cinderclla.' Authorship of the book is credited to Mauricc Carter, that representing Burton's first and middle names. Headquarters of the firm is the same as that of the Brooklyn plant of Braunworth & Co., book manufacturers. No connection with the Braunworth merely manufacturing him to use its address at which to receive mail. Burton's One Book Firm

receive mail.

M. C. Burton hitherto unknown as either a scribbler or publisher.

Garnett On Hollywood 'Tali Tales from Hollywood' b Tay Garnett, film director, is a hu Tay Garnett, film director, is a humorous discourse on pictures in familiarly humorous vein, made so, perhaps, through editorial liberties by Liveright, Inc., (\$1), which clided the original comedy reference style which the author created. Garnett, a Hollywood scenarist as well as director, evidences knowledge of a fund of typical Coast

anecdotes which are recounted in the George Ade manner of modern

but objections, by Bishop Camon to parts of the book is said to have caused Vanguard to drop it.

Stephen Endlevit, down as author of the work, is understood to the March and the Ward, is understood to the Ward political sensational weekly to the Ward, is understood to the Ward political sensational weekly to the work, is understood to the March and the Ward political sensational weekly to the Ward political sensational weekly to the Coast, which have dign. ceres of love which the torthose labors of love which that of the total ward in the total ward of the total proposed that are desired in 1921 but not until a decade later combination of the Ward political sensation in the Coast, which have a ging norrespondent started in 1921 but not until a decade later combinate ward from the work to be their money that the total of the work of the work of the work of the work of the work, is political in a total ward of the total ward of

the arrest of seven newsboys selloulation manager who was formerly culation manager, who was form with several of the dailies. Co are sold on downtown corners hawked through the residential tions and in front of picture stud-

#### Humanaue Kusy

Humorous 'Krax'.

'Krax', semi-monthly and amusement sheet in tallold newspaper format, is Hollywood's youngest ubblishing venture. Sixteen inges, two-color and sells for a dime. Gags, short-shorts, and cartoons predominate. Show material in the first issue is mainly the double-truck center listing theatre bills, including leading neighborhood theatres, and a number of suburbance and a number of suburbances and an author of suburbances and suburbances. It double the comment columns. Itadio is incorred.

cluding leading neighborhood the-avres and a number of suburban towns. Sports and fashions have comment columns. Radio is ignored.

Editors announce they'll lay off politics, but half a page is de-voted to a caricature of Hearst for no apparent reason but the head-ing Garnerings, while the sun shines. Editor is Charles Kim-berlia and business manager E. W.

#### Ryskind's Follow-Up

Ryskind's Foliow-Up
Shortly after Alfred A. Knopf
issues the book and lyrics of 'Of
Thee I Sing' in book form, Minton
Balch will publish' 'The Diary of
an Ex-President,' by John P. Wintergreen, and 'edited' by Morris
Ryskind.

yskind.

Byskind is the co-suthor with Ryskind is the co-author with George S. Kaufman of the book of 'Of Thee I Sing,' in which the char-acter of the President bears the name of John P Wintergreen. In his The Diary of an Ex-President,' Ryskind deals more fully with the principal character of the Sam H. Harris musical.

Tracing 'Sucker Lists'
Origin of sucker lists is disclosed
by Watson Washburn and Edmund
S. De Long in their new book,
'High and Low Financiers,' as oc-

right and Low Financiers, as oc-curring during wartine. Names of purchasers of Liberty Bonds made hublic were used as sucker lists by others with some-thing to sell, say the two authors, and it worked so that the sucker list thing became quite a medium for honest and disnonest solicita-tion. Figured by the authors nearly a billion dollars a year is taken from gullible persons through suck-er lists.

## Hearst Frisco Tightening Couple of Hearst efficiency ex-perts went over the 'Examiner' and 'Call-Builetin,' San Francisco, staffs with fine combs, handing out 10% outs and letting out a number of

cuts and letting out a name employees.

At the Examiner the axe-wielders moved drama and music staffs from their private offices into the newsroom and plastered For Rent signs on the offices. Several sports writers covering training camps throughout the country were called home and pinned down to definite beats.

Fan Fashion Quarterly
Dell getting out a new mag, a
quarterly, called Beauty and Fashion, and dealing solely with fashion,
beauty and home stuff as practiced by the femme picture stars. Offers a break to the studio press agents to plant again the old time publicity matter of this type, in contrast to the inside stuff now in demand by the film fan mags.

Mary Biddlo editing, assisted by Margery Weils, who insed to write fashion pieces for the New York Times' and 2'vening World. by the femme picture stars.

## A Busy Lad

All round literary worker is Charles Beahan, who does plays and novels and who, in his con-nection with the American Play Company, places not only his own efforts but the literary output of

others.

Bealian had a play done this sea.

Chele and has placed son, 'Society Girl,' and has placed one of his novels, 'Night for a Lady,' ancedates which are recounted in the one of his novels. Night for a Lady, George Ade manner of modern with Harrison Smith for April published in slang, with capitalizations lication. When not particularly busy it that the price, one of those that is beauniful to the price, one of those that is serven, handly for a snavin here and the when fury nones.

Louis Macloon's publication in-tentions on the Coast, which have

#### Swaffen Declines

Swaffer Declines

"The Week End Review' offered, a prize for the best oblituary written either by Swaffer or James Douglas on Rothermere and Beaverbrook if both were killed.

Swaffer replied he didn't think the idea was tunny and said that while he differed from Beaverbrook in politics, and also idea about running papers, the latter had always stord up for him in any rows he had got into while on the 'Expras' group.

Beaverbrook wrote Swaffer saying.

Beaverbrook wrote Swaffer saving that when the time came for his obituary notice to be written he knew of nobody whom he would prefer to have write than Swaffer.

#### One Yonkers Paper

With the consolidation of the 'Herald' and 'Statesman,' effected last week, Yonkers, with a population of 135,000, has but one daily newspaper. Formerly there were

three.

Hoth the Hernid and Statesman' were started as weeklies about 55 years ago, but each has been issued as a daily for nearly 40 years.

Frank E. Kavler, owner of the Heraid, sold to J. Noel Macy, publisher of the 'Statesman', who will continue the paper as the 'Heraid-Statesman'. Xavier retires.

#### Mrs. L. Madison Dies

Mrs. Lucy Foster Madison, 67, who had been writing short stories, magazine articles, and novels with an historical background since 1899, all instorted background since 133, died last week at her home in Hud-son Falls, N. Y. She was best known, perhaps, for her 'Peggy Owen' stories which appeared in 1900 1919

1908-1912.

Deceased was born in Kirksville,
Mo. Had lived in New York State
since her marriage to Winfield S.
Madison in 1890.

#### Ledbetter's Letter

Ledbetter's Letter
Frank Ledbetter, publisher of two
Illinois newspapers, the Carterville
'Herald' and Pulaski 'Enderprise' at
Mound City, was freed of contempt

Mound City, was freed of contempt charges in court in a case involv-ing freedom of the press. Ledbetter was accused of print-ing an open letter communication that called attention to a \$15,000 damage suit, where the plaintiff asked damages for illness resulting from eating an alleged mouse in a can of chili

Real Names of Authors Tiffany Thayer, author of 'Thir-teen Women,' is Elmer Ellsworth, teen Women, is Elmer Ellsworth, fr.; Anthony Pryde, "The Story of Leiand Gay," is Agnes Russell Weeks; M. A. Dormie, 'Expatriates,' is Marian Edna Dormitzer Sharrock; Agatha Christie, 'Perll at End House,' is Mrs. Max E. L. Mallo-

But who is Kathleen Shepard, au-thor of 'Country Club Girl.'

#### Honorary Chair

Honorary Chair
A permanent chair for Edgar
Wallace is to be installed in the
London Press Club, as a result of
a collection among the members.
Wallace was at one time the chairman of the club.
Wallace who wrote more about
Scotland Yard than anybody else,
had never been inside the place it
is now said.

The Holcomb Cook Book
Mrs. Willard Holcomb, wife of the
press agent, has gotten out a cook
book to exploit her salad dressing,
('Oliz Nalz' (Mitt Gross for cheese
and last syllable of mayonnalse),
containing a flock of recipes involving the product and many of
them contributed by stage people.
Take it from the Missus, you can
even use it on popcorn.

#### Anderson's Tip

Sherwood Anderson is now ad-Sherwood Anderson is now advising young and ambitious writers to take the small town route. He is also looking for some kind-hearted philanthropist to help talented young men to buy small

town newspapers.

Anderson talked before the Advertising Council of the Chicago Ass'n of Commerce.

Edward Storer, Poems

Edward Storer, V.P. and Variety'
correspondent in Rome, has had a
book of poems titled, Tve Quite
Forgotten Lucy, brought out by
Dan Rider of London. It's one of
those labors of love which this tocigm correspondent started in 1321
but not wall a decode by

54

Columbus, March 21.

Rabbi Jacob Tarshish, who resigned the rabbinate of Bryden road temple here about a month ago, to davote himself to broad-casting theatre reviews and other amusement comment, is to open a Community church, broadcasting all sermons and other activities from there along with his theatre work.

from there along with his theatre work.

The rabbl was practically forced to resign at the synagogue due to antagonism to his radio work, his commercial hookups especially arousing the ire of his congrega-tion.

Perry Hosford now program manager for the Raiph Atlass WIKS station in Gale Ind.

# EDDIE DUCHN

CELLITRAL PARK CASINO ORCHESTRA COLUMBIA BROADCASTING

SYSTEM WEDNESDAY SATURDAY SUNDAY

# BARON LEE

#### BLUE RHYTHM BAND

Featuring Edgar Haves, pianist WEAF Mon. and Thurs. 11:45 P. M. From Cotton Club, New York

Mills Dance Orchestras, Inc.

THE RADIO FAMED

#### Arrange Uniform Radio Fees for All B'dcasters Washington, March 21.

Washington, March 21.
While the Senate confirmed the appointment of Col. Thad Brown as a member of the Federal Radio Commission this afternoon, the Ser...te Interstate Commerce Committee adopted an amendment to the Davis bill proposing a license fee for all broadcasting stations. The license fees range from \$1 for am-ateurs to \$25 per unit of 100 watts or less for the professional broad-casting stations.

casting stations.
Senators Couzens, Dill and Pittman, working on final details, will
report to the Senate within a few
days, it is said. The proposed jegislation is revolutionary and would
do away with the present short
term of licenses, all licenses to be
issued for a full year period.

## **BROADCAST ON MOVING** TRAIN TO COST \$8.000

CBS broadcast of the Ever-Ready period, with Belle Baker and Jack Denny's orchestra, from a moving train on March 27 will cost the commanaiai about \$6,000 extra

mercial about \$6,000 extra.

It is planned to broadcast the Ever-Ready period at the usual time from a Baitimore & Ohio train running between Washington and New York. Newspapermen and Congressmen have been invited to go along, with all fares paid by CBS. Understood that the agreement between CBS and Ever-Ready on all cytra costs which broadcast may involve is for the field work to may all the cost of the train trip and broadcast will reach about \$8,000. This synchetical throadcast will reach about \$8,000. This synchronial trains and talent.



STREET

PAIGE Musical Director and Program Manager KHJ, Los Angeles Don Lee Columbia Network

#### Poured Into Mike

Los Angeles, March 21, Los Angeles, March 21.
Latest example of an announcer taiking while unaware
that a live mike was near him
was in the case of a prominent crooner's program.
Volce was heard after a
number, saying: You'll sing
the next song if I have to hold
you up to the mike.

#### Montgom, Ward Head Shift Switches Account Rack to I.T.&I. Rook

Ohicago, March 21.

Direction of the Montgomery
Ward ether account with NBC was
turned back last week to the Lord.
Thomas & Logan advertising
agency. Latter lost the business
to Erwin, Wasey & Co. iast fall
following a pert exchange of correspondence between Albert D.
Lasker, the L., T. & L. chairman,
and the then president of the mail
order bouse, George B. Everett
the Lasker firm at the order of

Account has been tossed back to the Lasker firm at the order of Everett's successor, Sewell Avery. In line with the now accepted practice in network broadcasting, it is taken as a certainty that the M. & W. program, which has been running dally since Somether. running dally since Scott ber under the moniker of Beautiful Thoughts," will be completely re-

under the monlier of Beduttiti of Thoughas, will be completely reproduced the control of the con

choose from.

Account was handed Erwin, Wassy on the very eve the Beautiful Thoughts' show was slated to make its network debut last September. Everett had advised Lasker that he thought it for the best interests of his company to take away part and the summary of the same and portion of his business to Erwin

Wassy.
Understood that when Everett
was on the way out he took the
precaution to cancel the Montgomery Ward contract with NBC, which
had until June, 1982, to go, but before the cancellation date became
effective his successor ordered the
cancellation notice withdrawn.

## WCGU-WBBC Split

WCGU and WBBC, Brooklyn stations operated for the past two years by the Standard Broadcasting Company, have parted and are now being operated individually. Charles Ungar, owner of WCGU, and Peter F. Preston, operating WBBC, came together two years ago under an agreement whereby both stations were to be run from one office. At that time it was planned to place all indie Brooklyn stations under one operating head, but this fell through.

#### AVIATION B'DCAST

NBC is arranging with the United Air Lines for the biggest radio aviation broadcast yet staged. It is scheduled for April 10 from 11.30 p. m. until midnight and will be called Flying the Air.

Broadcast will be a tie-up between the network and the flying company.

## ABE LYMAN

AND HIS

CALIFORNIA ORCHESTRA Columbia Broadcasting System

PHILLIPS' DENTAL MAGNESIA

WABC COAST TO COAST TUES., THURS., SAT., 8:13 (EAST)

#### San Felice Show Now From Detroit for M. C.

From Detroit for M. C.
Chicago, March 21.
Point of origin of the San Felice Serenade has been switched from the local NEC studies to Detroit, with the orchestral assignment going to Benny Kyte. Latter is indefinitely spotted in a Detroit hotel. Bob Nolan remains as the program's m. c. Switch was made to accommodate Nolan, who, because commodate Nolan, who, because the commute here twice weekly for the cigar maker's show.

Agency handling the account is also located in Detroit, and it also preferred to have the originating mike nearer home.

#### **NEW LIGHT WAVE RADIO** IS BEST FOR WAR TIME

Sievaland, March 21.

Device for broadcasting via light waves, invented by WTAM engineers, was tried out for first time iast week with successful results. New invention is said to be most valuable in war times, allowing one navy ship to broadcast to another without danger of message being intercepted by enemy fleet.

Under new system, sound is incoming the control of the control



DON PEDRO

#### WHITEMAN AUDITIONS 125 TRY AND 2 PICKED

In keeping with Paul Whiteman's policy of auditioning for potential radio taient in the various cities where the band plays while on their vaude tour, the maestro save auditions to 125 would-be either luminaries yesterday (Monday) at the NBC's Times Square studios.

Out of the 125 auditions heid, Whiteman will pick the two best, man and woman, who will be spotted with him on his next two Pontiac NBC broadcasts.

To date, excluding yesterday's auditions, Whiteman has chosen seven radio newcomers during his yaude

ditions, Whiteman has chosen seven radio newcomers during his vaude tour, all of whom were used each week on his Pontiac periods. Out of the seven selected, five are cur-rently working in vaudevilic or radio.

Reis and Dunn's 2d
Reis and Dunn, CBS radio team,
make their second short for Paramount Saturday (26).







America's Song **Stylist** 

Radio's Sensational Box Office Attraction

Only Single Artist To Be Held Over Four Weeks at the Fox, Brooklyn, New York

## Stanley's Jersey City

WEEK MARCH 18

HEARD OVER CRS Tues, 6 P. M. Wed., 3:30 P. M. Thurs., 10:45 P. M. Fri., 3:30 P. M. Sat., 10:45 P. M.

MANAGEMENT MUSIC CORPORATION OF AMERICA



# **SUSTAINING DISCS FADE**

## Wrigley's 3-Way Audience Coverage At \$1.500.000 Cost: Culbertson Added

Chicago, March 21. Stepping out after the fashion of his father, P. K. Wrigley last weck took another heavy splurge in advertising when his company contracted Ely Culbertson for a series of radio appearances. First stage only of the campaign is set, with the exact shape of the finished pro-

the exact shape of the finished program. It looks likely for NBC on a coast to coast web.

Spotting of Culbertson will in no way affect Wrigley's Myrt and Margo session on CBS, of the Lone Wolf Tribe series. By addition of the bridge expert, Wrigley rides to the front of all other advertisers for the number of programs concen-trating on one product, all three sessions blasting away on the chicle article, but with each session

trating on one product, all three sessions blasting away on the chicle article, but with each session almost at a distinctive silce of the population. The kids get the Lone Wolf Tribe at the supper hour, the so-called lowbrows have Myrt and Marge for the night series, while the submiddening the series of the submiddening the su

vertises, both co-costs.
Culbertson will show for three af-ternoons weekly, at 15 minutes as shot, making his special appeal to the more mature femmes who are highly bridge-conscious. Slated to start April 4 over 24 spots for a 13-week stretch. This would carry start April 2 0.13-week stretch. This would ca...
13-week stretch. This would ca...
Culbertson into late June, when h
goes to Europe for a vacation. O coes to Europe for a vacation of the coes to Europe for a vacation of the U.S. in Series will resume the program

## **CBS MOVES TO BLOCK OLYMPIC NBC GRAB**

Los Angeles, March 21.

CBS, through Don Lee, owner of the local outlet KHJ, has offered the Olympics committee the full scrvices of its chain for the broadcasting of the Olympic games, play by play, on non commercial periods

This offer to donate the ether, This offer to donate the ether, free of commercialism, is considered among broadcasters a virtual ultimatum and a show down on a current report that the committee was to sell the exclusive privileges to NBC.

to NBC.

Report that such an exclusive was to be granted was followed by plenty fireworks from all station owners locally with a counter oftensive that the advance blurbs would be ignored if the Olympiad fathers went through with such a deal.

a deal.

In meetings of the broadcusters' local organizations, protests were to the effect that the Olympic committee were playing into the hands of the newspapers and further that they were professionalizing an institution that for centuries has been out, and out amateur.

stitution that for centuries has been out, and out amateur.

Just how the radio-Olympic scrap will go is still debatable although it. is, believed that the committee will drop any idea now of trying to cash in through radio, as a result cash in through radio, as a result that the chain is willing to keen the amatom of the Olympic scrap of the

#### OFF AFTER 3 YRS.

Maytag Quits Ether as NBC Loses 2 Accounts, Adds 1

Chicago, March 21.
Maying program goes off the air
Maying program goes off the air
Maying program goes off the air
broken session on NBC. Reason-for
the withdrawal given as a retrenchment move on the part of the washlng-machine manufacturer. Aclng-machine manufacturer. Account had only last month renewed its contract for another 52 weeks, but the network agreed to tear up the document.

Another account coming off NBC this month is Mentholatum, bank-roller of the Wednesday evening event labelled Melody Lane. Firm had only signed to 10 best but the second the second to 10 best but the second to 10 best but the second to

event labelled 'Melody Lane'. Firm had only signed for 10 weeks, with the final show tabbed for March 23. One of these two periods is ex-pected to be 'dken over by 'Real Folks, currently on Columbia for Log Cabin Syrup. Commercial plug will be shifted to another brand of

tion proposed by the Knickerbocker Broadcasting Co. of New York City for operation on 2,850-2,950 kilocycles, with an unilmited time, was denied by the Federal Radio Commission, reversing the recommendation of Examiner Walker. According to the grounds for death white the application was fled in the name of the Knickerbocker Broad-casting Co., the evidence in the case Indicated the proposed operation would be in the nature of a joint undertaking between the applicant and the Baird Television Corp. of London.'

The commission held, further, the applicant an even the commission held, further, the applicant has never engaged in cycles, with an unlimited time, was

Corp. of London."
The commission held, further, the applicant has never engaged in visual broadcasting experimentation and that any and all actual research in this field would be consecuted in this field would be consecuted in the second corp. In view of these facts, it must be held that the granting of this application would in effect be the granting of authority to the Baird Television Corp. to construct a radio station to be operated in the experimental visual broadcasting service and would be in violation of the Radio Act of 1927 in that the board of directors of said corporation are all allens and the entire capital stock of the corporation is owned and may be voted by a corporation organized under the laws of a forlegm country."

The decision concluded the pro The decision concluded the pro-gram of research was to be devoted to the commercialization of the Baird system of television 'rather than a bona fide program of re-search and experimentation in the visual broadcasting field. The de-cision found further the proposed program would not be expected to result in any substantial contribu-tions- to television.

#### MILLS' NEW ACCOUNT

MILLS NEW ACCOUNT

Mills Brothers have been engaged,
for the Crisco bi-weekly CBS broadcasts beginning April 14. Colored
quartet's current contract with
Vapex expires March 28.

Before contracting with Crisco,
the brothers insisted on premission
to brother with the contract of the broadpress from the quartet's
broad-easts from out of town.

# STATIONS NIXING NON-COMM. WAX

Small Watters Sticking to Phonograph Records-Unwilling to Pay for or Take Coin Risk on Sustaining Platters

#### PRICE CUT LIKELY

Chicago, March 21. Hope for the longevity of the ustaining radio disc angle is get ting thinner daily. Firms at-tempting to break into the radio field with sustaining saucers are in and out of the business so rapidly that there's hardly a chance to be-

ne of these two periods is ex-ced to be taken over by Real as, currently on Columba for Cabin Syrup. Commercial plus Cabin Syrup. Commercial plus be shifted to another brand of denoral spots strong was a superior of the s

TELE LICENSE

ARE DENIED

BAIRD

BAIR

records.

It's admitted generally that prices for sustaining discs are too steep in comparison to permit them any chance with the minor transmitters. thance with the mhoor transmitters. The average cost of the sustaining platters varies from \$40 to \$150 a week. And for this sum, the station gets only about eight 15-minute platters, which covers only a small fraction of the time they're on the air. For that coin they can buy enough phonograph records to keep the contract of the co

#### Open and Close

Many offits have tried to make the sustaining disc field pay consistent results, but most of them are folding up before they've been in the scheme a week. This is because of the tremendous original cost of the service. The firm startling in the business makes up a series of these sustaining discs and sends out a flock of samples all of which cost heavily, and then disc with the cost of the service. The service of the stations usually forget to send back their samples. At that rate the firm finds itself sunk from the Jump. everything going out in sam-

back their samples. At that rate the firm finds itself sunk from the furm, everything going out in samples and hardly anything coming back in the shape of contracts.

Situation is blamed by the sustaining disc people on the unprogressiveness of the small watters. They claim that the small watters. They claim that the small watters are not some some the small watters. They claim the small watters are the concessive the small watters as their only entertainment, getting something new only if a commercial vadio disc happens to come along. They state that the small stations as a rule will not go out and try to sell their sustaining discs to commercials in their own to the small stations as a continuous grinding of phonograph platters.

On their side these small stations state that they can't possibly use sustaining radio discs at the present prices, since they're lucky to get \$100 or \$130 from a local advertiser, and that if they paid that much for the sustaining discs, there they can't possibly use the small station, and that if they paid that much for the sustaining discs, there they can't possibly use the small station, and that if they paid that they can't possibly use sustaining radio discs, there is the small station, and that if they paid that they can't possibly use sustaining radio discs, there is the small station, and they got the small stations are small stations.

# **Local Absorption of Ether Time Problem to NBC Network Coverage:** Indies Holding Out for High Rates

NBC is working on a new prob-lem due to difficulty in delivering certain desired stations to commer-cials. Indie stations affiliated with NBC no longer fear the power of the network and do not cater to its whims as heretofore. Currently many of NBC's affiliated stations will not cancel local commercial time to make way for an NBC hook-up unless it receives just as much money as it gets from its local advertiser.

NBC affiliated stations throughout NBC affiliated stations throughout the country have time rates of any-where from \$150 per hour to \$550 and more per hour. This is the rate they get from local commercials. For the use of the same time NBC, pays \$50 per hour. In former years indies for the most part deferred to NBC and when requested, carri-celled local commercials.

## forced to charge its clients more than its former figure. An indie sta-WJR, WLW, WFAA ARE **BIG NBC TIME WORRY**

Chicago, March 21.

Now that the Westinghouse stations KDKA, WBZ and WBZA have been added to the NRC-operated string, the network's source of headaches in finding time available to clear its commercial programs is practically confined to three key spots. They are WJR, Detroit; WLW, Cincinnati, and WFAA, Dallas.

Figures asked how.

WLW, Cincinnati, and WFAA, Dallas.
Figures asked have soured the network on its repeated purchase approaches in Detroit and Cincy. These outlets are considered among the 10 biggest money-making outlets the country, the result of the country, the result and the latter estimated to be turning in approximately 100 grand more to the Crosley set makers. If a network customer sets his mind on using WLW as the Cincy release for his program 1.- has to work out a separate deal with the station of the beals of the local rate, which is \$1,152, as against the chain's \$250 per hour rate. He pays the difference to the stations direct. Understood similar arrangement applies in many instances in the case of WJR.

plies in many instances in the case of WJR.
Chances of NDC's following the recently, adopted Columbia policy of buying blocks of time on its strategically situated affiliated and the strategically situated affiliated and the strategical strategical strategical strategical properties. NBC has a consequence other than the increased divey matched the stations on the two networks which had hithertofore been content with the \$50 per hour rate for commercial will clamp for the extra purse, NBC admits that the time-block buying idea is a logical step in the development of broadcasting. But circumstances are against it.

#### Crosby Irked by 20%

Los Angeles, March 21. Los Angeles, March 21.
Apparently some differences between Bing Crosby and Roger Marchetti, the erooner's agent-autorney.
Marchetti, for negotiating Crosby's broadcast contract and extricating thim from his Ambassadur hotel mess here, is getting 20% of the singer's sales.

singer's salary.

Crosby feels that, as the attorney is west and, he is fighting out his own battles in the east, the 20% i-too much and is attempting a set etement.

tion with a \$400 per hour rate booked won't give NBC the time unless the NBC client makes up the difference, which is \$350.

#### Coverage Reduced

Not all NBC clients are willing to pay these extra charges. In this manner there are currently many commercials on NBC which are re-ceiving half the outlets they called celving half the outlets they called for. One NBC commercial, recently started, outlined 13 spots it wanted. Three days before the opening broadcast NBC told the account it-could only deliver six of these outlets the stated price. That commercial is currently using only six mercial is currently using only six outlets the stated price. That commercial is currently using only six outlets the stated price. The stated price was also stated in the stated price with the remainder of the desired stations have the necessary time available.

It was this situation that caused

available.
It was this situation that caused NBC to acquire control of the West-philips outlier so that their could not be supported by the state of the state of

The second of th

llated stations, finds it becoming tougher and tougher to get the necessary outlets.

CBS Block Buy Deale

NBC has for the main part the top stations: in each state, but, though CBS is handicapped through the latter situation, it is offsetting this through its special arrangements with its affiliated stations, made circles is considered to have a superior arrangement with its stations. This is its wholesale time buy, whereby it agrees to use a certain number of hours daily on the majority of its stations. These hours are at all times available to CBS, whether for commercial or sustaining broadcasts.

NBC, it is said, will shortly take hours are at all times available to CBS, whether for commercial or sustaining broadcasts.

NBC, it is said, will shortly take the commercial of the same order as 'booster' stations except that with the latter all that is necessary is a transmitter while currently with its synchronized broadcasts, NBC is using affiliated stations. WEAF is for a good portion of the day synchronized with stations WBAL, Baltimore, and WTIC, Hartford, which when synchronized with WEAF, use the same frequency as the latter stotlon. It is possible to do this with all stations which have clear channels, of which WEAF is one and of which there are a total of 28. Through establishing 'booster' stations wherever, desired, and since there are 26 elect channel studions, it is possible to establish 28 separate networks in this country.

NEC could overcome any lack of milets by purchase or control of

outlets by purchase or control of stations, as it did with the West-ingnouse group; or to lary obser-iting sphillar to CBS, or similly, to greatly increase its rates to addi-

## RUTH ETTING With Nat Shilkret's Orch. Songs COMMERCIAL WABC, New York

Sories
COMMERCIAL
WABC, New York
New series of Chesterfield programs inaugurated last week. In the control of the control of the periods, with the other four divided between the Boswell Sisters as Since both the Boswell Sisters as Since both the Boswell Sisters as Since both the Boswells and Gray have been previously covered in radio reports, but not Miss Etting, the latter receives the notice, the latter receives the notice, and the many additional listeners through its diversity in accident.
Miss Etting was all set to go to the control of the boswells and cray the control of the boswells and the control of the c

# SOCIETY PLAYBOY With Norman Brokenshire, Wel-come Lewis and Nat Brusiloff's Orchestra COMMERCIAL WBBM, Chicago

COMMERCIAL
WBBM, Chicago
It took the Society Brand clothes
outfit a, year of reflective meditaoutfit a, year of reflective meditaoutfit a, year of reflective meditacommended to the program. From results of the initial broadcast over
a chain that took in Canada, it
might as well keep on looking.

OBS on this layout after a considerable absence from that network
to take on an mc. job. It desent
appear that Brokenshine is suited
appear that Brokenshine is suited
to the supplementation of the supplementation of the
though grammaticnity owin. Brokenshire is the straightaway, although grammaticnity overect Eng.
Who were the supplementation of the
thea of over-plugging its product
did not do the company any favor
either. That's another and very
Important item, apparently overDay when every two out of three
Day when every two out of three

Day when every two out of three.
Day when every two out of three.
Spoken words over the air was a
commercial plug Is now considered
passes among smart advertising
agencies and even sponsors, so why
should an important concern like
Society Brand fool itself;
Welcome Lewis, with previo.
Tadio experience and vaudeville
she should have. Perhaps the
fault of milke placement or some

training, on the same should have. Perhaps the fault of mike placement or some such thing, as Miss Lewis voice should be attunable for the ether. Brusiloff's combination showed the same discrepancy, with the brass section particularly harsh sounding.

VOICE OF A THOUSAND SHADES
Tenor and Orchestra
CASE CLAL
WE SHAD SHADES
Pratt & Lambert, makers of an
assorted variety of paint, enamel
and varnish, is heading out with
this feature over a CBS hookup.
Singer's name is not identified.
Vocalist, whoever he is, has a
fairly good rarge, but by no means
approaching even the shades adveraverage, mater-of-fact style, with
the whole thing not especially exciting for the average listener.

Span.

## PERCY LEONARD

PERCY LEONARD
Pianolog
Sustaining
WHM, New Medical like he'd do oke
The Control of the Medical appearances, and probabily has done some vaude and other
dates already, mentioning that he's
just back from Boston.
His theme song is 'Whispering' to
plant the 'Whispering crooner' litea.
Plant the Whispering crooner' litea.
Leaning towards reviving an old 'unsuch as 'Supposin' on occasion.
Has a nice delivery.

Abel.

## BILLY BAUER Banjo Banjo Sustaining WHN, New York Tinuer has a n

WHN, New York
Bauer has a nice banjo delivery.
Bis solo instrumental skill on the banjo is readily apparent, coupled with which is a happy idea of rou-

banjo se with which is a happy nuca or thing numbers.
Wille no panic, and chiefly an afternoon filter-inner over With, he manages his 15 minutes quito nicely.

Abel.

FRIENDLY PHILOSOPHER

FRIENDLY PHILOSOPHER Homer Griffith Talk and Poetry COMMERCIAL WBBM, CHICAGO Griffith arrives in town with something of a rep established on the other side of the Sierras. No reason given for the filp from the Pacific to Lake Michigan, but it must be that Griffith ran out of recitable poetry out on the coast and switched to Chi to start re-reading the lamblies and pentameters. Pic-

must be that Griffith ran out of recitable postry out on the coast and
awitched to Chi to start re-reading
the lambles and pentameters. Figured at the rate of two poems of
more at a session, its only reasonable that Griffith should soon find
the well of poetry rather dry, partor the control of the control of the control
to the control of the control of the control
to the control
to the control of the control
to the

'TOP O' THE MORNING'
Edward H. Smith
Reading and Music
Sustaining
WMAQ, Chicago
Another one of those homey
philosophers hot ead poetry with
philosophers hot had to tevery
thing has a bright side. So smile,
smile, smile,

vines the poor nume of the world with the that the is a great world after all, as somewhat different from Smith their philosophers. Smith doesn't croon the verses of the better known poets: he accepts and reads the contributions of the amateur versifiers throughout the land. The poetry is evidently carefully entered the contribution of the amateur versifiers throughout the land. The poetry is evidently carefully entereditional tempo of an old fash-toned dylight strain.

It is doubtful that many men listen to this program. It speat audience is probably the frau who, after hurries down to the weekly seasion of the Browning Society. For these femmes this reading and its musical string-trio background may fit. But for the great buil of the discussion of the strain of the season of poetsing must be duil listening.

## RIGGS and MOKE Songs, Talk. Songs, Talk. Sustaining. WCAE, Pittsburgh.

WCAE, Pittsburgh.

Tommy Riggs and Blaine Moke, locals, have been on the waves around here for a couple of years around here for a couple of years that the pittsburgh radio field. Why these hads haven't yet landed a commercial sponsor is something of a m; stery but that they'll eventually the pittsburgh radio graphs of a m; stery but that they'll eventually the pittsburgh radio graphs of the pittsbur

ally do this seems assured.

RIggs and, Moke are on twice weekly at 7:15 p. m. and have two other spots as Unde Bob and Betty. The state of the spots as under the control from the state of the spots o

harmony comes over nicely.

Always near the close, they bring
on Betty. Latter is Tommy Riggs'
creation and voice is that of a six,
or seven-your-old youngster, always
good for fock of laughs. Petty
sings, too. Riggs is likewise planist
for the team. Turn has a wide
local following, and deservedly so.

Colon.

FRANCO HI-JINKS Music, Singing, Patter COMMERCIAL KFWB, Hollywood Franco bakery sponsors this War-

ner Bros. station program not to sell its rolls to the family but to restaurants. In addition to plug-

sent its rous to the itemity out to restaurants. In addition to plugging the rolls, announcer also pleads for husbands to take their wives out of the kitchen occasionally by taking her to a restaurant once a week. It's a program to gain the Program is above average for a single station broadcast in this territory. It is done in front of an audience, sometimes numbering 700, on a sound stage at Warner studio, and this aids in timing sags and getting, a reaction to songs and getting, a reaction to songs and getting, a reaction to songs of the seasons for this program's speed and snap, aithough plenty n't the gargs were old. But hearing the station audience application of the station audience application of the station audience into feeling ilkewise. Classical sudler numbers, and Classical paper in the 8-9 p.m. Her 8-9 p.m.

plaud and laugh naturally affects the rocking chair audience into feeling ilkewise.

Clean and such an unmbers, and control and the such and the such as a s

# WILLIAM HALL With Freddy Rich's Orch.

WILLIAN HALL
With Freddy Rich's Orch.
Songs
Sustaining
WABC, New York
William Hall is the latest male
vocalist addition to the CBS ranks.
William Hall is the latest male
vocalist addition to the CBS ranks.
Unights of the CBS ranks.
Caught on a sustaining period,
Hall disclosed a strong baritone.
Judging by his manner of delivery,
appears as though he has had some
stage experience. This was espetage experience. This was espetage to the company of the company
and the company of the company
and the company of the company
and the company of the company
th

## MUSICAL MOSAICS

New local feature over WGN, using Alfred Wathall and the studio music for a colorful and picturesque

music for a colorful and picturesque bedtime interlude a lot better the colorful and picturesque bedtime interlude a stellal better around the dial at this hour.

Idea is based on mossic paintings with Wathall responsible for taking 'em out of the frames and satting them to music. In the first series there were four toth painting at the color tothe boat race, followed by a temple scene of the same native motif and carrying along a dramatic interpretation.

Last two numbers start with an Egyptian funeral and winds music of the same native motif and winds and one and presented to the announcer's marrative on the side-lines.

# BUILDING SOUTHERN CALI-FORNIA Playlets COMMERCIAL KHJ, Los Angeles Motor Transit Stages and Pacific

Electric R.R. has adopted the radio as a means to educate Californians, old timers and recent settlers in the

as a means to educate Californians, old timers and recent settlers in the background of California history. Playlets take the form of a narration with cut back to dramatize the historical incidents. We seem that the control of the

### THE LYON FAMILY' Virginia Lee and Phil Kalar Serial COMMERCIAL WLS, Chicago

WLS, Gnicage
This is the program which the
Reed, Murdock grocery company
finally selected after sampling 52
auditions. The firm is so proud of
that high mark that the fact is
mentioned in the press notices of

mentioned in the press notices of the program.

Bowever, when the season itself.

Bowever, when the season itself.

Bowever, when the season itself and the program of the

# TED FIORITO Cafe Broadcast Sustaining KFWB, Hollywood

KFWB, Hellywood

Where eastern chain broadcasts
cease after 9 p. m. because of the
three-hour difference in time, it
evolves upon local dance bands to
supply the meat of air entertainment from then on. Any new band
the form then on. Any new band
change of diet and a class band of
Ted Florito's calibre is proportionately more welcome as a regularcontributor.

Control of the control of the control of the control of the control

Control of the control of the control of the control

Control of the control of

contributor.

Florito opened the Culver City George Olsen club, retified the Frolics, March 17 with Fuzzy Knight as m.c. and Bobbe Arnst plus a 1s-siri floor show. Miss Arns's ballada came through clearly and well, but Fuzzy Knight was 75% mushmouth for the radio. Dance music is of livelier nature than the typical ocal product and will return quite a few dials to the Warner Bros. sta-

tion.
Extravagant announcements plugging everyone involved cheapened the program somewhat and should be toned.

Bang.

## PLATINUM-VOICED TENOR Billy Taylor and String Septet

PLATINUM-VOICED TENOR
Billy Taylor and String Septette
COMMERCIAL
WBBM, Chicago
Another conventional local broadcast promulgating the Maybelline
cast promulgating the Maybelline
that reason, better than any other,
Taylor's gisnature hum is 'Your
Beautiful Eyes,' a ditty from the
old album,
the platinum tag on Taylor? His is
an average tenor with rothing particularly to denote color. As may
be realized it's an inexpensive layout. String combination fair for
On the commercial end there is a

be realized it's an inexpensive layout. String combination fair for
seven pieces.
On the commercial end there is a
Miss Elizabeth Cardell, beauty expeac of Maybelline, who speaks of
an audience an
ing to milady's makeup. Span.

Span.

#### HOUSEHOLD FINANCE

HOUSEHOLD FINANCE
Musical Memories
With Alice Mock, Don Ameche, Bob
Mish Alice Mock, Don Ameche, Bob
Mish Alice Mock, Don Ameche, Bob
Commercial
Commercia

could have been utilized to general advantage.

And right in the middle of it all comes the plug in the form of dry, comes the plug in the form of dry, etc. If appears to be a case of etc. If appears to be a case of neither here nor there with this program in its indecision of getting away from highbrowishness and yet afraid of getting too low down.

#### JACK PETTIS Orchestra Sustaining WGY, Schenectady

Orchestra
Sustaining
WGV, Schenectady
Jack Pettis' orchestra, now at De
Witt Clinton Hotel, Albany, is on
a control of the con

hotel.

As is, a fine orchestra to hear.

Jaco.

JACK HYLTON'S BAND
Dance Music and Songs
BEC Network, England
Best dance band broadcasting
ever put over by BEC, having at
last signed a band with personality.
last signed a band with personality.
period had Christopher Stone a
gramophone expert and editor of a
trade paper, acting as m.c. Stone
runs the BBC's gramophone hours.
Hs made a good supervisor and
there was Lesile Sarony and Jules
Bledsne.

has many with the property of the party of t



CRAWFORD WEAF

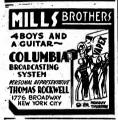
> SUN.-MON. 11:30 P.M. E. S. T. TUES. THUR. SAT. 11 P.M. E. S. T.



Ever-Ready Safety Razor Program

Seemored by

American Safety Razor Co.



#### DON AMECHE

Featured in
"THE FIBST NIGHTER"
(Campana Italian Balm)
8:30 p. m. NBC-KYW Network "BEAU BACHELOR"
(Allen-A Company)
Friday, 9 p. m. CBS-WBBM Network.

"LONE WOLF TRIBE DRAMAS"

(Wm. Wrigley, Jr., Co.)

Mon., Weds. and Fri., 5:30 p. m.

CBS-WBBM Network.

"RIN-TIN-TIN THRILLERS"
(Chappel Bros.)
Thurs., 7:15 p. m. NBC-WENR Network.
ALL PROGRAMS C.S.T.



OLD MAN SUNSHINE With TOY BAND



# FROOS

9 to 9:30 A. M., E.S.T.

## LEE SIMS

RADIO'S MASTER SHOWMAN OF THE KEYS Featured by NBC in "Piano Moods"
Unique Interpretations of Modern Music

with ILOMAY BAILEY

This Week-RKO ORPHEUM, Madison, Wis. Headlining MINNESOTA, Minneapolis, Week April 1

Exclusive NBC Artists

## 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.

#### LEOPOLD SPITALNY

SHEAFFER LIFETIME REVUE FOODTOWN POPS REVUE
Electrical Transcription Twice Week
Over 18 Stations and Increasing Wee

#### 5 NEW STAFF BANDS IN 8 WKS. AT KGFJ

Series of shifting bands at KGFJ, owned by Ben McGlashen, has put five bands in and out of the studio in two months. In addition, the entire staff was fired one night by McGlashen, the boy station owner, who phoned in and told everyone they were through. Staff didn't pay any attention to the order and went ahead. So far, they're still drawing pay.

List of bandleaders includes Paul Finsten, Adolph Tandler, Gordon Henderson, Jimmy Biddick and Les Schrader. Tandler's orchestra played nothing but classics and igsted a week, sandwiching in the old moutcambetween auto loan analytic and the staff of th

days as chief announcer, with Jack Carrington now in charge. Cliff Ar-iett and Hal Isbei, comedy team, and Hal Isbei, comedy team,

#### Stoughton to NBC as Chi Westingh'se Folds

Chi Westingh'se Folds
Chicago, March 21.
Control and management of all
Westinghouse stations, with the exception of KYW here, having passed
completely into the hands of NBC,
the Westinghouse ridio sales office
here will fold on April 1. With the
closing, Milton Stoughton, who has
been in charge, will join NBC to
become general sales manager of.
its New England territory.
Stoughton is scheduled to move
east immediately to take up his new
network duties.

## LEW CONRAD

AND HIS ORCHESTRA

Statler Hotel, Boston Broadcasting Via WEAF

FEATURING **'SOMEBODY** LOVES YOU'

JOE MORRIS MUSIC CO. 1587 Broadway, New York

## LITTLE JACK

Every Day
Except Sunday



#### Mexican Idea

Los Angeles, March 21.
Station XER, Mexico, is conducting a contest for singing beauties. Reward is a trip into Mexico and a chance to broadcast from XER.
Gimmick is \$1, entrance fee assessed against candidates.

# **OWN AUDITIONS** CHECK IDEA LARCENCY

Chicago March 21. Day of agency auditions at the etworks and the stations is on the deciine as more and more agencies hasten to install their own audition pariors in the agency offices.

deciine as more and more agencies hasten to. Install their own audition pariors in the agency offices.

Of the many reasons given for the move to independent auditioning on the part of the agencies, it's ad a substantial to the part of the agencies of the agencies, it's additioning on the part of the agencies to insure some privacy and secrecy, and to prevent the piracy of new radio notions. Agencies have found that in the more or less public auditions at the stations their ideas have been confiscated by outsiders. This is a particular burn-up for the boys when the prospective sponsor turns down the new idea, and the notion shortly after-rival agency's advertiser.

Besides the plot of idea-preservation, the agencies feel that auditioning in their own offices is more effective in getting a sponsor to make a choice. In the privacy of their own quarters they can talk more freely to the advertisers than when they must say their piece at the network or station offices. Also the fact that an agency has its present of the advertiser prospect, who under these conditions is more willing to believe that the agency knows the ways and methods of radio advertising.

Some half-dozen agencies in town have already set up their personal audition parlors and a like number.

Some half-dozen agencies in town have aiready set up their personai audition parlors and a like number are ready to slap in their own private trial rooms. Lord, Thomas & Logan are putting up an elaborate radio audition panel, while such agencies as Charles Daniel Frey, Critchfield, Henri Hurst and MacDonaid have had their own audition spaces for some time.

#### Fitzgerald Out to May 15

Fitzgerald Out to May 15

NBC's local artists' service will
continue another two months withwork execs extended the leave of
absence of L. J. Fitzgeraid, head
man of the bureau, to May 15, the
final date on the Paderewski American itherary.

Three months apo Fitzgeraid, who
had handled the pianist's tours on
this side the past seven years, was
side started on his current route,
and to break in a sub touring manager. He's been with him since,
with no one brought in to fill the
Fitzgeraid spot in the booking office during his absence.

Old Gold Flirting
Chicago, March 21.
Old Gold is firting with the idea
of returning to the ether. Ciggie
account has been holding auditions.
Among those tried out before a
mike last week on a variety program idea were Eddie South's orchestra, DeWoif Hopper and Peter
Higgins. Tentative tabel for the
type of show the commercial has
in mind is 'Old Gold Memories.'

#### RCA SUDDENLY CALLS OFF TELEV. PREVIEW

Chicago, March 21.
Television demonstration that RCA had slated for its radio incensees last week was suddenly and indeminitely postponed. In the result of the result of

#### Radio Editor's Campaign Gives Coakley a Break

San Francisco, March 21.

Jack Coakley's orchestra at the
Athens athletic club in Oakland
goes on Lucky Strike Thursday,
night (24) as the result of a protest
campaign carried on in the band's
favor by: Dinty Doyle, 'radio editor
of Hearst's 'Post-Enquirer' in Oakland

Doyle plugged the Coakley band Doyle plugged the Coakiey pand for Oakiand representation on the rationwide hookup and as a resul-of his campaigning several thousand ictters came in advocating Coak-iey's appearance.

#### JONES WITH CBS

JURES WITH UND.

Isham Jones' orchestra, at the Golden Pheasant, Cleveland, has been placed under exclusive contract by CBS. Jones was formerly with the Amusement Corp.
CBS will spot Jones on the network thrice weekly commencing near weak



# EW WHITE'S

INNOVATION IN PADIO

THE MELLO CLARIONS LOUIS KATZMAN

SPONSORED BY BROWN SHOE CO. WJZ COAST TO COAST

8:15 PM. WEDNESDAYS

# CLIFFORD SOUBIER PAPP





CREAM OF WHEAT PROGRAM Every Morning Over WJZ at 7:45



OLDSMOBILE'S MELODY SPEEDWAY WOR and 80 Associate Stations

## 'J. B. 'n Mae'

Sponsored by

PROCTER & GAMBLE (American Family Soap)

Station WBBM

ch Mon., Wed., Fri., at 8:45 P. M.

## **HOWARD** NEUMILLER

Pianist and Musical Director Station WBBM-C.B.S.

## **ISHAM JONES Orchestra**

C.B.S. Network-Station WHK-Cleveland Thursday Noon 12:00 E.S.T.—Friday Night 12:30 E.S.T.

Bookings by
Columbia Broadcasting System and Amusement Service Corp.



TUNE IN ON.

Yeastfoamers Program SUNDAY 1:30 to 2 P. M. C.S.T. N.B.C. BLUE NETWORK

Munagement
MUSIC CORPORATION OF
AMERICA
Appearing Nightly at
Blackhawk Bestaurant, Chicago

## GENE and GLENN

With JAKE and LENA

The QUAKER EARLY BIRDS 8 A. M. RED NETWORK COLUMBIA BROADCASTING CO.

RUSSELL B. WISE ANNOUNCER

## Inside Stuff—Radio

Police pressure was exerted on a night club owner in a Coast suburban town in behalf of one radio station. The club engaged a nationally known orchestra leader and local stations were in competish to curry him

on the air.

Contract was signed with one station, then a member of the local police force called at the night spot and remarked that the police department would be pleased if the broadcast went over one of the other

Club owner is in a quandry, and is trying to get the station to call off

Irons are being put in the fire by a few agents in New York and on the coast to promote film stars for radio work. So far, this move hasn't met with much success.

Meagre use made by radio of film stars who command a following, or a circulation, as radio advertisers call it. is a puzzle in radio circles. The main objection to film names us the large sataries they demand ad agencies do not believe the majority of the film names worth nearly and the majority of the start and the majority of the film chas they sake. Another objection is that the majority of the grant and the coast luminaries can't do anything appropriate to air entrialment.

Broadcasts of the La Falina program from Chicago last week, necessitated because of Kate Smith's appearance at the RKO Palace, did not carry Ben Selvin's regular orchestra. Because the Chi musiclans' union demands a full rate of \$150 for standby men on all non-resident broad-casting orchestras, Selvin left his orchestra in New York, merely taking his planist, who doubles for Miss Smith's act.

Selvin rounded up six Chicago musiclans and pushed them into a band for the one week stay, with himself and the planist added.

Probably the champ radio period in giving free plugs to outsiders, not advertising on the hour, is the Lucky Strike session. There are seven factors getting mention, including the cigaret itself. In addition to the smoke there's Winchell and the New York 'Mirror.' Then the two bands on each program, they're plugged, as well as the

in addition to the smoke there's Winchell and the New York Mirror. Then the two bands on each program, they're plugged, as well as the cafes or restaurants in which they work. That's five. With the addition of the political forum idea, the Republican and Domecratic parties bring the total up to seven.

With the musicians' scale for radio discs set at \$50 per five hours manufacturers of same rush their musicers plenty to get all the work

manufacturers of same rush the control of the discount of the same cases it has been known where a band has made 10 and more of these disce during one five-hour period. In former days 10 such records would be stretched over a period of three days.

Better Business Bureau of Los Angeles halted a local chap with a name similar to a famous manufacturer of perfume from selling his similar wares over the air and using only his last name, thus implying it was the McCoy.

BBB warning sent to stations not to allow the perfume seller on the air unless he used his name in full.

Two CBS acts will be playing in opposition to each other in vaude

I'wo CBS acts will be playing in opposition to each other in value-ville in Baltimore next week. Vaughn De Leath is booked with RKO for the week at the Keith Baltimore, and Col. Stoopnagle and Budd are under contract to Loew for the week, to play Loew's Baltimore.

Some real press and radio fireworks are expected at the A. N. P. A. convention in New York April 20 when the committee on radio makes Committee has been working a year getting material for the blast.

Disc broadcasts on six stations by Beech-Nut will shortly offer magic giveaways through its air periods. Announcements will not be made by the discs, but through regular announcing channels. The gift demonstrates some trick of legerdermain.

#### Program Direction Tiff **Ends in 3d WBBM Shift**

Third shuffle within six weeks of the production department WBBM, local CBS key, last week found Hugh Aspenwail, one of the musical show producers, on the way out, with no one as yet picked to replace him. Aspenwali's exodus followed a blow-up with Walter Preston, director of the station artists' service, over the latter's inter-

ists' service, over the latter's inter-ference in a show Aspenwall hap-pened to be directing.
Clash came during the rehearsal of the Maybeiline program. Aspen-wall had so fashloned the conti-nuity that the tenor on the program was gradually faded out and the commercial plug then interpolated. Preston stepped into the direction and insisted that the tenor's theme song be abruptly cut off and the blurb inserted. Aspenwall retorted that the program didn't require two directors and in the resulting tift walked.

Network's local execs later pre Network's local execs later pre-valled upon Aspenwall to come back, hand in his two weeks' resigna-tion and work it out. Latter is due to take effect April 2. Aspenwall came to the chain's Chicago studios from WTMJ, Milwaukee, about six

#### Al and Pete on Pabeco

Chicago, March 21. Harmony-patter team of Ai and Harmony-patter team of Al and Pete today (21) started a twice weekly series for Pebeco over WBBM. It's a quarter hour eve-ning spot on a Monday and Wednes-day schedule. Pair also held down a daily a.m. session over an NBC link for Coco-

#### Radio Wants 100 Legit Players for Dramalets

Chicago, March 21, Agency handling the account has been assigned to the task of lining been assigned to the task of lining up over 100 major and minor legit names for a series of Sunday evening haif-hour dramas to be bank-rolled by the Union Central Life Insurance Co. of Cincinnati over the NBC blue network, starting April 24. Final contracts, reserving time on 28 stations over a period of 52 weeks were signed today. Plays will be cast and produced in both New York and Chicago, with the weekly point of origin depending on which of the two cities the leads are located. Initial program, though the players have not yet been picked, will come out of Chicago.

been ploked, will come out of Chicago.

Same network today also added 'Alkaselzer and O'Cedar Chest to its new list of customers and resigned lodent for another year's run on the 'red link with an entirely revised program. Dentifries' new show has been switched to a Sunday afternoon schedule with the time reduced to 15 minutes. Talent setup includes Jane Frohman, a studio eight piece combo and several staff players for blackouts. Alkaselzer contract is also set for Sunday afternoon release but on the basic blue network and starts April 3 with a musical program consisting of organ, quartet, contract, and a dramatic narrator yet other new contract of the contract

#### GILMAN EAST

San Francisco, March 21.

Don Gilman, NBC v.p., and western head is off to New York on one of his semi-annual jaunts.

#### RAPEE MODEST

Will Permit Name Use Only When

Erno Rapee, who took over the Listerine program, NBC, on March 14, will not permit his name to be

14, will not permit his name to be used with the period until after his four-week contract. Rapee's contract with the mouth wash company is for four weeks with options. Rapee wants his name hidden while with Listerine because his or-chestra is smaller than that which he he was a smaller than that which he was the smaller than the smaller t

#### 'STREET SINGER' SUIT ON

STREET SINGER SUIT ON Motion of Ed. Wolfe, former manager of Arthur Tracy, CBS's 'Street Singer,' to permit him to take a deposition from a CBS exec in his suit against Tracy to prevent the latter from using the billing of 'Street Singes,' was argued in the Supreme. Court. Queens, yesterday (Monday). Decision was reserved by Justice Durham.

Although billing is not copyrighted, Wolfe claims he had it first and owns it.

#### UNA CLAYTON'S DEBUT

Una Clayton, of vaudeville, makes her debut on radio March 31 with

Miss Clayton has been off the stage for the past four years, dur-ing which time she conducted a dancing school.

#### LONDON SHOW WORLD

(Continued from page 50) tunity of watching the draw minus

Since and Figures Some curious inside trouble lately between the ticket agencies and theatrical managements over the buys sent to the papers. Figures of £20,000 and £30,000 are commonly mentioned, and the braries find fresh business someplaying against them magements figures which have appeared in the tabs.

ngures which have appeared in the tabs.

Recently the ticket men took the idea of hiring a press agent to study their interests in this connection.

Sydney Horler, author, is one of the few novelists to be elected a member of the Green Room Club.

The control of the Control of

Chatener's Tragedy
The late E. Chatener, the Frenchman found dying with his three children shot beside him, was well known in London theatre circles, diffus between the ballet and the theatre, a thinker and artist, admired and respected by the people who worked under him, and apparently worshipped by his family. In the ballet he stood for serious workmanship and conscientiousness. In the control of the was heavily in debt.

Stepping Slaters' (Fox), at the Capitol, only lasted one week, but it was an eye opener to Jack Waller it was an eye opener to Jack Waller West End.

Florrie Forde, standard pantomime principal boy, may do the Jobyna Howland role, and the producers have two other women from English panto being considered for They are Dorothy Ward and Ella Retford.

## JACK YELLEN

1674 BROADWAY

"That's What Heaven Means to Me' "You're Still in My Heart" "I Forgive You"

"How About You and Me?" "Y'Got Me, Baby"

"MY EXTRA-ORDINARY GAL"

OLMAN MUSIC CORP. 745-7th Ave., New York

# MUSIC GUIDE

## 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

"KISS ME GOODNIGHT" "STOP THE SUN, STOP THE MOON (My Man's Gone)" "YOU'RE THE ONE (You Beautiful Son-of-a-Gun)"

"You Only Want Me WHEN NOBODY ELSE IS AROUND" "EV'RY TIME MY HEART BEATS"

### DeSYLVA, BROWN & HENDERSON, Inc.

745-7th Ave., New York



"LADY OF SPAIN"
"MY\_WORLD BEGINS AND ENDS
WITH YOU" "LOOK, HERE COMES A RAINBOW"

"KISS ME GOOD NIGHT, NOT "ALL THE WORLD WILL SMILE AGAIN, AFTER TOMORROW"

## SAM FOX PUB. CO

158-160 West 45th St., New York (Cleveland—Chicago—Los Angeles)

#### **KEIT & ENGEL, Inc.** 19 7th Ave., New York

"OH! WHAT A THRILL"

"SHADOWS ON THE WINDOW"

"IF IT AIN'T LOVE"

## "TIME ON MY HANDS" "TWO LOVES"

CONCEDED HITS by the "Dear Old Public" the old maestro would say

## MILLER MUSIC, Inc.

62 W. 45th St., New York

#### Remick Hits

"CAN'T WE TALK IT OVER?" THE MORE YOU HURT ME" "WHERE THE LILIES OF THE VALLEY GROW"

WHISTLE AND BLOW YOUR BLUES AWAY" "FROM ONE PAIR OF ARMS TO ANOTHER"

REMICK MUSIC CORP. 1657 Broadway, New York

#### Shapiro, Bernstein & Co.

"LAWD, YOU MADE THE NIGHT TOO LONG" "LIES" "SAY THAT YOU WERE TEAS-ING ME"

"If I Ever Meet THE GIRL OF MY DREAMS" "LONESOME MELODY" TAKE A PICTURE OF THE MOON"

Capitol Theatre Building
COR. BROADWAY & 51ST STREET

## IRVING BERLIN, Inc.

"STRANGERS"

"I'LL MISS YOU IN THE EVENING" (Irving Berlin's Latest) "GOSH DARN"

"THINK OF ME" "I CAN'T BELIEVE IT'S YOU" "I'LL GET ALONG SOMEHOW"

"ALL OF ME" 1607 Broadway, New York

### 3 NEW HITS

From "One Hour with You," Chevalier's Latest Paramount

"WHAT WOULD YOU DO?" "WE WILL ALWAYS BE SWEETHEARTS"

"ONE HOUR WITH YOU"

FAMOUS MUSIC CORP. 719-7th Ave., New York

## HARMS' HITS

"WHAT A LIFE" "CLOSE YOUR EYES" "DANCING ON THE CEILING" "THE QUEEN WAS IN THE

PARLOR" PROFESSIONAL OFFICES 1657 Broadway, New York

## E. B. MARKS

Gives All You Drummers a BREAK With the Greatest of All Drum Solos

## TOM THUMB'S DRUM

VALLEE, BERNIE & HYLTON The New Spring Novelty

West NEXT House of Hits

"Devil and Deep Blue Sea" 'Kickin' the Gong Around" "Twenty-One Years" "Bells of Avalon" "Wrong Number" "I've Been Expecting You"

"Minnie the Mooch "You Rascal You MILLS MUSIC, INC. 150 W. 46th St., New York

## Sing Santly's Songs

"STAR LIGHT" "CAROLINA'S CALLING ME" "I WAS INTRODUCED TO HEAVEN"

"NEXT TO YOUR MOTHER (Who Do You Love)" "TELL ME WHILE WE'RE "DANCING"

SANTLY BROS., INC. 755 7th Ave., New York City

#### Witmarks-Hitmarks

"Was That the Human Thing to Do?"

"Put That Sun Back in the Sky"

"By a Rippling Stream" "Too Many Tears"

M. WITMARK & SONS

1657 Broadway, New York

# COMPOSERS' NEW CONTRACT

## **18 NEW POINTS**

Agreement Goes to Opposing Factions for Adoption-No Minimum Royalty Guarantee-331/3 % on Discs - Writers to Get 50% Erpi Money-Copyright Not Mentioned, but Composers Still Chasing It

#### SEMI-CLOSED SHOP

At a meeting between Sigmund Romberg, president of the Song-writers' Protective Association and the Board of Directors of the Music Publishers' Protective Association last week, to discuss a series of provisions for a writer-publisher contract, 18 provisions for a writer-publisher contract were agreed upon.

The M.P.P.A. will present to its

were agreed upon.

The M.P.P.A. will present to its membership the 18 points for a standard form of agreement with the composers. Executive council of the S. P. A. will also consider the

It is the first time a contract has been drawn up which embodies pro-posals okayed by both groups.

been drawn up which embodies proposals okayed by both groups.

There is, however, still one difference of opinion between both groups as to the results of this confab, the S.P.A. believing that the M.P.P.A. agreed to a basic minimum contract embodying the 18 points and the M.P.P.A. believing that the songwriters agreed to a standard form of agreement embodying these points. Publishers declare that while they are desirous of entering into a fair agreement with writers, they will not agree to enter into a basic minimum contract with the S.P.A., especially, they say, so long as that issociation has as part of its aim the acquisition of rights from writers which they, the publishers. See the seed of the American Society of Composers, Authors & Publishers.

can Society of Composers, Authors & Fublishers. Highlights

The highlights of the agreement are that there will not be a minimum royalty guarantee for sheet music; that writers will receive a minimum royalty of 33½% royalty on discs; that the writers will receive 50% of the publishers' net of the ERPT money and that there shall be a closed shop; but the clause providing a closed shop is of a flexible nature, permitting publishers to accept the works of 20 non-member writers of the S. P.A. during one year, which the publishers declare will barely, if at all, make a difference to them.

The copyright ownership which the writers desired is excluded from this agreement. Writers however,

this agreement. Writers however, have not given up their battle for copyright ownership and are striving to gain control through Con-

The 18 point proposed agreement between writer and publisher fol-low (points 15, 16 and 17 are not low reprinted verbatim due to the ne-cessity of legal advice by pub-lishers and writers before being phrased).

imners and writers before being phrased):

(1). That the composers shall receive as a minimum not less than one as a minimum not less than one as a minimum not less than the composer is a minimum not less than the composer is a minimum not less than the composer is a matter of mechanical rights, foreign rights and all other rights not specifically mentioned, which are now in cx-develop or which may in the future develop or which may in the composer is to receive 50% of the net amount of the composer is to receive 50% of the net amount of the composer is to receive for other composers of the composer of the composers of the comp

ciety of Composers, Authors and Publishers, and the right of the composers jointly to control 50% of all royalties or revenues derived by the said society from the small performing rights even now known or hereafter developed or discov-ered.

Fixed Compensation (2). That the compensation paid to the composer shall be a matter of individual bargaining, but that it is preferable that the compensation shall be fixed, so far as it applies to sheet music sold on a royality basis of an agreed number of cents per copy rather than on a percent basis.

alty basis of an agreed number of cents. per copy rather than on a percent basis.

Advance on Acceptance

(3). That the contract shall provide that its execution by the paright of the provide that its execution by the paright by the publisher and that an advance shall be paid by the publisher to the writer upon the acceptance. The advance to be in the nature the contract may state that for and in consideration of—dollars in hand pald, the receipt of which is hereby acknowledged. The amount of the contract may state that for and in consideration of—dollars in hand pald, the receipt of which is hereby acknowledged. The amount of the contract may state that for and in consideration of—dollars in hand pald, the receipt of which is hereby acknowledged. The amount that the song is not published within one year after acceptance, the did not be a supported to the contract is entered into for further option or six months, it is further provided that at the expiration of 11 mublished the composer shall have the right to demand its return whereupon the publisher must either publish this song or exercise script and all rights appertaining thereto, including copyright, to the writer. If the first option is exercised then at the expiration of 17 published the similar notice with similar requirements may be served by the writer on the publisher.

Actual Publication (4). That the contract provide in Actual Publication

Actual Publication
(4). That the contract provide In
sultable language provision to the
effect that the publication necessary do be made by the publisher
visions of the agreement must be
the publication of copies actually
intended for public sale
publication for copyright purposes
not being sufficient.

publication for copyright purposes not being sufficient.

(5). That the statements are to be rendered cearly by the publisher of the publisher of the publisher of the publisher of the publisher. Note: This provision need not be uniform as it is agreed that once the publisher. Note: This provision need not be uniform as it is agreed that semi-annual statements to writers and have geared up their royalty accounting departments on this basis need not change but can obtain the semi-annual practices.

(6). That the contract is to define in detail: the items which shall appear on any royalty statement furnished to the writer as to unifully accounting the published to the writer as to unifully a published to the writer as to be paid accompanied by check in full payment of the sum due.

Certified Statements

#### Certified Statements

panied by check in rull payment of the sum due.

Certified Statements

(8). That all statements are to be certified by the regular public accountant who regularly audit the regular statements are to be certified by the regular public accountant who regularly audit of the publisher to render such certified account, then the contract is to provide that the composer of his sax sociation as the books of the publisher either personally or with the certified accountant employed by the composer or his agent. far as foreign poyalles are concerned is to be itemized as to the sources from which foreign payments appearing in the accounting are derived.

(a) the composer of his sax foreign poyalles are concerned is to be itemized as to the sources from which foreign payments appearing in the accounting are derived.

(a) the counting are derived.

(b) the son covered by the agreement, published in art as it is possible for him to do so, a printed copy of the song covered by the agreement, published in art and the composer of the sax sociation as far as it is possible for him to do so, a printed copy of the song covered by the agreement, published in art and the composer of the contract is to provide a clause so that the omnitoring in the contract shall have the right to either grant or withhold his permission from the publisher to grant licenses to mechanical companies.

(12). That the contract shall also have a clause providing that where the purchase by the publisher of a song is an outright purchase, the sales has the first to the the the publisher agrees at all times to publish sort of a song is an outright purchase, the sales has the song with the name of the composer's standing in the American compos

#### SHERMAN-CLAY'S NET LOSS OVER A MILLION

San Francisco, March 21.

In its annual financial report filed for stockholders Sherman, Clay & Co. reports a net loss of \$1,837,280 for 1931, as against., a net loss of \$408,320 for 1930. Company's total assets are over \$3,000,000.

All directors and officers re-clect ed at the annual meeting

#### **WB-KRESS FIGHT**

Warner Publishers Seek to Force Stores to Cut

If by April 1 the Kress chain If by April 1 the Kress chain-stores on the west coast do not cease to sell sheet music at cut prices, Warner publishers will cut all sheet music to 20 cents retail on counters located in the same cities as the Kress stores. Warners is seeking to force the Kress stores to resume standard sheet music prices.

Kress has cut the price of all sheet music to 25 cents retail in about 10 of its stores in San Fran-cisco, Los Angeles, Spokane, Seattle and elsewhere.

Warners has counters in prac-tically every section where there is a Kress store selling sheet music. If Warner introduces a 20 cent retail price on the Coast it may be operating the counters at a loss

#### Chi Musicians' \$100,000 For New Union Building

Chicago, March 21.

Plans for erecting a new \$100,000
musicians' building, with the present one to be razed, has been approved by the Chicago Federation and Musicians club. Vote taken at and Musicians club. Vote taken at a joint meeting brought out a majority of 800 to 4 for the project. Immediate action was urged by James C. Petrillo, president of the union, with bids from contractors already coming in. It is expected that work on the new building will start around May 1. With the present five-story building at 175 W. Washington to be wrecked, the new structure will be

ing at 175 W. Washington to be wrecked, the new structure will be a two-story one and constructed in amanner allowing for further additions. It will also contain a large auditorium, capacity to be decided upon later, which will serve as an assembly hall for the musicians as well as for other purposes

#### can Society of Composers, Authors & Publishers. Composers' Rights

Composers' Rights
(13). That the contract is further to contain the clause which at the time of executing the agreement shall give to the composer a right to determine whether he desires to have the said song used in connection with dance follow, medicated the contract of the contract

ilcations when such use can be made.

That the contract shall the contract shall the contract shall the provide that revalities are to be paid by the publisher to the writer on all dance orchestrations soid and paid for.

(15). Refers to royalties withheld because of an infringement claim. These royalties are to be deposited in escrow with a party to be at the such that the suc

able time, the royalties are to be released.

(16). Refers to suit started for infringements. Composers insist upon the emblowment of attorneys (17). Refers to all disputes which shall be submitted to arbitration under the rules of the American Arbitration Association.

Arbitration Association. As to provide a clause that in any one year the publisher should agree not to publish songs of more than 20 writers who are not members of the STA. The did the control origin, except as to such foreign origin, except as to such foreign works as may have been originally composed by American citizens.

#### NO UNDER SCALE CONSENT 802 Has Not Given Cut Permit to Re-establish Legit House Orchs

Re-establish Legi: House Orche
Report that the local musicians'
unions has given its consent to reestablish rib musicians in legit theatre at under scale wage is denied
by the board of governors of Local
802.
Walter Damrosch as unemployment relief committee made the
rounds of legit managers' offices
rounds of legit managers' offices
place musicians back in the pit for
\$20 per man instead of at the \$36
(regular) scale. It was understood
that the difference in salary, \$36 per
man, would be made up through the
relief fund.

man, would be relief fund.
Officials of 802, however, state that they know nothing about the idea and do not intend to reduce the scale. Declaration is that they were their permission to have not given their permission to Damrosch or anyone else to offer musicians under scale. Board states that its present con-

tract with legit managers runs until Labor Day, 1933.

#### C. & C. DISPOSED OF 17 FOREIGN SONGS IN U. S.

During the month that Jimmy Campbell and Reg Connelly, Eng-lish publishers, spent in the U. S. they placed 17 foreign songs with ican publishers

American publishers.
Following are the American pub-lishers who have taken foreign tunes, and the number each ac-cepted: Shapiro-Bernstein, two; Berlin, two; De Sylva, Brown & Henderson, three; Robbins, three; Harms, six; Charles Miller, one.

#### \$3.500 Court Verdict for Musician's Sensitive Lip

Pittsburgh, March 21 Julius Gardner, formerly with the Stanley orchestra, was awarded \$3,500 damages by a jury in Com-mon Pleas court here last week \$3,500 damages ... - mon Pleas court here last week against Dave Broudy, conductor at

against Dave Broudy, conductor at the Stanley.
Gardner, who sued for \$100,000, alleged that in October, 1929, during an altercation at rehearsal Broudy struck him in the face, impairing his sight and causing him to have a sensitive lip, which he said interfered with his French horn playing. Broudy testified he struck Gardner in self-defense.
Bernie Armstrong, organist, and

struck Gardner in self-defense.
Bernie Armstrong, organist, and
Earl Bailey, formerly manager of
the Stanley, but now in Philadelphia, appeared in Broudy's behalf,
Criminal proceedings brought by
Gardner against him are still pending.

#### Tough in Belgium

Brussels, March 14.
The 'Revue Musicale Belge,' the musiclane' periodical, publishes a list of Brussels hotels, restaurants, dance halls and stores which employ orchestras, and advises its readers to patronize those establishments in preference to others which rely on wireless and gramophone pickups for their music.

#### Sour Over 'Sweetheart'

Green & White, publishers of Dream Sweetheart, have been no-tified by Julian Abeles, attorney for Campbell & Connelly, Inc., and Robbins, to cease publishing Dream Sweetheart. Abeles also asks for

Swettheart. Abeles also asks for an accounting. The compilainants declare the principal part of the melody of Green & White's tune and that of 'Good Night Swettheart,' which C-C published in England and Robbins here, is the same.

Kassel's Platters
Chicago, March 21.
Art Kassel orchestra last week
recorded four sides of phonograph
discs for Columbia here. These
are the first recordings Kassel has
made for Columbia, having formerly done some stamping with
Victor.
Kassel is in the

Kassel is in town for the season at a loop hotel.

#### 3-CORNERED CHI DEAL MAY TIE UP CBS-ASC

Chicago, March 21.

Three-cornered agreement was last week entered into, concerning the Columbia network, the Isham Jones orchestra and the Amusement Service Corp., local musical booking office. By the new arrangement the Jones orchestra will be handled by CBS for all its radio contracts, while ASC will remain as the booker of the Jones band for personal showing at dance spots.

Agreement was consummated

of the Jones band for personal showing at dance spots.
Agreement was consummated willie Jones was at the Golden Pheasant in Cleveland, and from which town CBS has placed the band on two sustaining periods.
Deal is looked upon generally as the likely start of a regular tie-in between CBS and ASC for regular band agreements. Arrangement is hopes of MCA, which was understood to have been seeking a network affiliation for fits orchestra. With the new papers drawn up MCA appears solidly locked out from both networks, since both chains now have agreements with other band booking offices. This present deal puts ASC in a position for closer contact with CBS generally, while NBC here for more than a year has had a mutual agreement with the Kennaway organization, another local band agency.

#### British Soc. Holds Out Till Am. Soc. Pays Up

American Society of Composers, Authors & Publishers is considering an adjustment under its agreement with the British Performing Rights Society, Ltd., whereby the American Society is to withhold a certain sum for British songs played in this country, 60% to go to the British Society. This agreement, entered into in the early part of 1930, was to be reciprocal on an equal basis. To date, according to report, the American Society has not made a payment to the British Society, Latter, atter making a small payment to the American Society for 1930, is withholding its 1931 payment until the American Society delivers whatever is due under the agreement. eement.

The money to be paid the Ameri-

agreement. The money to be paid the American Society by the British Society under this arrangement is to be distributed among songwriters only, so the second secon

#### Chi Fair Votes for International Music

Chicago, March 21.
Chicago's Fair in '33, if and when, will lead off with a 16-week music festival in which an international note will be struck or not at all. Arguments have been for some time on the music committee as to whether American music should get the breaks.

whether American music should get the breaks.
Following heated discussions on the subject, the committee finally decided that it would be a free-for-sil, with compositions to be rated by merit rather than nationality. For the subject of the subject of the form Back of the subject of the subject of the take in everything in music from the classics to popular.

#### Al Newman's Bid

Al Newman has had a bid for the musical directorship of Radio City, Newman is now on the Coast as musical director at United Artists studio.

#### N.Y. and Chicago **Sheet Sales Off: Coast Surprises**

New York, March 19, New York, March 19.
Publishers were hit pretty hard
last month. Sales were more than
formally off. Cholee few publishers
with top tunes were kept fairly
busy, but the majority reported
February as unusually tough.

Witmark's Was That the Human Thing To Do? came up Into first place from the fifth berth of the preceding month (January). It re-placed Mario's 'Home,' the acc tune

preceding month (January). It replaced Mario's Home, 'the acc tune in the January survey, which last month silpped down into No. 6. Robbins' Just Niends', not represented in the preceding survey, came up fast and finished in No. 2. 'When 'We're Alone', (Famous) also not present in January, followed closely on the heels of Triends' and earned the trey. 'Au' Welersehn' and Felt's 'Snuggled On Your Shoulder', like the two previous songs, were similarly not present among the last survey's six best, but during February climbed up to Nos. 4 and 5, respectively. Robbins' Good Night Sweethear', disappears from the current survey after being among the six best for the past three months.

Other tunes near the top during February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and the China St. Berling February were Felst's Wooden Soldier and Morris' Somebody Loves You.' In the disc field, on the Brunswick Tendent St.

In the disc field, on the Brunswick list, Bing Crosby and the Mills Bits, Brog Crosby and the Mills Bros. practically monopolize the six best, having four top sellers. Co-lumbla report shows Ben Selvin's orchestra as its chief band attraction, Selvin's orchestra has three best out of the total six.

Feter Van Histoden orchestra. Feter Van Histoden, No A during January rates the top rung in the current survey. It is the oily repeater on Victor's list. Home was authored by Van Steeden. In the disc field, on the Brunswick

#### Chi Still Flabby

Chi Still Flabby
Chicago, March 19.
Trade for Feh held the same flabby level of the doth the same flabby level of the doth the same flabby level of the doth the same flabby level of the same flabby level of the same flabby level of platters, though the sheet music sales indicate a better tone.
Current best-seller lineup exhibits one of the greatest switches of rating yet. Human Thing, not even a contestant the previous month, blew in from nowhere to cop the ace position, pushing the former leader, 'Home,' down a peg. Three January winners are down in the dark. 'Good Night Sweetheart,'

Having a grand time listenin' to 'es sing at BKO Orpheum, Denver,

Thanks for past favors to Bob West, Fred Schmitt, Evert Cummings, Sam Shayon, Barry Burke, Borls Morres, Jesse Crawford, Milton Feld, Louis

Thanks for present favors to Earl Kaye, Sam Freed, Milton Schwarz-wald, Bob Garry, E. M. Glucksman, Morgan Ames, Dan Parker, Louis Hellborn, Ray Marchbanks, Al Lever.

I Predict the New Song
"ASK YOURSELF WHO LOVES
YOU—TELL YOURSELF IT'S ME" By BENNY DAVIS and JOE BURKE Will Be a Blg and Quick Hit

AL DUBIN writer of 'TOO MANY TEARS'

#### FEBRUARY MUSIC SUR

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING FEBRUARY BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

#### 6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
No. 1—80NG	'Was That the Human Thing to Do?'	'Was That the Human Thing to Do?'	'Home'
No. 2-80NG	'Just Friends'	'Home'	'All of Me'
No. 3—SONG	'When We're Alone'	'When We're Alone'	'Was That the Human Thing to Do?'
No. 4—80NG	'Auf Wiedersehen, My Dear'	'Where the Blue of the Night'	'Where the Blue of the Night'
No. 5-80NG	'Snuggled On Your Shoulder'	'All of Me'	'Just Friende'
No. 6-SONG	'Home'	'Just Friends'	'Good Night, Sweetheart'

#### 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:

15 West	sares, both
BRUNSWICK-No. 1	'Dinah' (Blng Crosby and Mills Bros.)
BRUNSWICK-No. 2	'Snuggled On Your Shoulder' (Bing Crosby)
BRUNSWICK-No. 3	'Tiger Rag' (Mills Bros.)
BRUNSWICK-No. 4	'You Rascal, You' (Mills Bros.)
BRUNSWICK-No. 5	'Was That the Human Thing to Do?' (Ben Krueger's Orch.)
BRUNSWICK-No. 6	'Can't We Talk it Over?' (Ben Bernie Orch.)
COLUMBIA-No. 1	'Of Thee   Sing' (Knlckerbockers)
COLUMBIA-No. 2	'You're My Everything,' 'When We're Alone' (Ben Selvin Orch.)
COLUMBIA-No. 8	'Oh, What a Thrill,' 'Good Night, Moon' (Ben Selvin Orch.)
COLUMBIA-No. 4	'Too Late,' 'River, Stay 'Way From My Door' (Guy Lombardo Orch.)
COLUMBIA-No. 5	'Was That the Human Thing to Do?' (Ben Selvin Orch.)
COLUMBIA-No. 6	'Home,' 'All of Me' (Louis Armstrong Orch.)
VICTOR-No. 1	'Home,' 'I Promise You' (Peter Van Steeden Orch.)
VICTOR-No. 2	'By the Sycamore Tree,' 'All of Me' (Paul Whiteman Orch.)
VICTOR-No. 3	'Was That the Hu van Thing to Do?'

Twenty-One Years' (Kate Smith) 'When We're Alone' (Ben Selvin Ofch.) When We're Alone' (Arden-Ohman | 'All of Me' (Paul Whiteman Orch.) Orch.)
'Rain On the Roof' (Nat Shilkret Orch.) 'Auf Wiedersehn' (Jack Denny Orch.) (Bert Lown Orch)

When We're Alone, 'How Long Will
It Last?' (Arden-Ohman Orch.)

Dancing On the Gelling', (Jack Hylton
Orch.), 'There's Something in Your
Eyes' (Lec Reisman Orch.)

Snuggled On Your Shoulder' (Jack
Denny Orch.) 'Dancing On the Ceiling' (Jack Hylton Orch.) 'Oh! What a Thrill' (Jack Denny Orch.)

'Was That the Human Thing to Do?'
(Bert Lown Orch.)

'It Don't Mean a Thing' (Duke Elling

ton Orch.)

"Between the Devil and the Deep Blue Sea' (Cab Calloway Orch.)

"Was That the Human Thing to Do?"

(Ben Krueger's Orch.)

'Nothing Is Sweeter Than You' (Bos-well Sis.) 'All of Me' (Louis Armstrong Orch.)

You Can Depend On Me' (Louis Arm

strong Orch.)

'Good Night, Sweetheart' (Guy Lombardo Orch.)

'Starlight' (Ted Wallace Orch.)

'Can't We Talk it Over? (Bing Crosby Dinah' (Bing Crosby and Mills Bros.) and Mills Bros.)

You Rascal, You' (Mills Bros.)

'Snuggled On Your Shoulder' (Isham 'Snuggled On Your Should Shap, Won't You Please Come Home' (Mills Bros.)
'Scandals' Gems (Vic Young Orch., Bing Crosby, Boswell Sis., Mills Bros.,

Crosby, Boswell Sis., Mills Bros., Frank Munn)

Twenty-One Years' (Red Nichols Orch.) 'You Can Depend On Me' (Louis Arm-

strong Orch.)
'Chinatown' (Louis Armstrong Orch.)

'Too Late,' 'River, Stay 'Way From My Door' (Guy Lombardo Orch.) 'Who's Your Little Whozis' (Knickerbockers)

'I'm Sorry, Dear,' 'I Found You' (Red McKenzle)

'All of Me' (Ben Selvin Orch.)

'You're My Everything' (Russ Columbo) 'Pagan Moon' (Ted Black Orch.)

'Sylvia' (Paul Whiteman Orch.) 'Home' (Peter Van Steeden Orch.)

'Dancing On the Ceiling' (Jack Hylton

which held the No. 1 spot for several months, "Now Is the Time to Fall in Love' and "By the Sycamore Tree." Almost, but not quite, in the blue-ribbon array for Feb. were 'Wooden Soldier and China Doll' and 'Auf Wiedersehn, My Dear.' Nothing outstanding among the discs. Brunswick list continues to take its best returns on the vocals. Dute Ellington Orch. on its first Brunswick appearance crowds into the top listings.

VICTOR-No. 4

VICTOR-No. 5

VICTOR-No. 6

the top listings.

#### Coast Sheets Strong

Coast Sheets Strong
Los Angeles, March 19.
Plancopy sales held on better
than expression sales held on better
than expression sales held on better
than expression sales are the sales
and the list.
In addition to those quoted,
'You're My Everything,' Evenin' in
Caroline,' Last Waltz With Mother,'
and 'Cuban Love Song were strong
enough to contend with the halfdozen top numbers for listing.
On Disc business
off a dimost nothing
with the recent loss of selling
names in its pop list. Sales fluctuated greatly, spurting for a few
days and then dropping back again.

Jack Yellon last week named Phil Wilcox as Chicago manager for his

Musical Director RKO Orpheum, Denver

Thanks to E. M. GLUCKSMAN, SAM FREED,

MILTON J. SCHWARZWALD, MORGAN C. AMES

and LOU HELLBORN

#### Picked Big Day

Dubuque, Ia., March 21.
Local musicians' union and
others interested in organization
bands and other musical units,
picked a Saturday big day here
for visitors, to stage a 'living music' day in downtown section.

sic day in downtown section.
Concerts were given at various
pay spots, in an effort to plug for
places of business. Mostly grafts,
but some pay spots, in an effort to
plug for more personal appearances.

#### German Theme Feist's

Feist has acquired the American rights to the song from the German film, 'Der Raub der' Mona Lisa.' film, 'Der Raub der' Mona Lisas', Song, titled 'Warum Lachelst Du, Mona Lisa?' will be published under the title of 'Tell Me Why You Smile, Mona Lisas', Raymond B. Egan, wrote the translated lyr.c.

#### KING'S TOUR

KING'S TOUR.

Chicago, March 21.

After a winter at the northside Aragon balinforom, Wayne King and his band silp out of town on March 28, for a quick tour or eastern cities, all new territory for the King outfit. Will cover, besides a quota of small spots, Philadelpria, Pittsburgh and Washington, returning here April 10.

Bernie Cummins' band, now st

Bernle Cummins' band, now at the Trianon filling in in Ted Weems' absence, is slated to go into the Aragon for the King

#### JOHNNY GREEN SET BACK

Johnny Green, 23-year-old Para-mount composer, has had his open Induct composer, has nead in system and the for the Brooklyn Paramount set, back one week April 1 instead of March 25.

Youth composer goes in under a four-week contract with options.

#### Odoms Retires from Biz Cliff Odoms, associated with Feist

for 20 years, resigned from the com-pany last week and will retire from business. Odoms was in charge of Feist's

mechanical department and w general supervisor for the house.

Odoms resigned for purely personal reasons, mostly a desire to be with his family on the coast. He is currently on a cruise to the West currently on a cruise to Indies, due back April 1.

#### LOFNER-HARRIS SPLIT

LUFNER-HARRIS SPLIT

San Francisco, March 21.

Loiner-Harris dance combo at
Hotel St. Francis breaks up May 15,
when Phil Harri. goes into the Ambassador Hotel, Los Angeles, with
his own band.

Carol Loiner may stick at the St.
Francis with part of the present
band.

#### PUB STAFF CUT DOWN

DeSylva, Brown & Henderson let five employees out Saturday (19). They are Al 'Boomey' Ash, Eva Cohn, and Moe Ungar, of the pro-fessional department; George Lip-man, shipping department, and Molly Schrager, slide department.

Florentine's New Management Florentine's New Management
Management of the Florentine
Grili, in the Park Central, New
York, has been taken over by Neal
Berk and Leon Rudd.
Formal opening is set for March
30. Noble Sissle's orchestra for the
music. Harry Blair le doing the
publicity.

#### Mex. Cab. Tax Default

Mexico City, March 17.
Parisene Cabaret, first line American style cab, has been sealed by treasury department. Failure to pay taxes the reason.

#### EDDIE DUCHIN

AND HIS ORCHESTRA Central Park Casino, New York

Broadcasting Via WABC

Featuring:

#### **'SOMEBODY** YNII'

JOE MORRIS MUSIC CO. Woods Theatre Bldg., Chicago



#### JESS STAFFORD

and His Orchestra CLUB FORREST NEW ORLEANS, LA MANAGEMENT: MUSIC CORP. OF AM.

#### Polly of the Circus

Polly of the Circus
(Continued from page 13)

act. There's no kick in the romakes acones which will disasses
the continued of the continued of the
second of the
second of the continued of the
second of the continued

inst Gable, despite being a minister, is a real he-man, he opens boxing with a pal in the partish house grade the partish of the partish house. When the young preacher marries the circus girl after taking her in as a patient and boarder when he had to be the partish and the partish and

#### TEMPEST

('Sturme der Leidenschaft')
(GERMAN MADE)
Ufa production. Leo Brecher release in
tie U. 6. Stear Emil Jamings and features
Direction Robert Siedman. Story. Robert
Lisbmann and Hans Mueller. Music.
ber Ritten. Stown. Frite Therp. A the
Little Carnesie, N. T., on grind run, bestoning March 15. Running time, 103

Gustav	Bumke		Emil	Janning
Annya.			A	nna Ster
Willy.			Franz.	Nicklisch
Ralph.			Antor	Pointe:
The -De	tective		Otto	Wernick
Kyonne		• • • • • • • • • • • •	frude l	lesterber
Paul			ullus F	a ikensteli

Here is a lesson in technique from the studies across the Rhine. It is by all odds the most powerful and reduced in yearn in years. It is so that the studies across the Rhine. It is by all odds the most powerful and reduced in yearn in years. It is so that the picture is a good four reels overboard on footage. The state of the fact that the picture is a good four reels overboard on footage. For general theaters throughout For German theaters throughout Bright and the United States it can even draw a bit from non-German ectors because of Jannings' name and the Buglish super-imposed titles. These Buglish super-imposed titles. These Buglish super-imposed titles. These shades of some aid to non-German act even more irritating to German-speaking customers than they usually are, but will undoubtedly prove of some aid to non-Germans. Act when the super-induced in t

ance to underline Jannings' per-formance. Franz Nicklish, a new face, in a rather sympathetic role, is fine, and the others all hold up. It's tough and grim and cruel, And much too long. But it'll make as much mosay as any German film-can make in the United States.

#### CARNIVAL BOAT

"Carnival Boat" will not mean much to the big first runs, but it and to the big first runs, but it ond of the A list and below that it should be a pushover if sold for what it is rather than for what the title suggests. It is not a showboat story but a vigorous and appedy tale of the lumber camps with the showboat figuring only because it showboat figuring only because it almost proves the disturbing factor between Bill Boyd and his father, Hobart Bosworth, when the latter frowns on the trouper because he wants his son to follow in his own footsteps as a lumber boss.
Only one sequence is played on

cotateps as a lumber boss.

Only one sequence is played on the boat. The rest is woods stuff with failing trees, tumbling logs and the boat. The rest is woods tuff with failing trees, tumbling logs and the state of the state o

nonier.

The story has been well developed and nicely spaced with comedy relief provided by Edgar Kennedy and Harry Sweet. It all belongs, and it gets over to real laugils.

iones, and it gets over to real laugins, no longer the insufferable smart aleck, plays sincerely, with Ginger Rogers seen to better advantage as the girl from the boat than in her earlier screen efforts, and the seen considered the seen of the se

#### Cossacks of the Don

(HUGGIAN MADE)	- 1
Soyuzkino production and Amkino releas	9.
Stars Emma Cessarskaya, Direction Ols	(2
Preobrajenskaya; associate dicctor, Mikha	11.
Prayor: photography, D. Feldman. At th	ie }
Cameo. N. Y., on grind run beginnir	g i
March 18. Running time, 75 mins.	- 1
Aksinya Emma Cessarskay	c
Grisha	W
Natalle	a
Stephen	v
Dunani M Churchoval	

#### **GHOST CITY**

Trent Carr production and Monogram to-lease: feater Sill Code and Monogram to-lease: feater Sill Code and the Monogram to ford; with Helen Foster, Walter Miller, Kate Campbell, Chas. King, Walter Shum-way and Jack Carriye, Direction and story and Jack Carriye, Direction and story At Loew's New York theater one day, March 15, as one-half of a double bill. Running time 50 mins.

March 15, as enchalf of a double bill. Ituming time & mins.

Although this story sticks around town longer than the usual pattern of horse opera, the urban moments are productive of more spirited drama than when they wander into the great outdoors. The opening is suggestive of an incident in Cimructure of the control of

houses.

Cody and Miller team nicely as
the opponents, with Jack Carlyle
as the deputy trouble maker and
Walter Shumway as a comedy relief who is not permitted to become
intrusive.

#### EIN BISCHEN LIEBE

('A Bit of Love') (GERMAN MADE)

GERMAN MADE)

Borlin, March, 10.

Emelka production and Chema Film release. After stage play, Thushness with
After Stage play, Thushness and
After Stage play

Barrier, Land Stage play

Barrier, Land Stage

George Afterander, Roal Barrony,
Olly Gebauer, Richard Afterander, Edmud
Folly Gebauer, Richard Afterander, Edmud

Folly Gebauer, Richard Afterander, Edmud

Folly Gebauer, Richard Afterander, Edmud

Folly Gebauer, Richard Afterander, Edmud

Berlin, Richard Afterander, Richard Afterander, Edmud

Folly Gebauer, Richard Afterander, Richard Afterander, Richard Afterander, Richard After Richard

A charmingly and cleverly made picture which will find an enthu-siastic audience in Germany Clever, working over of the same topic, changed for Anglo-Saxon ex-hibition, should see it do well in

topic, of heaven or Angeween Sandares on the Sandares of the S

Follows the usual manage of changes. Max Neudeld has done Director. Max Neudeld has done cost. Lee Perry, known from silent pictures, reappears in this film, while Magda Schneider, a new-comer, and Joe May play nicely. Photography is standard and Paul Abraham's music is pleasant.

wood.
Picture is an interesting document for Helbling fans, and a prop for those favoring a quota.

MGZi.

#### **GRAIN DE BEAUTE** ('Beauty Spot') (FRENCH MADE)

Rene Weil Productions, Reunies film, Maych S.
Rene Weil Productions, Reunies film, by
Perrett. Parke Natan release. Mado at
Natan Johnvillo studios. Directed by Pierre
TS mins. At the Imperial, Paris. Cast
Simone Cerdan, Andre Roanne, Roger Treville.

Simons Cerdan, Andre Roanse, Roger Treville.

Light French comedy with enough
gugs to have a chance in the neighborhoods. Action is all in Paris.

As usual in all productions concontrolled to the control of the concontrolled to the controlled to the concontrolled to the controlled to the concontrolled to the controlled to the conshowing Simone Gerdan getting into
But no censor would object, on the
Continent, anyway.

Mile. Cardan plays the wife of a
cabinet attache who loves pleasure
made much progress since 'Partir.'
Andre Roanne and Roger Treville
are satisfactory with a good character part done by Mile. Fusier Gir.

Andre Roanne and Roger Treville
are satisfactory with a good character part done by Mile. Fusier Gir.

Identity. A young man follows home
a woman he has met at a masked
but never seen unmasked. Instead of surrendering in the dark
a woman he has met at a masked
but never seen unmasked. Instead of surrendering in the dark
in the controlled to the contro

#### Die Verliebte Firma ('The Firm in Love')

(GERMAN MADE)

Berlin, March, 13.

Deutsches Lichtspiel-gyndiest production and release. Manuerly by Ernit Marichela Manuerly berein Marichela Manuerly berein Marichela (Charles)

Ophuels. Production management. Robert Neppach. Music Bruno Granichtetaction. Neppach. Music Bruno Granichtetaction. Control Marichela (Carle Jegaphin, Recorded op Cobie Kiangfim, Caut. Gue. Marichela (Carle Jegaphin, Recorded op Cobie Kiangfim, Caut. Gue. Lien. Deyers. Jose Wedorn. Rubert v. Mayerineis, Fritz Steiner, Leoshard Steeley. Lien. Deyers. Jose Wedorn. Rubert v. Mayerineis, Fritz Steiner, Leoshard Steeley. Lien. Steiner, Leoshard Steeley.

A picture of picture making and the public, always interested in such topics, should pass this one. Film bears all the signs of a moderate success.

butters in the signs of a moderate success.

A film expedition is on exteriors in the mountains. The star quarrels with her partner and husband, a tenor. By chance a young girl runs expears singing the hit. The star leaves the party, but the young girl is discovered and plays the lead. Everyone has fallen in love with her, the film director, manuscript her, the film director, manuscript her, the film director, manuscript had finally the manager also, a young man. She, however, proves not to be as talented as everybody thought, the star returns and the young girl leaves for her mountain star, and Lien Deyers the young sirl, so the way the manager joins her. I have a support the star part of the

#### ORIENTAL, CHICAGO

(Continued from page 37)

Southing production and Ambiene release, respectively the speaking customers than they usually are, but will undoubtedly prove of some aid to non-German wants about this Emil Januari and the provided the second of the provided that set him with the say of the provided that set him with the provided that set him with the say reformance since Variety; the same selective is no variety in his work, but he provided the say of the set of the say of the set of the

ness of tone which proclaims Holly-wood.
Picture is an interesting document for Helbling fans, and a prop for trick is a series of arm-over revo-

enough chatter to divert from the routine monotony. Her closing trick is a series of arm-over revolutions, of the property of

sildes. House is one consolist who can double in voice and oke.

Newsreet and trailers fill in around the feature. Disorderly Conduct (Fox). Bad weather Friday, but the house got off to fat start with an early holdout.

\*\*Repair\*\*: \*\*

#### **MASTBAUM**

Piladelphia, March 21.
Afternoons crowds only fair inspite of the fact that they've given Clark Gable heavy billing for Polly of the Circus. Reputed Gable draw doesn't seem to have worked in this instance. Stage show, 'Spring Froile,' scoring heavily on laughs, may surprise and create more favorable audience comment than feature.

were ble audience comment than feature.

Very wise move to bring Milton Berle back after the favorable impression he made here a few weeks ago. He goes even further than the state of the

of mouth.

Act opens with line girls going recitative to introduce Berle, only objectionable feature being tag line, 'Aw, nerts, it's lousy.' Word may pass when used by comedian, but not so hot when the entire chorus hurls it across the footlights.

pass when used by comedian, but not so het when the entire chorus hundred to the control of the

#### ESPY TO SKOURAS

Culien Espy, for years identified with Publix-Stourns from the Coast for the Stourns True of the Coast for the Stourns True.
While list nost in the Fox-West Coast setup leaf known, it is believed he will be given a division.

#### CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING CENTRAL 0644-4401

Medzie
One of the poorest ilneups of showing turns ever viewed at this westsider. Fortunately, however, for vaude's sake, this showing season array of mid-March snow and sleet, so that only a small house was present to see vaude in its deblity. Wade and Wade opened with an assortment of strength stunis and this audience. Tack Rich played the accordian with symfactor precisions. chair-jumping, but nothing to stir this audience. Jack Rich played the accordan with similar similar and a manufacture of the substitution of the push-box does not constitute, a worthwhile vaude routine. Let's Go, three men and two gals in a ing itself might squeeze by the bindly-booked smallies, but that singing, single basht. a spot any-where on his pipes. Best of the turn are the femme specialists, their pleasantly. Ever year it he Ames and Ames Ever year it the Ames and Ames

pleasantly.

Every gag it the Ames and Ames routine is well-remembered, but severy gag is entiriely spoiled by this mixed team by weak showmanship. They slur over the punch-lines so threy slur over the punch-lines so they slur over the punch-lines and woman, have no regard for the clock. They stay on long enough to three acts, but in the long rundout successful to the l

Going Places

(Continued from page 46)

anyone less steadfast than Miss Young, and her role itself packs no sympathy: Miss Young's own earn-

estness and sincerity overcome its

Miriam Hopkins

During the course of 'Dancers in ne Dark' (film) only three young nen's hearts throb with longing

the Dark' (film) only three young men's hearts throb with longing for Mirlam Hopkins and yet she's a dancehall hostess in an unusu-ally thronged 'ballroom'. Perhaps the explanation for such singular lagk of appreciation lies in the pic-ture's title.

Miss Hopkins is strictly on her own in 'Dancers in the Dark'. The easily anticipated developments of

STANDARD FIVE DOLLAR ROOMS 3

S A REVELATION

KNICKERBOCKER

RKO STATE LAKE

'GIRL CRAZY'

With BERT WHEELER— BOBBY WOOLSEY—MITZI GREES EDDIE QUILLAN and DOROTHY LEE

dance and song act there's a possibility of something solid. Music from harps and plano as the background and specialties, with some near dance numbers by man team. Turn started excellently, but dwindled toward the close, particularly because the latter dances were almost direct repetitions of the first leg numbers. Hardy have an act on the order of Jordan and Wood in the burlesquing of radio personalities, but the present pair has made no study of the vocal inflections and characteristics of the radio volces they're trying to ape, so that most considerable of the burlesquing and this turn might get somewhere. Close on their cwn, for straight and comedy warbling. Closing was Lockman, magic man and escape artist, but presented sloppily and at to slow a pace to connect properly.

the story, the routine direction do nothing for her. She herself must crash through, and she does. Lyda Roberti, too, plays a hostess. The camera does not change her, but this picture appearance proves how wisely she was handled on the stage. She registers only once with the force that made her a personality in musical comedy, and that's when she remembers her stage mannerisms for the song she's allotted.

#### Literati

(Continued from page 53) erary invalid now has a broken arm to complicate matters for him. Seems somebody yanked a chafrom him, resulting in the fracture

Departing Gesture

Before leaving for the Coast, H.
N. Swanson, the College Humor publisher, is understood to have put into effect a severe cut in rate for story payment to story payment to the control of the control

sympathy: Miss Young's own earnestness and sincerity overcome its
shallowness.
While 'Play Girl' as a title is entirely misleading—the heroine is the
most conventional of young wor,
mospheric locales, vacation campa,
pienics, hiking, the problems of
working girls who must look after
their scanty wardrobes after hours,
realistic details that give it a certain fidelity to life and, therefore
increase its credibility for women.
Miss soung, for instance, is a salesy
wages and so her nightgowns are
practical, washable garments without the usual fragile lace, but for
all the true-to-life touches, she still
packs her sultcase picture-style: a
peli-mell finging together of garments which, no matter how great
a woman's emotional strain at the
a woman's emotional strain at the
a woman's emotional strain at the
coffure as Miss Young.

Missim Mosking Alana

Missim Mosking Alana

New British Fan Issue
Understood in England the new
Amalgamated Press fan paper, Film
Pictorial.' Is going well. Edited by
Charles Winchester, who has bought
out many paper for A.P., it is aiready shooting over the 200,000
mark weekly.

#### Chatter

Ray Long back from Redland. Dorothy Scarborough going to Italy to do her next book. Wili stay in Fiorence. Rockwell Kent to South America.

Vicki Baum will return next year Mystery story locales getting

mystery story locales getting nuttier. Since the publication of Drums of Dambala, H. Bedford-Jones has received four voodoo drums from readers.

Briton has no use for state of the state of

INSTITUTION OF INTERNATIONALS Shoes for the Stage and Street SHOWFOLK'S SHOESHOP-1552 BROADWAY 'thirteen' in every one of his book

Gertrude Atherton's autobiog out

Gortrude Atherton's autoblog out the first of the mouth. Helen Bliss will go to material for a novel.

John V. A. Weaver places fiction with Knopf but peetry with Farrar control of the first surplised that a picture director could turn out a book like Richard Boleslavski's 'Way of the Lancer.'

Lance

Lancer.'
Grace Hegger Lewis back from
Arizona with a second novel near
completion. Liveright will get it.
James Wright Erown on the high

seas.

Holt will bring out next month,
The Costume of the Theatre, by
Theodore Komisarjevsky of the
Russian theatre.

Why did Ely Culbertson, who has
his own publishing house, give his
new book on bridge to Doubleday,

Doran?
Trade copy on Gil Gabriel's forthcoming novel refers to him as a
well known New York column.st.'
William H. Townsead completing
the Lincoln biography left unfluished by William E. Barton at his
death. Necessitates postponement
of the book's publication.
Padraic Colum has gone bark to
Ireland.

Ireland. Wilson Vorgrath inscribes books

In 'Summer Hotel,' P. J. Wolfson still P. J. Wolfson. He still is ot Hemingway. Louis Bromfield resembles Rich-

Louis Exometed resembles Richard Arien.
Michael Gold has completed his book on John Reed, the American scribil who died in Leningrad and is buried in the Kremiin.
Heywood Broun will have a book published this spring.
Anna Hempstead Branch reading how the service of the servic

Arthur B. Reeve, who turned to literary criticism, is scribbling on

Ilterary criticism, is scribbling on his own again.
Mrs. Aben Kandel to the Coast to join her husband, The new baby and the older baby go along, too. Dixle Willson, the short story scribbler, has written a book about her early life in the circus.
Nell Shipman, the one time picture..ctress, will have another novel published soon. Called 'Abandoned Trails.'

The novel on which Arnold Ben nett was working when he died wil be published in its unfinished state Twenty years as a scribbier for Twenty years as a scribbier for Peter B. Kyne.

#### Conventionalities

(Continued from page 6) finale which came with the direct charge that Conn had framed a fight with another exhib in the conition half to get 'personal pubicity.

Jack Miller blew hotter and colder than he has at any previous convention. It was bunk one day and a good convention at the close. For a time it looked as though Jack and Lightman would put on the gloves.

Charlie Pettijohn staycd in his com until the banquet. Said Char-e, 'I never' want to get mixed up a exhibitor politics.'

Senator Davis gave the news-rells their greatest plug. He said the Sino-Japanese coverage he had witnessed in a local theatre was worth the entire admission. Dave Barrist and the Philadel-phia mob came in like lions and went out quieted down. They de-bigger, and were continuing along such lines when Lightman burned up sgain.

up again.
On the final day they left, evi-

means business.

Brothers Over the Soup
The banquet got too big for the
convention committee and the hotel,
hotel black of the convention of the convention

#### **HOLLY WOOD**

and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taft Bidg.)
Phone Hollywood 6141

Franklyn Pangborn, Mack Sen-nett short.

Robert Warwick, 'Old Dark House,' U. Lillian Bond, 'Man About Town,'

Charles Butterworth, Love Me Tonight, Par. Gloria Shea, Week End Mar-riage, WB, Silm Summerville, Come On Ma-rines, Par.

Sim Summer, Come on Ass-rines, Paty, Gloria Stuart, 'Back Street,' Uv. Street,' Uv. Irene Purcell, John Halliday, 'Bird of Paradise,' Radio. Adrianne Allen, 'Merrily We Go to Hell,' Par. Florence Roberts, Westward Pas-sage,' Radio. David Manners, Maude Eburne,

Florence Roberts, Westward Passage, Radio.
David Manners, Maude Eburne, Competition, WB.
Competition, WB.
Society Girl, Fox.
Sidney Toler, Harry Woods, Radio Patrol, U.
Eric Linden, Joan Blondel, New York Town, WB.
Special, Serial, U.
Ray Cooke is at Sennett's on loan from C. C. Burr.
George Barbler, Frances Dee, Countess of Auburn, Far.
Countess of Auburn, Far.
of the Dragon, Radio of Paradises, Radio (Charles Beyer agency).
Zion Myers and Raipi Murphy to co-direct Hell Bent for Election,

Radio.
Donothy Peterson, Donald Dilloway, Murray Kinnell, Tod Alexander, 'Criminal Court,' Carter, Horace McCoy and Theima Todd, 'And God Smiled,' Bryan Foy.
Dale Fuller, Ethel Wales, retakes

Assignments
following assignments were
to coast studios last week;
klyn Pangborn, Mack Senort.

Assignments
WTrial of Vivian Ware, Fox (placed
togramment Dolge agency).

J. Farrell MacDonald and Gene
theristoit, Chandy, directed by
Christy Cabanne, John Clein protort.

#### Litigations

Assignee for Frederic March is suing for \$500 worth of notes signed by John V. Searles and endorsed by William Anthony McGuire last Sep-

tember.

National Players, Ltd., is suing Bill Cody for \$500 allegedly advanced to him two years ago by Big Four Film Corporation for National's use.

Eastman Kodak Stores, Inc., at law over \$1.331 in trade acceptances taken by Cinema Mercantile 20, six years ago.

years ago.

Patrick Kearney's pay at Universal has received a number of plag-ters in a suit against him for \$5,889, Claim is for services by an osteo-pathic physician.

pathic physician.

Hollywood Sound Equipment Co.
Lid allowed Sound Equipment Commission
July for merchandise sold.

Industrial Accident Commission
decided O. W. Segner, electrician,
was entitled to \$4,311 for Injuries
received working for First National
Studios. About half had been paid
Studios. About half had been paid
Studios. About half had been paid
was ordered to give Segment 20.
was ordered to give Segment 20.
weeks at \$20.83.

Attempt to recover \$3,021 invested in Thomas Productions, Ltd. vested in Thomas Productions, Ltd. by S. Ramires. Suit claims he bought in on the promise that the company would build a studio and be in production within six months, and would put out 300 projection machines. Company was also supmachines. Company was also supmachines. Company was also supported in the suit of th

#### Show Revivals

(Continued from page 31) Furlous, with 'Hot-Cha' doubtful but not indicating it will be any-thing but a meek hit, if at all. 13 Hits in '30-'31

13 Hits in '30-'31

Average was better the previous season, 13 hits occuring that year as against 12 failures in the musical division. Out of 154 shows that season getting New York runs, a total of 104 filtved, including the dozen musicals. The successful 13, ranking as hits, were among 50 making the grade, indicating the small percentage of musicals both produced and winning out, as against straight plays. About the same percentage would figure for previous seasons, making it almost previous seasons, making it aimos necessary to go into the archives if a condensed musical policy for film palaces is to endure long on law of supply aione

In view of this drawback, it may In view of vins arawasac, it may be that picture houses would vary policles, playing a shortened musical every other week for greater distance. Publix might do that, it is hinted. Prohibitive rights costs as against supposed value of material is likely to also figure in restricting

is likely to also figure in restricting supply, Prior to opening Friday (18) of Three's a Crowd' at the Paramount, New York, the Publix circuit was a little amazed at the advance publicity given its new stage experiment, although no greater than the usual effort was made to get it. usual effort was made to get it.

Thus far Publix has not booked

Thus far Publix has not booked any other musical shows in short-ened form for either the New York or Brooklyn Paramounts, but sev-eral are under consideration. It will wait until it has studied the results of its first, currently at the Broad-way house.

way house.

Other circuits, including Loew, and Fox-West Coast, in addition to Balaban & Katz in Chicago, have played condensed musicals and are

played condensed musicals and are watching developments. ...ny move by picture chains tow-ard important use of abbreviated musical shows would have a nat-ural tendency among legit produ-cers to increase musical-staging activities and with the picture out-let in mind, it is believed.

3 So Far

o so rar Legit musicals revived as tals for the vaudeville and picture the atree thus far are 'Giul Crazy', by Gregory Ratofi, and 'Pollow Thru', by Joe DeMilt and Anatole Fried-land, and the above mentioned

Three's a Crowd, condensed for picture houses by its original producer, Max Gordon. Follow Three opened Friday (18) for Publix in New York of the Condense of

auditional weeks after the Brooklyn Par date beginning Friday (25). In-dications yesterday (Monday) were that the circuit would exercise. P.-P's option on the show expires this Wednesday (23).

#### **LETTERS**

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING OF CIRCULAR LETTERS WILL NOT BE ADVERTISED . LETTERS ADVERTISED IN ONE ISSUE ONLY

Arville Dorothy Byrne Barbara Burns Paul Carroll Jean Fleischman Mrs M Forbee Eddie

Harrison Leicester Hayes T J Herbert Frank Marcus M M Mellinger Artie Schobel Elmer Silver Ida Terry F

Willson Henry CHICAGO OFFICE

Black John S Gilbert Bert Clayton Dolores M

Ohlmeyer Charles Keeler & Dunsea Edwards David

DOROTHEA ANTEL 316 W. 72d St., New York City The Sunshine Shoppe

New Assortment of GREETING CARDS For All Occasions



The Leading and Largest ACCORDION FACTORY States The only Factory that makes any set of Deeds made by hand. Cuerrini & Co-277-279 Columbus Ave. San Francisco, Cal.



#### OBITUARY

CHAUNCEY OLCOTT

Chauncey Olcott, 71, died March
18 in his villa in Monte Carlo of
pernicious anemia. His body will
be brought to this country for in-

pernicious anemia. His body will be brought to this country for interment. Buffalo, he made his professional debut at the Union Square hearts. New York, in 1886, and sogratic roles before turning his attention to the type of Irish romantic plays with which his name is chiefly associated. This followed the retirement of W. J. Seanian, who left him a comparatively clear field. He popularized Month of the country had been a sentenced at the country like the country had been a sentenced by the country like on the Riviera desirable through the winter months. He was first married to Cora E. James, whom he divorced four years later, and then to Margaret O'Donovan, who sur rives him. They make the James of the Cora E. James, whom he divorced four years later, and then to Margaret O'Donovan, who sur rives him. They make to Janet Oleott, but had no children of their own.

MPS MAY BELLE MARKS

MRS. MAY BELLE MARKS
Early star of the legitimate stage,
Mrs. May Belle Marks, wife of R.
W. Marks, originator of the Marks
Bros, shows, died in the Toronto
General hospital March 17.
Born in New York 69 years ago,
she received her early theadcal
rahing with the Fifth Avenue thetanning with Eith Avenue thestanning with Eith Avenue thestanning with Eith Avenue thestanning with Eith Avenue thestanning with Eith Avenue thetanning with Eith Avenue thestanning with Eith Avenue
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LAWRENCE R. CROOK
LAWrence R. Crook, 54, president
and general manager of National
Theatre Syndicate, died suddenly at
his Saüsalito, Cal., home, March 16,
Death ascribed to heart failure.

Death ascribed to heart failure. Deceased operated theatres on the coast for a number of years, organizing the original T. & D. Jr. circuit along with Turner and Dahnken. When West Coast stepped in, Crook formed his National syndicate. Survived by the widow, two sisters and a brother.

#### HARRY McKELVEY

HARRY McKelvey, 45, Chicago night club owner, shot and killed himself in that city March 17. Financial difficulties and illness were belived to have been the

McKelvey had been around Chl-cago many years, starting as a head waiter. He was at one time in the old Moulin Rouse while Bill Rothstein had it. Widow and two children survive.

ROBERT CARROLL
Robert Carroll, 65, former performer, died in Chicago on March 19 of heart disease and other complications, Carroll, whose right name was Dudley Anderson, had been in several vaude turns, one of the best known being Carroll and Gardner. He specialized in blackface comedy. One of the teett annearances was One of his legit appearances was in Eddie Foy's 'Robinson Crusoe.' Widow and married daughter sur-vive. Burial at Woodlawn, Chicago.

#### CHARLES WARREN

CHARLES WARREN
Charles Warren, vaudeville and
music man, died recently at his
home in England.
Warren, an American, represented
the firm of Witmark & Sons, publishers, in London for over 25 years
and had become affiliated with the
publishing company of B. Feidman
& Co. Earlier, he was of the vaude
team of Fish and Warren.

managed the Olympic theatre in Harlem. He is survived by the widow, a daughter, and a brother.

ALEXANDER MACHIDON
Alexander Machidon, 44, member of the March 12 in Auburn, N. Ye, et al. 14 foot fall from horizontal bar to fractured skull sustained in a 14-foot fall from horizontal bar to the stage. Act was playing the Auburn theatre at the time.
Widow, Princess Whiteloud, Indian songstress, from whom Machidon was separated, and a brother, Nicholas Machidon, alsc. an acrobat, survive.

FANNIE F. JACOBSON Fannie (Fish) Jacobson; 24, for-mer vaude violinist, died at her home in Omaha, March 13, from complications following a rare blood disease. Prior to her mar-riage Mrs. Jacobson, as Fannie Fish, was in vaude. Her husband, father, a sister and prother survive.

#### THEODORE CHESTER

Theodore Chester, 59, for 31 years a circus clown, died at his home in Richmond, Ind., of heart disease last week. He had made three trips around the world but retired 11

#### GERHARDT HASSE

Gerhardt Hasse, 31, died in In-dianapolis while practising in a gymnasium. Fractured his neck in a seven-foot fall from a horizontal

Had been a gymnast but had left

#### CHARLES E. GANO

Charles E. Gano, 65, veteran min-strel, died in Springfield, O., March 14, following a brief illness. strel, died in Spangacos, 14, following a brief Illness.
Had been comedian with Coburn's, Vogel and Deming's and Al G. Fields minstrels and had done a single in vaudeville. Interment at Marion, O.

ROBERT E. JOHNSTONE
Robert E. Johnstone, 65, concert
agent, died in New York March 14,
after an illness of nearly two years.
In his younger days Johnstone was
one of the foremost concert agents.
He is survived by the widow and
two sisters.

#### H. C. CLEMENS

H. C. CLEMENS
Harry Cameron Clemens, 67, former actor, died in Edgewood, R. I.,
March 20. Well known player in the
90s in Lathrop, Castle Square and
Proctor stock cos. Interment at Proctor stock Yarmouth, Me.

Father, 81, of Douglas MacLean, died in Hollywood March 19 after a year's llness. Rev. C. C. MacLean had served more than half a century in the M. E. ministry before retiring.

Survived by the widow, son and daughter.

daughter.

Ludwig E. Manoly, 77, who for 50 years played the double bass in the N. Y. Philharmonic, died of pneumonia March 16, in New York. Survived by a wife and four sons.

stage manager at various Boston theatres, died at his home in Somer-ville, Mass.

Sister, 60, of the late Thos. A. Wise, Mrs. Adelaide Wise Brown, died in Denver recently.

Mother, 91, of Robert Mllasch, film actor, died in New York March 14.

#### Sunday Doubles

#### Los Angeles, March 21.

RKO Hill Street, vaudfilm, averaging about 4,000 paid admissions every Sunday for the past two years, sold 8,600 tickets yesterday

(20).
Result is eredited to new cheap scale of 25 cents to 6 p. m. and 40 cents thereafter.

Lewton's Second JAMES H. CURTIN
James Henry Curtin, 73, died at his home in Maplewoog N. J., March-14, after a long illness.
Curtin had been manager of the Castine and Empire theatres, Broote-lyn, of the London theatre on the Bowery, and previous to that had of Roses,' is in its fifth printing.

#### Bills Next Week

(Continued from page 38)

rom page 38)
Joe Pasco
Sunkiat Ens
BFOKANE
FOX
Ist half (26-21)
Star Night I 1
Betty Compson
Roy. Bradley.
Steve Savage
Danny Beck
Anna. Chang
Comic Convales
Julian Hall
B Judy & Ch' Doyle 4 Jack Frost Lois & Tudy Accordion 6 Sunkist Ens Sunkist Ens

NEW OBLEANS

All at Sea' I
Ben Bar'
Lester & Garson
Gregory & Raymon
June Worth
Matt Brooks
Sunkist Ens

OAKLAND
Paramount (23)
'Gobs of Joy' I
'Pat' West
Lee, Port & Dottle
Pablo Julian Hall
E Judy & Ch'
SPR'GFLD, MASS
FOX FOIl (28)
'Tintypes', I
Pressiar & Kialss
Christy & Nataro
Aaron Sis
Harry Moore
Oscar Taylor
Marle Remilhston
Sunklat Ens

Pablo
Elmer Herling
Rose Marie Carter Sunkist Ens PHILADELPHIA

PHILADELPHIA
FOX (26)
Black & White I
Geo. D Washington
Clifton & Brent
Dolly Kramer
Rose Glesby
Marle Le Flohie
Marlealice Head
Sunkist Ens
FORTLAND
Paramount (24)
'Art Gallery' I
Felovis

Farancome (2-)
Farancome (2-)
Falovite (2-)

Marie Romhaton
Marie Romhaton
Marie Romhaton
Marie Romhaton
Swiss Movements
Swiss Movements
Swiss Movements
Firances Les
Wilfrib Die Bois
Jos Pope Jones
Sunkid Eng
Tom McAuline
Tom McAuli

Strand
1st half. (26-29)
'About Town' I
T & A Waldman
Max Co
Ben Dova
Paul Olsen

Cabaret Bills

NEW YORK CITY

3 Little Words 3 Sepia Songbirds 3 Rbythm Kings

Cotton Club
Blue Rhythm Boys
Leitha Hill
Hartmanns
Dorothy Crowley
Al White
H'llyw'd Restaur's

Doris Eaton
Harriet Hillard
Folles Bergere C
Frank Hazard
Dolores Ray
3 Speeds
Caesar & Mimi
Al Katz & Kitte

Nut Club
La Belle Rose
Eton Boys
Nutsy Fagan
Bainbow Inn

Chris Pender Millard & Anita Diana Deering Bobby De Fay Mildred Jay

Busian Arts
Joe Morantz Orc
Voa Trogzento
Barra Birs
Natalya Davis
Misha Usanofi
Helen Kazanova
Gregory Grestrow
Irene Kulofi

Show Place Show Flace
Sammy Walsh
Sylvia Miller
Eddie Joyce
Val Vesto
Kitty O'Dare
Sydney Hawkins
Mildres & Mauric
Jean St John
Betty & Andre
Rita Whits

Rita Whits

Village Barn
Relly & Comfort
Josh Medders
Danny Drayson
Lew Beek
Chahlul Hank
Texas Redheads
Helen Manning
Daye Abrams Orch

RAW I

Beaux Arts
Ruth Goodwin
Ivon Bouvier
Lee Gibson
Betty Wilson
Grace Mitchell
Louis Barsoni
Central Pk Cash
Veloz & Yolanda
Eddle Duchin Or

Eddle Duchin OrComaic's Inn
Don Redmond OrCora Green
Oran Green
Mae Alex
Glienile Cheesman
Paul Meere
Line Green
Mae Alex
Glienile Cheesman
Paul Meere
Line Green
Mae Alex
Glienile Cheesman
Paul Meere
Line Green
Mae Alex
Mary
Mille Jackson
Mae Alex
Mille Jackson
Mille Mille
Mille Mille
Mille Jackson
Mille

Old Vienna

Paramoust Grill
Dan Healy
Papple Bear Service
Paper Servic

#### Only 3 Chi Burlies as Loop-End Sets to Fade

Loop-End Dels W Falle
Loop-End burlesque theatre here
has delivered notices to the stagehands, musicians and operators, and
according to Aaron Jones, Sr., the
burlycue spot will fold in two weeks
unless the unions come through with
reductions. If closed, the theatre
was the common through the Risky,
switched back to burlesque about
two months ago after a flabby at-

two months ago after a flabby at-tempt at vaude revival. Folding of the Loop-End will leave this town with only three burlesque spots Academy, Haymarket and State Congress. Last month there were

#### Kane Bros. Burlesk Stranded by Fire in Col., Now Doing Okay

Columbus, March 21. Kane Brothers burlesque troupe, left penniless when the Lyceum theatre was destroyed by fire a week ago Sunday (12), recouped hurriedly and opened three days later at the Columbus auditorium, scat-

at the Columbus auditorium, scating more than 4,000. Half the
seats were placed on sale at 25c,
balance at 16c.
Troupe played to 1,500 opening
night and biz is far above average
since, despite bad accoustics and
lack of costumes and sets which
were destroyed in the blaze. All
are on co-op basis, with musicians
and stagehands on the inside and
all taking their split.
Owners of Lyceum theatre properry, oldest major house in the city.

erty, oldest major house in the city have decided to rebuild and put up another theatre, but haven't said when. Loss by fire well above \$100,

#### Modern 10-20-30

Los Angeles, March 21.
The Burbank Main Street thea-tre, burlesque house, opened Satur-day (19) with a feature pleture, newsreel and a negro musical troupe of 40 entertainers on stage. Scaled at 10-20-30.

#### CLEVELAND STOCK

Cleveland, March 21.
Stock burlesque, with Allan Gilert as producer, was opened as the Cameo March 20 by Dick Zies-Local promoters went into the

ler. Local promoters went into the red with wheel shows. Charlle Fagan, Joe Derita, Art Lloyd are the comedy leads, with Al Baker, Carl Simmons, Beaulah Hayes, Eleanor Johnson, Elsle Craig, Peggy Neal, Evelyn Derita and chorus of 20.

#### WLS 'Barn Dance'

(Continued from page 1) mike as was the case at the

studio proper. Deals have already been set with Deals have already been set with the musicians and stagehands, the show being tagged with the regular concert set-up of three stagehands, while Jimmy Petrillo is sending 10 additional men on for the musicians' union. Rate for the theatye is being engineered on a percentage of the gross basis.

Station, which started the notion last Saturday (19), is charging the customers at the tariff of 50c, for the adults and 25c, for the kids. Other stations are carefully follow-

Other stations are carefully follow ing the gross figures for this ven ture, and are pondering the chance of themselves crashing into the the atre biz on their own if the WL attempt at theatre-operation proves a winner.

#### CHICAGO Club Nocturne

Ambassadeur Ambassaceur
Fred Valicna
Helone Ward
Laura Lee
Kathleon Phillip
Frances Marion
Clarice
Al Handler Orch

Cafe De Alex Marie Alaverez De La Vega Sis Henrico Clarisi

Club Alabam
Ruby Abbott
Patsy McNair
Billy Boyce
Mary Thorne
Adele Estes
Frank Furiett Orch

Jimmy Noose Orch
Charles

A Stepping Sis
Meyers & Wierer

Eddle Naking Or

College Ins

I Stepping Fluster

Eddle Naking Or

Elita Sis orch

Maryoris Ender

Midred & Mrythe

Rubniyat
Dottie: Dalo
Bernice St. John
Madge Keefer
Phill: Vallani
Walter Hastings
Eddle South Orch
Terrace Garden
Florris O'Day
Patsy & Mickey
Don Pedro Orch Rodion Dancers Gypsy Rhoumje Pauline Belleau Ted Cook Orch Kentucky Club
Earl Rickard
Lulu Bates
Iris Monohan
3 Burke Sis
Jimmy Garrigan Or Paramount Club John Steel Gladys Mintz Billy Carr Sid Lang Orch Vanity Fair

Pla-Mor
Julia Lyons
Jininy O'Keefo
Ercello Sis
Muriel Parker
Scovello Sis
Ilose & Roy Lyte
Ray Reynolds
Chez Pietre 3
Paul Specht Orch

Vanity Fair Hazel & Klatoff Irene Facry Cele Davis Mary Stone Joe Lewis Leo Wolf Orch Winter Garden

#### KIKI'S \$1,500 IS **BURLY'S TOP** FOR SEASONS

By far the top figure paid in bur-lesque in many seasons is the \$1,500 guarantee, plus percentage, which Marion 'Kiki' Roberts is getting as

Marion Kild' Roberts is gotting as an added attraction to the shoes in Columbia wheel moses when Canada and added attraction to the shoes when Canada couldn't pay, is the rearest approach to Miss Robert's sum.

Miss Roberts is doing straight dancing in the Columbia houses, being the only featured woman, outside of a few prima, donnas, on the wheel who doesn't strip. She's in Philadelphia now with Baltimore to Collow. New York, Newark, and Washington have been played so far by Kild'.

#### Local Talent for Fairs

Springfield, Mass., March 21. Use of local talent in entertainment attractions at country fairs was suggested at a meeting of representatives of 12 fairs here last

week.
Those at the meeting agreed that midways with carnival features have no place in the smaller fairs.

#### Club Performers' Ass'n Looking at Burlesque

Looking at Burlesque
Chieago, March 21.
Local club artists organization,
CAPA, Is ready to go into the burlesque field according to present
indications. Feeling is that burlesque performers, need some sort
of financial protection locally, as
the result of the large number of
halayers bolding the war of the
large of the large some sort
If CAPA goes through with this
plan, likely that future burleycue
stock operators will be required to
post a salary bond for the performers. Felt that the burlesque
field is ripe for code of salary protection for performers and even a
minimum scale, all of which has
been lacking locally ever since
Equity last year completely washed
jurisdiction.

#### Neb. State Fair Cuts

Lincoin, Neb., March 21.
State Fair board awarded the 1932
grandstand show to the BarnesCarruthers Co. It was announced
the year's grandstand, show would
cost \$5,000 less than last.
The Beckman-Gerety carnival was
again awarded the midway. Fireworks, formetly the feature of the
night show omitted.

#### · Barnes Opens March 27

\*\* Harnes Upens March 27

Los Angeles, March 21.

Barnes circus opens its season at the winter quarters in Baldwin Park March 27, coming into Los Angeles two weeks later for a seven-day stay. Outfit will play the Beverly Hills lot two days following L. A.

Busier Cronin continues as manager with Robert Thornton equestrian director.

Parks H-W P. A.
Chicago, March 21.
New publicity setup for the
Hager-bach-Wallace show brings O.
O. Parks as press head, replacing
Willie Wilkins.
Parks hos formally been best

Parks has formerly been best known as press agent for the '101

#### Columbia Wheel Week of March 21

Burlesquo Events—Empire, Newari Dainty Dolis—Gayety, Ballimore, Heilo Good Times—Routo No, 1; Jersey Belles—Hudson, Union City, Night Hawks—Lyric, Bridgeport, Step On It—Gayety, Washington, Tempters—Trocadero, Philadelphia.

#### **CARNIVALS**

(For week March 21-26)
Barker: Humbolt, Tran.
Crafta: San Diesp. Cal.
Crafta: San Diesp. Cal.
Mad. Cody Pleming: Providence, K.
Page: Johnson City, Ten.
Tidewell: Sweetwater, Tex.
Western: Pickens, S. C.

#### CIRCUSES

Winter tarden Charley Critical Control Control

#### RKO STUDIOS INC.

780 GOWER STREET, LOS ANGELES, CALIF



March 19, 1932.

Mr. John Balaban, Paramount Building, New York City.

Dear Mr. Balaban:

Just a few words of my deep appreciation of the break you gave me by booking my company of George Gershwin's 'Girl Crazy' with Frances Upton and Bert Gordon at the Oriental Theatre, Chicago, December 18th, 1931.

This booking created new history in show business, as we broke, or nearly broke, house records for you in succeeding dates at the Tivoli, Uptown, and Paradise in Chicago, and also in your theatres in Toledo, Detroit and Buffalo. As we have one more week to play for you at the Metropolitan, Boston, week of March 25th, before switching to the Loew Circuit for 11 weeks, beginning April 1st, at the Paradise Theatre, New York City, I want to tell you on behalf of my company and myself how happy we were to be associated with you.

The success of 'Girl Crazy' in your houses made it possible for me to organize a special coast company, with Ginger Rogers in her original part, opening for two weeks on March 31st at the Pantages Theatre, Hollywood, to be followed by ten more weeks on the Pacific coast. Incidentally, this coast company is being booked by Rodney Pantages.

Please remember me most kindly to Mr. Walter Immerman, and my good friend Louis R. Lipstone. They helped put me over for you at the Oriental.

Every best wish

Sincerely

Gregory Katoff\_

P.S.

While the show is playing, I am busy in Hollywood making pictures for RKO. Have just finished 'Symphony Of Six Millions', and will start on 'The Roar Of The Dragon', and 'Truth About Hollywood' soon.

# PRICE 15¢

Published Weekly at 154 West 48th St., New York, N. T., by Variety, Inc. Annual subscription, \$8. Single copies, 15 conta. Entered as second-class matter December 21, 1865, at the Foot Office at New York, N. T., under the act of March 3. 1878.

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VOL. 106 No. 3

NEW YORK, TUESDAY, MARCH 29, 1932

72 PAGES

#### Ghosts of Bryant Hall Brood Over Swank Radio Auditions PRIVATE READINGS

#### By RUTH MORRIS

Eight hundred unknown Columbos and Kate Smiths were heard and 200 more were left at the post in last week's NBC 'Youth American Contest' in the network's luxurious Times Square studios.

Invurious Times Square studios.

The gray ghosts of old Bryant Hail broaded over the proceedings which are the mark of Big Business entrance into the ancient institution of the lowly vaudeville try-out-humblest of Broadway overemonies—during this swank ritual, a radio audition.

Outcome of the whole elaborate exercise, was the discovery of one potential radio name, but the by-product has much exploitation for Faul Whiteman and the commercial product which he trumpets over the air.

An obscure show world event,

An obscure show world event, nurtured in side street theatres and (Continued on page 46)

#### AD AGENCY ADDS BAND

Chicago, March 28. For the first time a local radio ad vertising agency is bringing in a musical director and programs. H. Leopold Spitalny.

and programs. H. Leopold Spitalny, retired musical director of the B & K organization, joins the McJunkin Asoncy next week.

Asoncy next week. Is regarded by radio onlockers as a potential note of advancement in the agency business. It is turnishing Spitalny with a completely equipped studio, allowing the meetro to assemble and audition his own talent and programs. All the facilities of the organization will be belind him. This will not confilet with Spitalny's two radio accounts.

#### Fifth Avenue's Flop

America's most colorful public fashion event, the Easter Sunday parade on Fifth avenue, New York, was a sartorial flop this year, according to the ladies. The crowds were there, but the usual display of duds was missing

were there, but the issual display of duds was missing. Women who know their styles say most of the ladies cheated the sight-seers by ringing in a flock of last year's outfits. The paraders seemed to be there just to see who could afford first rate rigging this year.

#### Recital Teas

Recital teas are coming to the front in the east.

Concert performers are adding tea. food, and playing hostess after each performance to stimulate pat-

ronage.
In some cases the tariff is only \$1, including the cats.

#### Finis

The New York state taxation board received a package last week with the following note: 'You're going to take every-thing else—so here's my shirt.'

#### MILLER RANCH SOLD FOR \$25,000

Dallas, March 28.

Popularly valued at \$1,000,000, historic '101 Ranch' in Okiahoma passed under the hammer for bare \$25,000 Saturday (28), after two and-a-haif day sale. Auction did not include the 101 circus, slated for the block later, according to receiver's attorneys.

for the block later, according to re-celver's attorneys.

Feature on bidding was herd of 51 buffalo, classed as relics, which went at \$50-\$75 per.

According to Col. Zack Miller, LEADER FOR AIR ACC'TS

(Continued on page 71)

#### 'RIGHT' BOYS BUST UP WRONG JOINT IN CHI

Chicago, March 28.
Case of mistaken identity cost a roadhouse near here a night of anxiety, when hoodlums put the place on the spot, kicking in the windows, dismantling the fixtures, busting up the beer kegs and otherwise performing a creditable demolishing tob.

forming a creatiane dentification in the right side and all that. It wasn't until the next morning that a repair wagon pulled up, fixed the place up in its original splendor, left a replacement of beer supply and a profuse note of apology.

It was the right hoods but the wagon piles.

#### The Due-Bill Racket Hits B'way Nite Clubs

Hits B'way Nite Clubs
Some of the watters in one of the
Broadway cabarets are making a
racket of chiseling with due bills
for advertising issued by the place.
And there are plenty of these bills.
Waiters pull their gag by buying
up the cateries' due bills from any
of the lesser publications, with the
watters paring the usual 40-505; of
Then when a customer pays a bill,
the waiters pocket the cash and paythe cashier with the due bill for the
amount of the bill, keeping the cash
and making 50% on the deal.

# STAGE PSYCHICS'

100 Before Footlights Instead of Normal 25-Ancient Dodges Revived to Lure Chumps-Tea Leaves to Star Gazing Guides Big Business Men.

#### LOVE QUERIES LEAD

Depression times for the rest of humanity mean good times for the ceers. While in normal periods the majority of the population regards fortune telling in any and all of its phases as strictly the abacadabra, the reverse is true in times of trouble or need. The current depress is becoming one of the biggraph of the b

divination.

Particularly lucrative just now is
the theatre. Although limited to
those clairvoyants whose powers
also include stage presence, the
number working steadily in theatres in the U. S. at the present time
is well over 100. Ordinarily the
number of clairvoyants playing at
Dig business men spurn advice
from their most trusted clerks who

(Continued on page 70)

(Continued on page 70)

#### \$50 MINIMUM PER CAB IS B'WAY TAXI MANDATE

Hack drivers in New York are finding things tougher every week. That's despite the fact that about 2,000 cabs were taken off the streets

2,000 cabs were taken off the streets by the five major cab companies within the past couple months. The streets of the major cab companies are seen to be companied to the major cab companies last seed demands that any cab drivers who falls to turn in a minimum of \$50 from his cab per weck, on a six-day week basis, is immediately dropped. Means that the boys must keep circulating and hustling. With many cabs taken off the streets, and of white-collar drivers, taxi mon are actually battling for their jobs.

Divers for the Dig companies work on a percentage basis, getting 40% of the take. On a \$50 weekly grows, they carn \$30 for themselves, not counting the tips, of course.

#### Minneapolis Bans 'Crazy Quilt,' So Show Moves Over to St. Paul

#### Hearst's Exercise

Hollywood, March 28. William R. Hearst is playing tennis daily at his ranch upstate.

Some say he is over 70, others claim 66, but either way he plays three sets every day.

#### VANITY ANGLE **HALTS PARIS STRIKE**

Paris, March 28. Strike of all theatres here, as planned for tomorrow (29) was averted at the last minute by govaverted at the last minute by governmental action. Plans were all set to go ahead. If the government didn't come through with tax relief of some sort, the issue being carried by Fremier Tardieu personally taking steps to clear things.

Tardieu cleverly got the heads of show business together for a conference with himself and played to their personal ambitions. He induced them to accept mediatory terms which they had previously turned down as unsatiafactory.

Bill was introduced into the (Continued on page 46)

#### 1,000 TO 1 AGAINST A RADIO ANNOUNCER

Of 1,000 applicants for a position radio announcer, CBS is lucky if

as radio announcer, CBS is lucicy if it gets one.

Each week about 100 apply for a position as an ether interlocutor. The most likely of these applicants are chosen and auditioned, with CBS forced to give trials for announcers every week because of the numerous applications and because of the other control of the candidates get no further than the audition room because of pronunciation.

The native twang or drawl is n.g. nationally.

#### N.Y. Central R.R. May Operate Own Hotels

New York Central rallroad is re-ported contemplating an entry into the hotel biz, in New York first. Several of the city's larger inns are located immediately above the Cen-tral's tracks, with the realty con-nection figured in.

Canadian rallways operate their

Minneapolis, March 28.

With a complete seli-out assured, Crazy Quilt' was prevented from 'Crazy Quilt' was prevented from opening at the Metropolitan here last night (Sunday), by the action of Mayor W. A. Anderson in revoking the theatre's license late Satur-

Declaring the show 'is indecent and obscene' the mayor also or-dered the posters of nearly nude girls on billboards, up for more than 10 days, be covered with white paper. The theatre management compiled with the order pronto. Immediately after the license temporary injunction from District Judge F. A. Reed at his residence to restrain the police from inter-ferring with the performance until (Continued on page 29)

(Continued on page 29)

#### GIRLS' TELE WORRY IS THAT BLONDES ARE OUT

Los Angeles, March 28.

Harry R. Lubcke, television expert at KHJ, can look even further than just around the corner.' He has prepared a lecture to deliver at the invitation of a local club in which he describes the types of actors who will appear in television area time.

e time. some time.

It's bad news for the blondes but It's bad news for the bionaes out lake for the brunettes and red heads. His expert opinion is that inasmuch as television photography must be made before white back-grounds, it will be necessary to have dark objects for distinctive fitting.

bave as k objects for distinctive diming.

Blonde gals of the future who might try dyeling to get the television jobs will still be stuck he avers. Because blondes generally have blue eyes and these will be nix also before the white background. But for the dark eyed, black hair femmes, jobs await waiting—just around the corner.

#### Phone Reveille Pays

St. Paul, March 28. Charles Soriein and Ted Barrett, ousted as Orpheum ushers are making a living with correct time

service.

Give time of day, getting income from advertisers whose messages precede giving of hour. Business, precede giving of hour. Business, less than a month old, already has five phones and three girl operators. Boys also have steady customers whom they wake up every morning for a small monthly fee.

#### BOULDER DAM THEATRE

Los Angeles, March 28.

Opening of the Boulder theatre at the Boulder dam site is slated for May 1.

May 1.

Hiquse, now being wired, is owned by Harry and Mit Arthur, and is the only showhouse in the government reservation.

#### Ignoring Old Taboos. Laemmle, Jr., Banks on Fresh Ideas to Hold Fans

Carl Lacmmle, Jr., looking back on his three years as head man for Universal, and remembering his mistakes as well as his successes, has come to these conclusions:

People the world over want to be

A picture must not only be good in itself, it's got to be sold to its

in itself, it's got to be sold to its audience.

The picture-industry must search zealously for new ideas, fresh locales, unusual themes, if it is to preserve its audience.

Every smash picture results from the producer's instinctive sensing of an arresting idea, the courage to stick with it—and chiefly that unpredictable, intangible charm—luck.

L.mmle, Jr., leaves for the coast after a month in N. r York a jubiliant young man. He believes he has a production schedule for 1932 that will top Universal's 1931 banner year. He has lined up twenty-six pictures which he thinks meet his requirements, a program that has essentially variety; each picture with something back of it, a showmaship idea.

#### No Traditional Taboos

No Traditional Taboos
He says it isn't hard for him to
find sultable stories, because he refuses to recognize traditional pleture taboos. There is no such thing
as "you can't do that in pictures."
Because an idea failed ten years
ago, or ten months ago, does not
preclude the possibility of its being
ripe for pictures now. He looks

(Continued on reas 31)

(Continued on page 31)

#### Par Must Buy Space In Dailies to Settle Mrs. Sternberg's Suits

Hollywood, March 28 Hollywood, March 28.
Mrs. Riza von Sternberg's suits against Marlene Dietrich for libel and allenation of affections were reopened by Mrs. von Sternberg, who claims Paramount idin't live up to certain terms of the agreement to cancel suit.

Dallies carried the story that the suit had been dismissed when

Dallies carried the story that the sult had been dismissed when Sandor Incze, Budapest newspaperman and editor of 'Szimhazi Elet,' admitted an article he had written quoting Miss Dietrich on the case had been pulled out of thin air. He wrote a retraction.

Agreement was three letters, and increase perhitted in newspapers in 10 prominent U. S. citles and Berlin and Vienna. But editors used the letters only in part in their news stories.

torles.

Paramount's legal department nust now buy advertising space to have the three missives printed in

#### **Eunice Pringle Tab**

Draws Pantages Ire

Draws Fantages Ire
Los Angeles, March 28.
Dramatic tab starring Eunice
Pringle, Pantages case girl, Is being booked into the Fox Palace to
the reported annoyance of the Pantages family. Palace is operated
by Mike Rosenberg, but owned by.
Fox-West Coast, the same circuit
with which Alexander, Pantages is
affiliated in operation of his theatre.

the.

Miss Pringle makes her dramatic debut in 'Some Baby,' bolled down version of 'Elixir of Youth.' MacQuarrie brothers agency set the deal and Charles King is rehearsing the cast.

#### CONNOLLY'S U.A. CHANCE

Walter Connolly, legit actor currently in The Good Fairy,' New York, will probably go pictures for United Artists. He was tested for U. A. by Chester Erskin. Terms are being discussed.

If deal is closed Connoily's film destination is likely to be 'Rain.'

No one is useless in the world who lightens the bur-den of it for anyone else.

MR. AND MRS. JACK NORWORTH
130 West 44th Street
New York

Hollywood, March 28.

Mother of a child actress ls startling casting directors by her complete naivete on things Hollywood When the child act of the child act of the child act of the child was slekent would be completed in the child proved unsuitable for the part, so man tried to sell the easting director a pair of socks.

#### EXTEND CREDIT CHECK UPON ALL HOLLYWOOD

Hollywood, March 28. Hollywood, March 28.
Motion Picture Credit Assin,
originally formed here by companies doing business with independent producers to establish their
credit ratings, is now branching out.
New scheme is to extend the service to cover entire industry with
ratings on everyone from execs,
stars and writers, down the line for
complete coverage, H. R. Bachelder,
former Pathe head, is now presiformer Pathe head, is now presi-dent of the ass'n. Services will be offered all wholesale and retail mer-

offered all wholesaie and reachants.
Credit to picture people has been a Hollywood headache for years. It is the belief that local merchants will snap at the opportunity to obtain the authentic lowdown for

#### AFTER JOE SCHENCK?

Conductor on Chief Held Up—Coa Belief Schenck Intended Victim

Los Angeles, March 28.
Conductor on the eastbound Sante Fe crack train, The Chief, was held up by two armed men after it pulled out of Los Angeles was molested and the men left the train at a suburban stop.
It is believed that the pair were after Joseph M. Schenck, who was known to have booked reservations. What they did not know was that Schenck had cancelled his tickets and was in Callente.

James Cagney was on the Chief, but was not bothered.

#### Bancroft's Next May 1. Will Share in Profits

Hollywood, March 28.
World and Flesh' is probable title of George Bancroft's talker just completed for Paramount. It may be released around May 1.
Subbilled under star is Miriam Hopkins and John Cromwell, director.

ector. This feature starts Bancroft's new Par contract under which he participates in the net profits. Ban-croft is guaranteed a certain amount besides the percentage.

# WILL MAHONEY

In "Earl Carrolls Vanities"
The New York "Evening Post" said: "A very neat trick in the new Yanities' is Will Mahoney dancing tunes out of what he calls the Mahoneyphone, stepping along a aylophone playing Sousa marches with his feet."

Direction RALPH G. FARNUM

#### MANLY HEROES. **SWEET GALS** FOR FANS

Hollywood, March 28, Several of the fan magazines, re-

Hollywood, March 28.
Several of the fan magazines, realizing they have been on a wrong
tack recently in smashing their
readers' illusions of Hollywood, are
doing a right-about-face and have
ordered their writers to return to
the saccharine.

They have discovered that every
time they tipped off who wears a
toupee, who's beating his wife and
who's sweet in her pictures but a
cat at the studio, they have found
abusive letters following from the
fans of these particular celebs and
a promise hever to buy your so and
so magazine aguin.

Not all of the recent drop-off in
fan mag circulation is laid to the
gossipy trend, but enough of it, the
publishers believe, to induce a campaign get a few readers back by
going into a general Pollyanna routime.

tine.

Because of the popularity of radio whisperings and gossip spreading the fan mags began to follow suit, but discovered that evidently the fan mag readers are of that ifk who believe that the sun rises and sets somewhere east of their pet star's right ear, and rats to any one who says differently.

#### BRENDEL'S 4TH YEAR

After this, his final week of pic-ture house touring in Baltimore, El Brendel returns to the Fox lot to commence his fourth year of a five

year termer.

Brendel, on his personal appearances, has been getting \$4,000 plus a percentage arrangement. He was erroneously reported drawing \$2,500 in the picture houses.

#### Japanese Merchant Sadly Learns His \$150,000 Film Too Churchly

Hollywood, March 28, Hon. D. M. Hirayama, of Japan, is in Hollywood with 11,700 feet of film and a frankly puzzled, slightly hurt, expression. Hon. Hirayama's plque is increased by the constant recollection that \$150,000 of the nest egg he built up as a merchant in his home country is represented in those many feet of Christianity on colluiold.

cclluloid.

Back in Japan sturdy and persistent white missionaries fascinated Hon. Hirayama. Being a gentleman of business as well as an admirer of the white man, Hon. Hirayama decided after much pondering that the United States should be Inthe United States should be in-terested in seeling how its delegates were progressing in the operation of love and quiet Sundays. Further, the wealthy Christians should be interested enough to pay for looks.

So Hon. Hirayama sank \$150,600 into the 11,700 feet of film based on the Introduction of Christiantiy Into the Orient. Then he packed his film and his duds and hopped to America. Joy Flown
In Hollywood Hon. Hirayama has been unreeling his Christian footage for weethle, nynches by the Iray

been unreeling his Christian footage for possible purchase by the important motion picture producers. Hon, Hirayama even holds his back so that it may be patted without undue strain.

But the big American producers roll their cigars in their mouths and shrug their shoulders. 'It's great for churchen, maybe, they say, 'But, Hi, you can't give 'em that in theatres. Not a chance, Hi.'

And Hon, Hirayama, who returned Christianity for Christianity, stares

Christianity for Christianity, starcs at the American picture men with a frankly puzzled, slightly hurt, expression.

#### Fred Randall, 10 Yrs. an Extra. Pans Mob as Dumb and Lazy

#### On and Off Velvet

Hollywood, March 28.
Only one of the show bunch attending Callente lately is known to have won anything.
This lad was but \$180 ahead when leaving the wheels, and then he had his pockets picked.

#### GOLDWYN SIGNS ANNA STEN. GERMAN FIND

Anna Sten, newest' German find has been taken by Sam Goldwyn for two pictures. She is through with has been taken by Sam Goldwyn tor two pictures. She is through with her current Ufa contract at the end of April and leaves immediately for the United States. Her hus-band, Dr. Frenke, will accompany

for the United States. Her nusband, Dr. Frenke, with accompany
her.
Miss Sten is of Russian birth and
Swedish extraction, but has done
all her picture work in Germany
Nork by her work. In Germany
York by her work in Thothers
Karamazov (Terra) and hier work
in the latest Ufa Emil Jannings
picture. Tempest, current at the
Little Carnegle, New York, brought
raves from all the daily cfittes,
which resulted in an immediate
scramble for her-service, very lease
Papers were signed quickly in
Berlin Saturday afternoon (26) to
avoid competition; terms undisclosed. Miss Sten had previously
had offers from Metro and Charles
R. Rogers, one of them offering
100,000 a year.

#### BANKHEAD IN 'RAIN?'

U.A. May Borrow From Paramount; Metro Cools on Buying Script

Hollywood, March 28.

Producers' Association will meet
this week to decide whether or not
the dialog version of 'Rain' will
carry that title. Betting is even
money.

carry that the Betting is even money.

Conflicting reports still persist on which studio will do the film, United Arists with the studio will also the film, United Arists with the studio will be studio will be a considered and the studio will be some and Maxwell Anderson having been working on the adaption in the east.

If 'U. A. does it there is some talk of borrowing Tallulah Bankhead from Paramount for the 'Sadie Thompson' part while Milestone will likely supervise but not direct. He is due here in about 10 days or two weeks.

Gary Cooper will arrive in New

Gary Cooper will arrive in New York March 31 from his African

He will come west immediately, where he is set to team with Tallulah Bankhead. Picture for the dual billing not yet set.

#### **Buddy Rogers' Dad Now** Gold Miner on Coast

tiold Miner on Coast
Buddy Rogera father has turned
gold miner, living in a shack near
Sacramento, Cal., where he has purderested to the control of the control
That's why he not with his son
east for the 'Hot-Che' (Zeigefeld)
engagement. During Rogera' screen
career the elder Rogers, who was
a small town newspaper publisher,
officiated as his son's business manager.

#### SAILINGS

April 6 (New York to London) Noel Coward, Frank Borzage, Sonya Levien, Sam N. Behrman (Aquitania)

tania).
April 5 (Berlin to New York) Paul
Ludwig Stein (Bremen).
April 1 (New York to London).
Stanley Whiteley (Majestic).
April 1 (New York to London).
April 1 (New York to London)
Randail Faye (Europa).
March 31 (London to New York)
Jack Connolly (Ile de France).
March 31 (New York to Berlin)
Fritz Thornhauer (Hamburg).
March 26 (Berlin to New York)
Vicki Baum (Europa).
March 25 (San Francisco to
Tokyo), Dau Venturini (President
Jackson).
March 24 (New York to Berlin)
March 24 (New York to Berlin)
March 24 (New York to Hamburg)
Mady Christians (Albert Ballin). April 5 (Berlin to New York) Paul

Do extras hang on in Hollywood through years of disappointments because they believe that the blg opportunity is coming? Some do, but most of them don't.

but most of them don't. Fred Randall, at 29, has been in and out of extra work 19 years. His heat park were only bits and has been so broken in spirit several times that he has left Hollywood swearing he'll never return. He has traveled over the world and he has always come back to Hollywood. He will be of the minority which believes that one good opportunity is all that if is needed to lift an extra from the be mob, and he can prove his case with jointained. citations

citations.

For the mob at large Randall has neither respect, affection nor dissellike. Many of them have seen that sincere effort is often unrewarded, be said, and most of them havent titled to see anything.

Tew of us who were here 10 years ago remain 1: Hollywood. Faces in the outside fringe change every few months because they find neither romance nor opportunity. Those

months because they find neither romance nor opportunity. Those who hang on for a few years usually lose faith. On the sets they stay out of camera range so they won't be recognized and consequently can get more work.

'At the other extreme—are such cases as Closeup Smith,' who pokes his phiz in front of the lens like a duck headed for water. A few guys like that give the mob as a whole a reputation as screws, and a lot of them are.'

Randall came to Hollward.

them are.'
Randall came to Hollywood 19
years ago because pictures fascinated him. He has tried to overcome that fascination, has analyzed
his yen coldly as a mania and now
admits calmiy that all he can do is
to be prepared for his break if itever comes.

#### Swell Wardrobe

He dresses for the street in ancient trousers, an antique sweater and imp shoes. In his closet hang (Continued on page 29)

#### METRO CHASING CLARA

nt Miss Bow for 'Redheaded Woman'—Drop Harlow Idea

Hollywood, March 28.
Metro has changed its mind again and Jean Harlowe has been discarded as the player for the title role of 'Redheaded Woman.'

role of 'Redheaded Woman.'
Studlo is desirous of securing
Clara Bow for the part but cau't
connect. That is, despite calls from
the M-G lot Miss Bow has been icnoring the summonses and just
won't show up to talk it over.
Miss Bow is now looked upon by
agents as the champion prize around

agents as the champion prize around which to hang a deal. Actress' unme has figured in at least two dozen propositions for pictures, vaude-ville, legit and radio. All of them have fallen through with many never getting the light of, publicity. Evor name can still command big money, or talk of It. Agents, be-vause of 'this, haven't stopped try-ling to get the girl's signature on a signature on a signature or a signature or

least four agents working on deals in which sie figures.

Rex Bell, her hubby, is also her is manager. Several attorings and the Frank Dunian agency, who have a contract with Bell, also figure in Bow deals. Rod tape and out-ins are driving ambitious agents into M spasms trying to make lieadway is with the actress.

Meantime, Miss Bow makes freath quent trips between Hollywood and her husband's Newada ranch, seems to onjoy life and doesnit want to talk acting to anyone.

#### \$40 When Busy and \$10 Idle for New Roach Kid

Los Angeles, March 28.

Los Angeles, March 28.

Hewest Roach kid, four-year-old, defauled Eugene Wertz, Jr., gets 2, guarantee of only 20 weeks work, a year instead of the 24 weeks previously certain for Our Gang players.

vlously certain for Our Gang play-ers.
Youngster's working rate starts at \$40 and goes to an ultimate \$150. His layoff money is also staggered, another innovation, going from \$10 a week the first year to \$25 a week the final year. Most of the Gang-draw \$25 straight on their idle weeks.

# BUT THE DINNER PA

#### Coast Sees Story Selection Real Cause for Harding-Bannister Split DAY-TO-DAY BASIS

Hollywood, March 28.

Prestige, Ann Hardings most recent picture, is being blamed within the film colony as the pertinent cause for the marital separation between the actress and her whend Harry Ranguster.

within the film colony as the pertinent cause for the marital separation between the actress and her
husband, Harry Bannister.
Bannister, on the Pathe-Radio
payroll at \$1.250 weekly, classified
as Miss' Harding's supervisor and
adventured as selecting the stories for
his wife. His contract was settledby the studio, just last week fora reported \$35,000. Miss Harding's
salary is \$5,500 a week. Local interpretation is that the domestic
question cropped up, when Miss
Harding became dissatisfied over
the results of her recent pictures.
Announcement of the contemplated divorce is deemed on this
end of the contemplated divorce is deemed on this
end of the contemplated divorce is deemed on this
end to the contemplate of the contemplated divorce is deemed on this
end. The press received separate
letters individually signed by Miss
Harding and Bannister. The
episties attributed the split to Bannister's struggle to retain his identity and personality in the difficult
position of being Ann Harding's
husband. This was rated by the
plotter mob as a natural for fan
consumption out here, occupying an
entire knoll in the hills and estimated to have cost around \$300,000
at the time of building. It is not
reported what disposition will be
made of this home or who will get
the young daughter, now about four
years of age.
Bannister has left here for Reno.

Reno, March 28.

Reno, March 28,
Kere to secure a divorce from
Ann Harding, Harry Bannister is
burning up the roads around Reno
in a high power car and doing a
little airplane practicing between
times.

times.

Bannister rolled up to the Riverside hotel Thursday (14), and announced that he was out to reporters. He and his wife had said their piece in Hollywood earlier in the week, it was explained, and henceforth there would be no more statements until the divorce suit is field and Bannister is free. The side and Bannister is free. The divorce suit will be filed and allower suit will be filed and allower suit will be filed and thorce suit will be filed.

#### **EILEEN PERCY'S SINUS**

Ailment Which Blighted Scre Career Halts Her Studio Return

Hollywood, March 28.
Ellecn Percy's tough streaks carried her to Palm Springs to recover from a recurrence of sinus trouble. She expects to return here

off the screen for a long time, due to sinus attacks, former silent star has been doing a newspaper syndicated Hollywood column gain-

syndicated Hollywood column gain-ing, attention nationally. She likes it, but prefers the camera. Recently called for a film role, Miss Percy was again in pictures for 24 hours when the male lead auffered an injury requiring a 10-post of the preference of the preference of the structure of the preference of the preference of the structure of the preference of the preference of the preference of the her to the desert sun.

#### Delicate Work

Hollywood, March 28.
Work has commenced on Marle
Dressler's picture at Metro. It has
been going on now for a week.
With Miss Dressler just recovered
from her attack of blood poisoning,
studio staff is handling her tenderly
in such actual work as at present Hollywood, March 28,

in such actual work as at present required in the picture's making.

#### Radio Options B'more

Hollywood, March 28.
Radio has optioned John Barrymore for a second picture.
Studio is now hunting for a story
in which he can be teamed with
Dolores Del Rio.

#### Right Type at Last

Hollywood, March 28.
Former stage comic brought here as a writer by Fox, and now being cast at various studios as a murderer and thief, brought his mother-in-law from New York and immediately called the casting director at Fox.
Exerybody's casting wrong out here, he said, but I'll put you straight. I'm sending my mother-in-law to you for wolf parts.'

#### **GARBO IS COOL** TO \$10.000 BID

Hollywood, March 28. Greta Garbo remains silent on proposal of Metro to pay her \$10,-000 weekly on a new contract start-900 weekly on a new contract startling around May 1. Foreign girl
now receives \$7,000 a week. She
has made no demands for more
money, although previous reports
stated \$11,000 weekly would fix any
Garbo-Metro differences.
Miss Garbo's indifference is attributed to a bankroll accumulated
through Metro and estimated to
run. over \$1,000.00 accumulated
through Metro and estimated to
run. over \$1,000.00 accumulated
through Metro and estimated to
run. over \$1,000.00 accumulated
through Metro and estimated to
run. over \$1,000.00 accumulated
through Metro and estimated to
run. Garbo's weekly expenses out here
Garbo's weekly expenses out here

wants to return.

Garbo's weekly expenses out here
are not deemed to exceed \$200
weekly. She has one colored mald,
doesn't fraternize with the film
colony, thereby foregoing all entertaining, and infrequently has
any house guests.

Metro's executives seem worried
Metro's executives seem worried
means with nothing definite heard
from Greta.

#### Klan Won't Let Warners Film Nude 'White Trash

Hollywood, March 28.
Rewrite on several sequences in Warners 'Cabin in the Cotton' has been made necessary through influence of the Ku Klux Klan.

Company dispatched a camera crew and assistant director to Miscrew and assistant director to Alls-sissippi to photograph women of a 'white trash' section bathing nude in a river. Idea was okay with the women but when the picture com-pany started to grind on the scene the hooded members showed up and ordered the crew to pack up and scram.

scram.

Company came back without any
Mississippi s.a., and the sequence
will be deleted from the script.

#### Miss Dove's Contract

Hollywood, March 28.
Contract of Billie Dove with
Caddo is up for sale to other studios. It has about two years to
run and ties the star to make two
pictures per year.

run and ties the same pictures per year.
Uncertainty of Howard Hughes' future production policy, and with nothing for Miss Dove in sight, caused Caddo to put her on the auction block. Hughes is now reported in Bermuda.

#### Arliss Home Trip

Ariss Home Trip
Hollywood, March 28.
George Arliss will leave for Enginnd in another 10 duys, with his return and next picture still underdied. Finished Successful Calamity' at First National two weeks

ago.
James Cagney, who ducked out after he finished Winner Take All' at Burbank, is thought to have gone to New York for a restin and look at 'Blessed Event,' his next.

# SUPPORT PLAYERS Studios Are Attempting Mob Relief

Includes Overtime-Practice Grows as Studio Budgets Pruned-Good Money, but at Short Terms-Former Stars Included

#### BONANZA FOR SOME

Hollywood, March 28.
Engaging first line players on a day-to-day basis is a departure at the studios brought about by the urge to curtail production costs and the shortened schedules of current

filming.

Even one day engagements for Even one day engagements for high money players are not unusual, and generally there is not the re-pugnance to day work which might be expected from performers who in the past could rely on any of their jobs running for a week and longer.

in the past could rely on any of their jobs running for a week and longer. There's overtime, too, in the new day-by-day work for actors. It's everything but the dinner pail, for should the engagement go over the elight hour period, the extra check is computed on a pro rata basis. In a few outstanding cases, especially among those in big demand for certain types of parts, the days for certain types of parts, the days of the day's work, counting their weekly check as a standard. In other words an actor whose salary is \$1,200 a week can figure on \$400 a day from the eight hour jobs. Players who are currently the fashion for directors and casters, and there are always 20 or more in this category, are being kept constantly at work with some of this category, are being kept constantly at work with some of this category, are being kept constantly at work with some of this category, are being kept constantly at work with some of this cot and finding, at the end of the week, they've cashed in for twice the money they would have gotten on the former routine.

Dialog Cause

the money they would have gotten on the former routine.

Dialog Cause
Importance of dialog and of real actors handling even the small parts in talking pictures has brought about this new state of affairs. Rarely is a so-called bit entrusted these days to the class of bit players, just graduated from the extra ranks.

Short terms at heavy money. comparatively, are dangled before a class of supports considered sure-fire among the exces. Several so considered have lifted small parts to distinction, resulting, eventually, in term c.ntracts. In this list are such players as Allison Skipworth, Edma Mae Oliver, Roland Young, C. Aubrey Smith and others.

Several coliver, Roland Young, C. Aubrey Smith and others.

Several coliver, Roland Young, C. Aubrey Smith and others, and Edward Everett Horton have been in the "surefire" class for years but have always held out for

Lewis Stone, no." under contract to Metro, and Edward Everett Horton have been in the 'surefire' class for years but have always held out for guarantees of at least two weeks or nothing doing. But at that it is not unusual to, find either part exceedingly brief yet handled in such a manner as to make them often more important to the picture than the work of the leads.

Some who have previously been starred are seemingly not averse to taking brief engagements that in the past would have been anathema. This week Evelyn Brent went to Columbia for such a part, yet a few months ago she was getting stellar attention at the same studio. Frances Start was in a similarly small.

attention at the same studio. Frances Stair was in a similarly small,
but significant, part at Warners
These are just two of many who
have discovered that the length of
the engagements has nothing to do
with the money and results that can
accompany such brief spotting.

#### TED HUSING'S FEATURE

Radio wants Ted Husing CES an-nouncer, for a feature sports plc-ture, which the film company in-tends to produce about June. Negotiations for Husing are now

on and may be closed shortly.

### By Limiting Groups to Single Set

#### A Situation

Hollywood, March 28.
Afterpiece of the Wet Parade' premiere at the Chinese was Joset von Sternberg and a friend, both in evening clothes, pushing the Sternberg auto down the boulevard with the aid of two cops. Orchestral accompaniment furnished by 60 hosting fayle.

companiment turnished by 60 hooting taxls.

Car had gone dead as the director was about to whisk off in style. Just one of those Murad situations.

#### STORY BLIZZARD HITS EASTERN FILM EDS

Film companies are being deluged with material from the lesser known and unknown writers. According to the story editor of one of the larger companies, the bombardment of eastern home offices is becoming so intense that its a time

enace. While story editors do not believe menace.

While story editors do not believe there is the possibility of one good story in a couple of hundred submitted by the neophytes the urge for something different is so keen that the judgment of past years, when most all unsolleted material.

Besides which there may be a story from a lesser known writer among the pile that might amount to something. The apparent knowledge among the embryonic scribes that the celluloid makers are beginning to tet down the gates all little is pointed to as one reason for the blizzard of manuscripts.

Recent mass of amateur writing for the screen shows that scores of people in all walks of life are tryling their hand at it apparently.

people in all walks of life are trying their hand at it, apparently
with a view to retrieving reduced
business earnings, salary cuts, etc.
A prominent attorney, continuing
his practice, is among the army of
story peddlers. This counselor's
theme is on prohibition and its
evils and has been read in at least
one office.
Tightening in the magazine and
book publishing fields is also believed automatically turning many
writers toward the screen with

writers toward the screen with fond and wild hopes.

#### \$31,000 SETTLEMENT

Fox Has Only Used Violet Heming 9 of 40 Weeks

Hollywood, March 28.
Fox Is settling its contract with Vloict Homing on a basio of \$1,000 a week. Agreement with the studio was for 40 weeks of which 31 still remain. Reason for the settlement is that the studio has no picture in sight for the legit actress. Miss Henning has worked four weeks for Fox and was loaned to Warner Brothers for another five weeks, at \$2,000 weekly, for the last George Arilas picture, 'Man Who Played God.'
Settlement is being arranged by.

Settlement is being arranged by Leo Morrison who also instigated the original contract between Miss Heming and Fox.

#### Fairbanks, Jr., Scripting

Hollywood, March 28.
Douglas Fairbanks, Jr., has been assigned to work on the adaptation of 'Revolt', his next at Warners, along with Erwin Gelsey and Niven Bush. Jr., who are preparing the story.

Fairbanks will start acting in the picture late next month.

Hollywood, March 28. Having recently agreed to curtail the distribution of extra jobs to relatives, studios have now agreed to further help the mob workers

the distribution of extra jobs to relatives, studios have now agreed to further help the mob workers by the control of control of t bureau. Fund Aid Solicited

Extending this system of relief work, the studios are also depend-ing on the Motion Picture Relief Fund workers to enhance the serv-ices of Central Casting by supply-

ices or Central Casting by supply-ing names of needy persons.

Example of conditions was the clocking recently at one studio of telephone calls coming for such work. It had been nosed about that this particular lot would use 50 extras the following day. Average of 400 calls hourly came in for four hours.

In line with this tremendous rush for work whenever it becomes known that extras are needed, the studies have banned their press agently and the studies have banned their press agently and the studies among the pa's, and, always acceptable to the local papers who like to play up the boom feature, have been exaggerated blurbe that the studie would use hundreds of extras on a certain day. Story of this kind sent out recently by one of the major studie press departments played up that 10,000 extras would be used over a certain period. In reality only 1,000 or so were used but this didn'thait the daily rush to the studie gates. In line with this tremendous rush

#### Alice White and U

Alice White and Junor Laemmle talked it over during the latter's stay here, with Universal interested in the former screen girl. Miss White returns to the coast May 15 after finishing some Loew and RKO picture house dates, Loew's has five more weeks, but at cut salaries, with RKO dickering, which might extend her stay until mid-May.

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#### **Inexperienced Indies Rely on Actors** For Anything from Dialog to Props

Hollywood, March 28. A good actor, to some of the producers having their first fling at picture making, is one who

fing at picture making, is one who can write dialog, direct a tough scene ad lib for missing sequences and isn't unwilling to help move props. Acting ability isn't of much importance.

Word of mouth ballyhoo about what a cinch the indie has is bringing newcomers into the field. They admit they don't know much about producing but figure if they get everybody and everything on the set, matters will work out of themselves.

Filming started, and also the Filming started, and also the overhead, they become panicky and cry for help and advice. Even the electricians are asked for hints on picture making. Result is there are sometimes as many as 10 directors trying to manage the company while the perspiring producer hangs on the tones.

on the ropes.

Actor Almighty

When things blow up, producer
turns to the actor first, knowing he turns to the actor first, knowing he has had past experience. Actor is usually obliging, even thrilled when he has that long desired chance to direct a seene. Several actors have kicked to their agents, but those previously experienced in working anything when taking an indic job and assume the new routine casually.

and assume the new Fourier casu-ally.

Actors are also called on to help in other ways. They lend type-writers, cars and occasionally ward-robe. Anything to help the poor indie who gets plenty of sympathy when he loses his front.

It's a mystery how some of the producers over get the negative into the can. If not for the help of players or t ch. cal men the equip-ment would gather cobwebs before anything is placed on film.

#### OPPOSITION LOOMS IN **HOUSE ON TICKET TAX**

An amendment to the proposed tax resolution pending in Congress whereby all admissions from 25c up would be taxed 10% will be introduced into the House shortly by Congressman Wm. P. Connery of Massachusetts. The new proposal Massachusetts. The new proposal control of the angle of the second the s

the spoken drama be exempt from further tax.

Due to the fight in the House over the sales tax, the admissions tax has not yet reached the floor. When this happens, however, Rep. Connery, who at one time was an actor, will introduce the new amendment. If is generally believed a compromise will be reached so that some of the higher price tickets will be taxed, in addition to those now affected.

Congressman Emanuel Celler of

Congressman Emanuel Celler of New York has been active in working for the legit in its attempt to forestall any further admissions

igures on the government's rev Figures on the government's revenue accruing from its present tax reveal that in 1929 \$4,882,000 was pald in, with the revenue sources including cabarets and other amusement divisions.

other amusement divisions.

That Congress today (Tuesday)
will pass up the proposed amendment to the admission 'scat tax
was the belief of filin lobby ists who
have been giving this matter their
attention for the past two months.
House sentiment is believed by
the solons to be opposed at this
time to levying heavily against the
nation's entertainment.

#### No Picture Gahagan

Hollywood, March 28. Unable to secure story material for Helen Cahagan, Radio is trying to settle its one picture contract with the legit actress. Academy will arbitrate the case.

LAMBS' BARBECUE

Lands Barrellous Hollywood, Magch 28. Leo Carrillo staged a barbeeue at its ranch yesterday (Sunday for 70 nembers of the Lands Club who are out here. Wille Collier, Sr., acted as toast-master.

#### Wurtzel's Future

Hollywood, March 28.
Local belief continues that Sol Wurtzel will leave Fox at the expiration of his contract in May and move over to Metro in an unknown capacity.
Wurtzel is reported aiready approaching talent and directors, mostly for future engagements, without any studio being disclosed.

being disclosed.

#### Heirs Pay \$146,000 for \$218,000 Saenger Stock

New Orleans, March 28. Auction of the \$218,000 worth of Auction of the \$25,000 worth of stock of Julian Saenger, inc., left by the late magnate, brought \$146,-000. Purchaser was a representative of the helrs.

After expenses of settling the estate have been deducted, it ap-

pears that Saenger's adopted son will get about \$40,000 and the brother, A. D. Saenger, of Los An-geles, about \$80,000.

#### NAME POW-WOWS

Mickey McGuire to Mickey Rooney
-Wells and Stevens Also

—Wells and Stevens Also

Court order having banned the use of the name Mickey McGuire, Universal went into a huddle with its publicity department and out of some 156 submitted ruggestions selected the name of Mickey Rooney for the youngster. The same symptome of changed on the well of the same of the changed of the well of the w

Second re-dubbing. She was born Jeanne Wollinsky.

#### 'Cavalcade' Trek

Los Angeles, March 28.
Frank Borzage, director, and
Sonya Levien and Sam N. Behrman,
writers, head for New York tomorrow (29). They will sail on the
Aquitania April 6 for London, in
company with Noel Coward. Will
witness performances of 'Cavalcade'
and return on the same steamer.
Stange with the companies of the companies of

foursome.

The trio will write and direct the film production for Fox.

#### SCHORR STAYS ON

Hollywood, March 28.

It's four more months for William Schorr, legit director, at Paramount. Schorr is currently working on 'The Ten Commandments.' ing on 'The Ten Commandments.'
Par picked up Schorr's option
after three months of his original term expired.

#### SIDNEY HOWARD WEST

Sidney Howard, under contract to write for Sam Goldwyn, left Sunday (27) for the Coast to start on Brothers Karamazov, to star Ronald Colman.

Production scheduled to start
May 15.

#### LICHTMAN DIE BACK

Following sales conferences on the Coast, Al Lichtman returns to I'nited Artists' home office the end of this week. On the way he stops off at San Francisco. Regional sales meets will prob-ably be held in May.

#### 7,500-Mile Regards

7,300-mile Regards

Although 7,500 miles apart, Mavy
Pickford and Douglas Pairbanks
have been sending each other duily
wireless messages.

Aliss Pickford is in New York and
her lunshand in Papeete, Tahiit, in
the South Seas, filming a picture.



#### ANN SEYMOUR

dlining this week (March 26) State, New York with Harry Seymour Fran Craven and Lou Codey at the Planes

#### Promoters Can't Get Clearance for Scow With 50 Rover Boys

Los Angeles, March 28.
After selling 50 passengers tidea of taking a six-month trip
the South Seas at \$750 a head, a idea of taking a six-month trlp to the South Seas at \$750 a head, and a division of the profits to be ac-crued from a picture taken on the voyage, a group of promoters who thought of the idea are trying to think up another scheme to get out of their difficulties.

of their difficulties.

Present tough spot is the fact that they can't get clearance papers tor the four-masted schooner which was bought for the purpose, as port officials figure the vessel unsafe. Clearance papers will be forthcoming, promoters have been told, if they can make the boat seaworthy and fit up a flock of life boats.

Can't Spead ditions cost jack, the smart money boys feel they're stuck. There'd be no takers if the passage price were not alkers if the passage price were capenditures. This is but one of the many similar trips in process of forming by promoters who are trying to cash in on anticipated fortunes to be made from films of far away places. for the four-masted schooner which

in on anticipated fortunes to be made from films of far away places. Hollywood, however, isn't dis-turbed over competition in the the-atre market from any film that might eventuate from such an ex-cursion. Colony's storage ware-houses are already bulging with film taken by amateurs in the South Seas, Timbuctoo, Cambodia and other steamer jumps.

#### **PUBLIX RENEWS TRY** FOR STAGE REVIEWS

Publix has renewed its efforts to have the New York dallies' film critics review its stage shows at the Paramount. Attempt was re-newed with installation of the first tab review at the 43d Street spot, "Three's a Crowd,' and is carrying over this week with the Jessel

over this week with the Jessei show. With a contention is that if a Circuit's contention is that if a man the film without detailing the saign end, it's not an even break for the theatre from the press.

On "Three's a Crowd, Publis managed to Induce one daily dramatic critic to review the troupe. This was Burns Mantle, of the 'News,' but his review appeared Friday (25), one day after the show had closed.

nd closed. The film critics cialm they're supd to review pictures only. posed to review pictures only. Dra-matic critics, on the other hand, figure the stage shows in picture houses are not in the legit field and therefore outside their province.

#### **Broones Joins**

Los Angeles, March 28.
Coast agency being formed by
Juck Cardner, former Fox easting
director, and Frank Vincent, former
western division manager for RKO,
being augmented by Martin Broones,
forher head of Metro music department.

Gardner will handle pleture end Vincent for personal appearances and vandeville, and Broones for legit and bands. Also will attempt coast legit production.

#### Replace Cancelled Feature with Same Distrib's Shorts Is Anti-Double Plan

#### Artful Dodger

producer-distributor ex-A proqueer-distributor ex-ecutive frequently traveling between both coasts, likes to slip out of New York on the westward trips unannounced. When asked why on his last take off, he explained: To avoid touches.

#### Par Release Probable for Levee's Own Product

Hollywood, March 28.

Hoilywood, March 28.
After évasions Paramount formally announced that M. C. Levee
will resign April 1.
Sam Jaffe, production manager,
will take on Levee's former duties
as executive manager.
Levee was not at the studio this
week end, taking a rest on the
desert. He has been mentioned as
effective on the desert and the studio of the
production and likely will make some
pictures on the outside for Paramount release.

#### OF ALL PLACES?

Evelyn Brent Car Grabbed Front of Brown Derby

Hollywood, March 28.

Harry Edwards had one of those embarrassing moments when he walked out of the Brown Derby just as a deputy marshal was inserting a dolly under Evelyn Brent's (Mx. Edward's) eabriolet preparatory to hauling it off back-wards

wards. Edwards hastily produced the keys to permit the car's removal in a dignified manner. Later that day he settled the \$488 grocery bill on which the attachment was issued and got the car back.

#### Columnists' Coast Cadgers Not Admitting Identity

Not Admitting Identity
Hollywood, March 28.
Finger has pointed at various
Hollywood people as New York columnists' 'leg men,' but Rex Ballentine, to fame unknown, came out
and sald he was working for Walter
Winchell. Winchell, however, denies Ballentine is collecting gossip
for him in the film city.
For obvious reasons the columnists and their Coast henchmen would
prefer that the latter remain unknown.

Hollywood is still in the dark regarding who wires, phones and mails the tattlers their chatter on film people. But that doesn't stop

Him people. But that doesn't stop Hollywood from talking, though, so whoever the sleuths are there are plenty of spots where they can pick up an earful.

#### Hays Board Changes

Changes in the Board of Directors of the Hays Organization are being made as the result of executive withdrawals from member com-panies or a shifting in executive reponsibilities. Despite the numerous additions to

Despite the numcrous additions to the Paramount-Publix directorate, Adolph Zukor continues as that or-ganization's Haysian contact. Fox, which has been represented by E. R. Tinker, at the hext meeting is ex-pected to have S. R. Kent on hand. Columbia's status is uncertain. Whether Walter Wanger or Jack Cohen will succeed Joe Brandt as the Hays man has not been decided.

#### M-G BILYS 'THE CLAW'

M-4 BUIN THE LIAW
Henri Bernstein, French playwright, has sold his play 'The Claw'
to Mctro. Show was produced on
Broadway in 1921 with Llonel Barrymore and Irone Fenwick as leads.
Barrymore will probably react his
role in the talker. Edmond Pauker handled the play

#### ANDERSON'S COL. SCRIPT

Maxwell Anderson closed Thursday (24) with Columbia to adapt and dialog that company's story written around the title 'Washington Merry Go-Round'.

Legit playweight had just finished digits the screen thing any Day's few

doing the same thing on 'Rain' for United Artists.

Scheme to end double featuring by extensive use of shorts is again up and being pushed. In what is planned as a national movement, exhibitors and distributors in all parts of the country will get to-

parts of the country will get together.

Flan is for the exhibs in a single city, including indies and circuits, to flan the that they will not dual flam. The state of the country of the

cancelled features a compensating amount of short subjects from the same company.

Idea is reported as having started in Milwaukee. 'At first local distributor representatives there refused to consider '~ boxoffice round robin. They took the stand that there was no occasion for them to hold the bag for a folly reated by the exhibitor.

But when wind of the proposition of shorts for the second feature got back to New York, the matter was selzed upon as the most plausible way out yet presented. Milwaukee exchanges were then directed to may be a subject of the self-should be subject to the self-should be subject to

rangement.

Word is being sent to cities
throughout the country to give this
formula national impetus.

#### Hollywood Problem

Hollywood, March 28.
Bert Kalmar, the half of Kalmar and Ruby, which doesn't think it is a baseball player, lends accurate insight into the perplexities of Hollywood social procedure with the following rhymed invitation to a typical west Coste grub orgy:

cal west coast grub orgy:

Last Call to Dinner

You entertained us and we feel
We must return the goddam meal;
The silly social rules are such

That if we don't we'll be in dutch.

We've made three tries, no more, We've made three tries, no more, na no less, and he less,

We hid our gritted teeth and then We said, 'Okay, we'll try again; Then come the 22d, please.' But everybody noilored Jeez, You'll get nobody on that night! Why! That's the Hamas-Ramage fight!

We both felt gloomy, but not licked. So March the 26th we picked. They laughed and said, 'Boy! nota chance! We wouldn't miss the Mayfair dance.'

And now we picked the date below For those who feel 'hey'd like to go. We're making it a beefstreak grub; The address is the Rancho Club.

To find it isn't very hard—
It's on the Pico Boulevard.
So won't you come? Our nerves are
frayed—
That goddam meai must be repaid!

These dates are made by fools like

We,
But only God can make a tree.
Reply at once (if we survive)
To 511 Atta Drive.
Bert and Jessic Kalmar.

#### MOREHOUSE'S LEAVE

MOREHOUSE'S LEAVE
Ward Morehouse has arranged for
an extra five weeks' layoff from his
column writing for the N. Y. Sun to
return to Hollywood for Warners.
He will be on a special assignment
while WB shoots his story, 'New
York' Town,'
Leah Salisbury negotiated for the
columnist

#### 'PETE' LEAVES ROACH

Culver City, March 28.
Harry Lucenay and his circle-cyod dog, Pete, are leaving Hal-Roach after having been under contract for five years. Financial disagreement caused the separa-tion.

#### FOX'S GAYNOR BUY

Hollywood, March 28.

Beth Brown's latest novel, 'Little Girl' Blue,' has been purchased by Fox for Janet Gaynor before publi-

# INDIES' POOL FOR CIRCUIT

#### Slightly Revised Radio Executive **Lineup Has Brown on Finance and** Franklin as Gen'l Mgr.—Economies

will be submitted a slightly changed lineup to ratify at its next meeting which is expected to take place this

week.

The more important changes define that Hiram S. Brown, president, is to principally devote himself to duties concerned with the chairmanship of the finance committee, the elevation of Harold B. Franklin to the general managership and a vice-presidence of B. D. Kolman as an executive vice-president of RCO. the appointment of B. B. Kahane as an executive vice-president of RKO-Radio with his activity confined to the fill. end. In the latter case it means that Kahane is no longer general law counsel for the organization. He will be succeeded in this post by William Mailard who has been in the legal department. Kahane leaves for the coast today country of the work of the work of the coast today of the work of the most on the fill of the work of the most of the most of the most of the most of the fill of the work of the most of the mos

As far as known no other changes are contemplated with the exception of the music and radio departments the music and radio departments that Mitton Schwartzwald is out. In the case of Franklin his title and widened activity is still without benefit of contract at his trial period has not yet expired. But it is anticipated that the matter will be settled amicably.

Joseph E. Plunkett is listed as remaining the company's general remaining the configuration of vaudeville bookings, minus title; George Godfarty will act as head booker, and Charlie Freeman, who currently carries the title of general bookings manager for RKO, may be transferred to an as yet unnamed post.

#### Strength and Economy

The rearrangements scheduled are in line with a general effort by the organization to attain full personnel strength and to effect economies. The RKO-Radio board 

ping of RKO's 22 college girl critics who have been traveling around and writing weekly reports into the beane office on the quality of RKO-beane office on the quality of RKO-partments, it is maintained, will show a yearly saving of \$280,000 on a. weekly basis of radio, \$3,500; music, \$1,500; critics, \$1,200.

On the advertising end the aim is to cut the appropriation in half, the company having been spendirg around. \$5,000,000 annually to exploit its pictures and vaudeville. Publicity department changes last week saw the departure of Hy Dasb, head of the film end, and E. M. Orowitz, who had charge of the vadeville exploitation. Both men watering exploitation. Both men were respectively replaced by S. (Continued on page 29)

#### Franklin Rejects Offer From Skouras on F-WC

Los Angeles, March 28.
Before leaving for the east last
week, Harold Franklin, now with
RKO-Radio, turned down a proposition from the Skourae brothers.
Proposai to Franklin is understood to have been a deal on operation of the Fox-West Coast chain.
Franklin was formerly president
and operator of this circuit for
fox.

#### Less Research

ERPI executives are inform-ing the picture makers that unless some means is devised by which the electric firm can make more money from the film business, it will have to shut off the major share of its experimental and research

work to improve sound.

Just what ERFI expects the industry to do about it is ad mittingly confusing to film executives.

#### ARMY MOVE TO HELP FILM **THEATRES**

In an effort to eliminate competition for regular picture houses, the War Department at Washington has or is about to put into effect on the control of the

books at the same price paid by the Army men.

New Army regulations provide that non-military patrons must pay cash and a sum not less than the lowest amount charged by the neighborhood theatres of whatever city the post happens to be in or near.

#### NOTHING DEFINITE ON **ACTION BY SHEEHAN**

While there apparently has been no formal negotiations thus far, it is believed that Fox and W. R. Sheehan will come together on the matter of a financial settlement of Sheehan's \$5,000 (pro cut) weekly contract as Fox studio chief. Sheehan is reported to be in New York but is still in hiding.

Fox executives are said to be willing to settle with Sheehan or offer an alternative proposition whereby he remains with Fox but at a much reduced salary office of Nathan Burant Sheehan's eastern attorney, eight of Nathan Burant Sheehan's eastern attorney, eight of Nathan Burant Sheehan's eastern had of Sheehan against the Fox organization. Burkan has been out of town declare that the organ-While there apparently has

of town.

Fox men declare that the organization is living up to its contract with Shechan, that technically he retains all titular rights specified.

retains all titular rights specified, including the vice-presidency, studio general managership and chairman of the studio operating board created by E. R. Tinker, president. Sincehan's absence from duty during the past three months, Fox executives relterate, was made at his corn recovery. own request.

#### Steno Gives Up

Los Angeles, March 28.

Marguerite Roberts, a secretary at the Fox studios, finding it hard to catch up on last year's bills with this year's salary has turned the problem over to a benkruptcy referee.

referee.

Liabilities are only \$547, mostly for shoes, stockings, clothing and Christmas gifts. Assets are \$210, of which \$10 is cash, \$65 in equity in a Ford and the rest exempt.

# BE AIRED THIS WK.

Mid-West Idea Is Corp., Stock Issue, Own Management and Pro Rata Sharing by Joining Exhibs-Not Affiliating with Nat'l **Bodies—Claim Prominent** Figure to Head-Meeting April 1 in Chicago

#### 1,100 THEATRES

At a meeting scheduled for this Friday (1) in Chicago, formation of an independent theatre chain, kept undercover for three months, will be aired.

be aired.

A management corporation, whereby independent exhibitors are to pool their properties in exchange for stock and jobs, is the nucleus of the idea according to attendees at some of the group sessions which have been held.

It is claimed 1,100 indie houses are inclined toward the pool. The ure, who will act as organization head will take place when the corporation is assured of 2,000 theatre stockholders.

stockholders.

stockholders.
The pool, so far, has been confined to the middle west with Aaron Saperstein, Chicago indie leader, said to be one of the motivating factors. Corporation has supposed by taken into consideration all Federal through the construction of the construction

No Nat'l. Affiliation

No Nat'l. Affiliation
As a combination the corporation
will not be a member of either of the
national exhibitor organizations
and, through its dictator, also called
arbiter, will act directly with producers and distributors on matters
concerned with its theatres.
Houses taken into the corporation will be appraised a prepresent of the companion of the corporation's earnings.

join will relatively participate in the corporation's earnings. On the basis of any revaluation of theatres, the corporation plans to seek a revaluation of pictures booked in future. It will put the matter flatiy up to the distributors, circumventing the resolution process heretofore exclusively used by indie exhibitors organizations. The exhibitors in the pool will not lose their identity since they will be retained as managers of their own houses.

houses.

This proposal by the mid-western indies is conceded by high producer spokesmen to be timely. Instead of frowring upon the project, these representatives expressed
the belief that such a corporation
can prove a remedy for the ills of
many individual indies.

#### RADIO STUDIO **HEADS BICKER**

Hollywood, March 28.
Question of authority has again arisen at Radio studios, this time between David Selznick and Watterson Rothacker. Latter was recently appointed to the lot by eastern heads.

Report is that Rothacker is claiming eastern authority.

ing equal, if not superior, authority to Sciznick with both men giving prime orders and the matter not yet out in the open.

out in the open.

Same thing occurred when Selznick joined this lot, the differences
then arising between him and
Charile Rogers, former head of
RKO-Pathe. The latter has since
the secome an independent producer
for Paramount.

#### SECRET PLAN WILL Metro Seeks \$5,000,000 Slash; **Cuts Impending for Coast**; **Would Slice \$100,000 Per Film**

#### Execs' \$6 a Day

Auditing and bookkeeping departments of RKO have addressed a letter to executives of that company notifying them that hereafter no one will them that hereafter no one win be permitted to occupy more than a train compartment while traveling, hotel suites are out, and that their daily expenditures must be around \$6

expenditures must be around \$6.
a day.
As far as known it's the first
time executives of a major
company have been limited to
an expense account.

#### U INCLINES TO FLAT RENTALS FOR '32-'33

Uriversal will be one of the first companies to take its feature pictures off the bargain counter which, officials in the organization feel, was the case during 1931-32 in numerous deals. Not only its the company assuming this attitude toward tri-circuit term deal with Paramount, Warners and Skouras demanding better assurances under the new arrangement. Universal for 1932-33 is inclined toward more flat rental and even percentage deals. Uites, making this point, feel that they have little further occasioners the extern can be gauged in advance. They feel also, in regard to the tri-circuit deals, that U should not tie up key syots and locations except where a maximum can be guaranteed.

The Universal sales convention will no held this year in New York City during May with exact dates not as yet designated.

#### All M-G Publicity From Coast, Will Cut N. Y. End 50%

Hollywood, March 28.

A plan is being arranged here whereby in future all Metro publicity will be handled from the studio by Pete Smith, who resumes in full charge of this department. Idea differs from the Paramount intention whereby that company contemplates laying out its theatre campaigns as well at the production center.

The Metro scheme has nothing to do with the Loew theatre forces as Smith, who, is under a two year contract, will schedule list herafaling from the film angle only.

ing from the film angle only.

Ing from the film angle only.

If the new Metro publicity course materializes it will presumably curtail the activity of the Metro exploitation force in the east, leaving the New York end not much more to do than pass on the copy submitted by the Coast.

The actern publicity deportment.

supmitted by the Coast.
The eastern publicity department is reported being reduced 50% and the Capitol theatre. New York, advertising will increater be handled by the Loew theatre men instead of by the film department as formerly.

#### ROTHAFEL SOUTH

S. L. Rothafel left the hospital in New York where he underwort a minor operation March 24 and im-mediately went south. He will be gone several weeks.

Hollywood, March 28.

Hollywood, March 25.
One of the vital points reported discussed at Metro during the recent visit of Nick Schenck dealt with the studio's average cost per picture. Decision is said to have been that Metro must cut its average production cost at least \$100.000 per feature. For Metro's annual output of 48 talkers this would amount to nearly \$5,000 and or cuts.

Aside from impressive safery cuts of the cost of the

This condition has been discouraging and the headache, amongst Metro executives.

Staff Slice

Understanding that in the enforced silcing of production costa, executive and business staffs must participate. This may tend to discuss the staff of the staff is reported significant of the staff of the staff

as sainry.

It is not said if Schenck insisted upon Mayer and Thaiberg taking personal reductions. Not so long (Continued on page 29)

#### BANKERS BACKING KENT IN CHOICE OF STAFF

While Foxites, cognizant of the agreement between the Fox bankers and Kent, claim no name except Kent is mentioned, there is conceded the belief that the bankers will sup-

the belief that the bankers will support Kent wholeheartedly in any selection he makes on personnel. At the same time the Fox directorate confirmed the placement of Kent it announced the appointment of Leenard Woolams to a vice-presidency. Woolams capacity, as defined in the announcement, will mainly be to keep a financial eye mainly be to keep a financial eye and the Chase bank, according to for executives, meets virtually all of Kent's demunds. Unofficially it is described as containing the most liberal conditions and widest power

liberal conditions and widest power extended to Kent by any of the in-terests which made offers following his severance from Paramount-Public

Nothing new came out or trade-gossip about a possible move by Josse J., Lashy doward a Fox con-

#### Up and Downstairs Price Return Seen As B.&K.-Essaness Clip Balcony Scale

Chicago, March 28.
That tradition about cycles is proving itself here with the admission prices. This is the town while started the same-price-unstalled. proving itself here with the admission prices. This is the town which started the same-price-upstalra-and-down when B. & Volliam of the same-price of the same-price of the same-price of the same-price. The same price of the big neighborhood spots, and if the notion proves successful all local balcony locations are apt to return to the former show business standards of having two separate tariffs for up and downstall-carries for the same provided the same standard or the Belmont, and Essaness is trying it at the Northcenter. These houses for-merly had standard rates all over the house of 40 cents, but are now selling their seats on the shelf for 5c cents, the lowest scale these houses have ever charged for adults.

25 cents, the lowest scale these houses have ever charged for adults.

Satisfactory Resulte

Idea, which has only just started, seems to be working out well at the boxoffice and it's reported that within the next few weeks B. & K. will shift several of its ace nabes into dual admission. This would take in such spots as the Granada, Marbro. Tower, Southtowh, Maryland and Gateway. While the delivers and those to the control of the control former figures.

#### PAR STUDIO SLICE AIMS AT \$100,000 days in New ter one was

Hollywood, March 28. stenographers and secre-at Paramount will receive taries at Paramount will receive wage cuts effective in two weeks amounting to 30%. Secretaries said to average \$45 weekly with cut meaning they will get \$30. Less than 150 girls are involved. At the same time individual cuts of about 10% where overpayment is elaimed by studio will be made in other departments. An economy of \$100.000 or more annually is another than 100 or more annually is another will make up the difference to their secretaries out of their own pockets.

#### F-M's 20% Cut

Los Angeles, March 28.
Fanchon-Marco Saturday (28)
ordered a 20% cut for all salaried
employees over \$25.
Reported that firm will also ask

contracted performers to take cuts

#### Roading South Sea Film; WB \$140,000 Bid Refused

MB 5144,000 Bid Retused

Min's Paradise, South Sea feature made in Ball by Harriet Huntington, niece of the late western
railroad magnate, will be roadshowed with an atmospheric prologue.

Lost week Aliss Huntington
turned down an offer of \$140,000
from Warner Bros. for the picture.

#### Wanger Eastbound

wanger Lastbound
Hollywood, March 28.
Harry Cohn and Walter Wanger
are not only still in business but
continue with the same company.
Wanger has been out here some
time on production malters but is
due to leave the end of this week
for New York. He will resume the
eastern phase of his duties for Columbia.

#### 'Scarface' Will Show in New Orleans March 31

New Orleans March 31
Dates in non-censorship states
are being in non-censorship states
are being arranged for 'Scaráce,'
pending disposition of the pleture
to the censor governed states.
Through a deal with Loew's, the
State New Orleans, gets the world
premiere of the Howard Hushes'
sangster: item Thuraday (31),
Charles Wagner, from the United
Artists home office, is in New Orleans on a special campaign.
Second date set is with RKO,
which gives the picture a test booking at the Majestic, Tulsa, Okia,
April 2.
Picture is slated for its New York

April 2.

Picture is slated for its New York
run at the Rialto following 'One
Hour With You' (Par) current.

#### U's \$100,000 Play Buy, Takes Beahan-Werner: Young Laemmle West

Carl Laemmle, Jr., finally shoved off for the Coast Thursday (24) after closing for 'Counsellor-at-Law,' the Elmer Rice play. The author-producer will adapt for Uni-versal when it is ready to go into work some eight or nine months hence.

nence.

Almost \$100,000 figured in the deal, with Rice also in for a percentage sharing arrangement on the net.

centage sharing arrangement on the net.

Laemmle also set Charlle Beahan, of the American Play Co. as eastern story head for U, taking Dave Werner west with him as a production exce.

Young Learnine was in a minor taxicab accident a few days before leaving.

#### Casev East to Settle Scenic Artist Troubles

Hollywood, March 28.
Pat Casey will have to go east
next week. It is principally caused
through a delay in settling the remaining union matter of

Single remaining union matter of scenic artists with the studios. Casey expects to spend about 10 days in New York settling the mat-ter one way or the other,

#### Weissmuller's Term

Hollywood, March 28. contracts endors After ditching contracts endors-ing various sporting goods, as de-manded by Metro, Johnny Wels-muller signed a term contract with that studio. Following personal ap-pearances with "Tarzan" he will do

#### Marian's Tuff Breaks

Hollywood, March 28. Continued illness of Marian Marsh forced her out of a second Warner assignment and Ann Dvorak was assigned to the lead in Completion.

Previously she lost 'Street of Women' to Gloria Stuart.

#### Buzzell Re-Signs

Hollywood, March 28. First for Eddie Buzzell under a new Columbia directing cortract is Hollywood Columnist,' satire on pie-ture chatterers which Norman which

#### KRALEY-STALLINGS DROP

Hollywood, March 28.
Hans Kraley and Lawrence Stallings have been dropped from the Metro writing staff. Stallings returns to New York to work on a

F. Hugh Herbert has been added or originals at this studio.

Urainger East

Westwood, March 28.

James R. Grainger left here
yesterday (27) for New York.

He has been working on Fox's
new program.

Piazza Due at Studio

Hollywood, March 28.
Ben Piazza returns to Metro Sat-urday (2) after a six months' talent

#### PICTURES 1st Runs on Broadway

(Subject to Change)

Week April 1

Col). Roxy—'Devil's Lottery' (Fox). Capitol—'Are You Listenin'

Capitol—'Are You Listenin (Metro).
Rivoli—'One Hour With You' (Par) 2d week.
Rialto—'One Hour With You' (Par) 2d week.
Strand—Beauty and the Boss' (WB).
Warner's—'Play Girl' (WB).
Winter Garden—The Crowd Roars' (WB) 2d week.

#### Week April 8

Paramount—'Sensation' (Par). Roxy—'Disorderly Conduct'

Hoxy—Bisorue..., (Fox).
Rivoli—'One Hour With You' (Par) 3d week.
Rialto—'One Hour With You' (Par) 3d veek.
Strand—'Tough to Be Fa-

Strand—Tough to Be Fa-mous' (FN).
Warner's—Beauty and the Boss' (WB).
Mayfair—Cohens and Kellys in Hollwood' (U).
\$2 Picture
'Grand Hotel' (Metro) (As-tor) April 5, 1st week.

#### Foreign Films 'Der Raub de Mona Lisa' (Tobis) (Europa) (29) (Ger-

(Tobis) (Europa) (29) (German),

'Zappatore' (Napoli Film),
(Sam H. Harris) (Italian),

'Steurme der Leidenschaft'
(Ufa) (German), (Little Carnegie) 3d werk,

'Me in Leopold' (Capital)
(German) (Hinderburg).

#### **RKO's Operation** For Levy Houses imancial interest in that producing company. Trial of the suit has not as yet been set. Upon its filling, "Sport-tangement with Van Beuren and Fathe after an association of over six years. **Comm.: Dual Films**

Following a meeting in Chicago last week, at which a delegation went west to meet H. B. Franklin went west to meet A. B. Frankin coming east, RKO executives de-cided upon a committee which will listen in on all matters pertaining to operation of theatres of that cir-cuit. The committee consists of Joseph Plunkett, general theatre manager; Harold Frankiln, advisor to Hiram Bown Marthing; Phil Pedsman, executive vp. on the film and receive the proposal by RKO to line up some of the mid-west con-fab is believed the proposal by RKO to line up some of its closed houses, form a separate. corporation for them and place these sites in charge of Asher Levy. Levy was formerly with the Orpheum Circuit in charge of the Orpheum Junios string (Finn of the Orpheum Junios string (Finn of the Orpheum Junios string (Finn coming east, RKO executives de-

of the Orpheum Junior string (Finn and Helman houses). Plan is understood to establish a

Plan is understood to establish a 10 and i5 cent grind policy of double features for the following theatres: Grand, St. Louis: Orpheum, Kansas City; Strand, Madison, Wis; Seventh St., Minneapolis, and the President, St. Paul, Minn.

#### Normal for Extras

Hollywood, March 28 Rebound from the spurt week for extras had the daily average down to 625 last week, about an average week as the mob work is running

Thirty-two features were active as the week started. Carry-over to this week is 26, with 11 possible re-

Checks were handed 749 extras
Checks were handed 749 extras
Tuesday, peak day. Mob was
thoroughly spread around, the largest single set being Brathin's bohemian cafe for 'After All' at Metto, 72
people working there.
King Vidor called in 101 extrasfor The Sird of Paradise' at Radio
last. Monday, and used 90 again
This great crowd of the entire week
was 129 attending a prizefight for
'Society Girl' at Fox Thursday.

#### Crawford's 'Promiscuous'

Culver City, March 28.

'Promiseuous' is intended as Joan Crawford's next at Metro.

Story is an original by Gene and Vina Delmar. However, understood Grace Perkins has a novel either published, or about to be released, of the same title in the east.

#### 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.

#### Paramount Will Only Release, Not Make, Shorts Next Season

Paramount will step out of the short subject production field, one and two reelers, the coming season and two reelers, the coming season relative to the state of the course of newsreal activity, it is said. Par will thus shift its effort principally to the distribution only of shorts with outside producers supplying. Following arrangement with Mack Sennett to make one and two reclers in Hollywood. Par has closed with Grantland Pice for distribution of 'Sportlights,' and will

reclers in Hollywood. Par hasclosed with Grantiand Flee for disclosed with Grantiand Flee for distribution of 'Sportlights,' and will
also continue its releasing arrangetions. The state of the state of the state
toons and 'Screen Songs (cartoons) Not set whether both these
series will be continued or only
one, it is, stated.

Rice's Van Beuren Suit
Deal with Rice, arranged through
Louis Nizer, his attorney, follows
suit against A. J. Van Beuren for
read or the state of the state of the state
'Sportlights' Corp. into the Van
Beuren Corp. Suit also asks that
Van Beuren be removed as an officer of Sportlights Corp, although
latter is reported holding a small
financial interest in that producing
company.

#### Warners Keep Promise To Aid Dave Selznick

Hollywood, March 28.

Mervyn LeRoy will direct one picire for Radio on loan from

ture for Radio on loan from Warners. Warners promised Dave Selznick when he went Radio that one of the WB star meggers would be loaned to him.

#### Rowland Brown-Radio

Hollywood, March 28.
Rowland Brown, champ on and off director, received a contract suspension from Universal last week and is signing a writing-directing centract at Radio.

Since directing Quick Millions' for Fox Brown has a transparent process.

Since directing 'Quick Millions' for Fox, Brown has torn up contracts with Fox, Radio, and Universal, besides Universal suspension, and hasn't directed a picture.

#### Salomon's Big Boost

Hollywood, March 28.
Upon instructions from Jack
Warner in London, Doe Salomon,
chief of police at the First National
studies and formerly head of the sudings and formerly head or the Warner prop department, was or-dered to London as studio manager of the Warner lot at Peddington. Captain Tom Young, Salmon's second in command, steps up to the chief's hat at Burbank.

#### U's All-Colored

Hollywood, March 28.
Universal has purchased the picture rights to 'Harlem,' which was given production on the New York

Indicates the use of an all-Negro east, following the original.

#### N. Y. to L. A.

Ernst Lubitsch. Dr. Martin Freudenthal. Ben Plazza. Gregory Ratoff. Sidney Howard.

#### L. A. to N. Y.

Anna May Wong. Ed Perkins. Sam Katz. Emanuel Cohen. Frank Borzage. Sonva Levien. Sam Behrman. James Cagney, James R. Grainger.

Hollywood Humor
Home office exec, here for product
conference, turned white when the
studio mob framed him by having
a proof of a faked chatter column
shown to him in which his name
was linked up as the boy friend of
a recently divorced femme player.

Erle Kenton will direct two for Paramount when he has completed 'Competition' at Warners.

Ewart Adamson is at Radio to adapt an Alaskan dog story. Mcrian F. Cooper will supervise.

#### No Chevalier for 'Tonight

Paramount's proposed French di-rect-shot of 'Love Me Tonight' Las been called off owing to the unset-ted condition of the French mrr-ket. Chevaller-MacDonald picture will have several French sequences and songs, however, similar to 'Love Parade'.

Warner will give 'It's Tough to Be Famous' a \$2 premiere at the Hollywood April 6.

Felix Young's Original
Felix Young, new associate producer at Universal, is writing
story as his first assignment.

William Wellman has been contracted by Radio to direct starting in June. His first will be a Richard Dix picture.

#### Mending 'Circumstance'

Completed two months ago, 'Cir-cumstance' is back for retakes at Fox. Delay was caused by Alexan-der Kirkland, needed for the next scenes, being busy at Metro.

Thompson Burtis goes to Columbia to write a series of air thrillers, First is 'Soldiers of the Storm.' Lambert Hillyer directs.

'Night Court' in for retakes at Metro. Police department will get an added buildup.

#### Not Introduced

William Conselman and Philip Klein are still on Fox's writer pay-roll. Pair were omitted from the official list sent out by the studio two weeks ago.

we weeks ago.

S. J.'s. N. Y. Set-Up
New York office to be opened by
Selanick & Joyce is purely a defensive move to keep their clients
from booking personals through
other agents. It's a spit commishandling their people for RKO. Lyone and Lyons for Loew, Louis
Schurr for musicals. Eddle Myers
will handle the indle bookings and
manage the N. X. office with his
between coasts as the eastern head.

Billie Burke Rehearsing Billie Burke starts rehearsals next week in a new play to be done here for Belasco and Curran. Ed-(Continued on page 25)

#### Sears-Roebuck Stages **87 Television Shows** In Its Store Windows

Chicago, March 28. Chicago, Marca 28.
Deal is pending for the presentation of television in 87 stores of the
Sears-Roebuck chain. Initial tryout opened today (Mon) at the
Sears department store here, and if,
the stunt proves a business attraction the television apparatus will
so on a regular tour.

go on a regular tour.

On the presentation end is the U.S. Sanabria Television Presenta-

tions.

Present Scars booking is for a full week in Chicago with alient supplied mainly by Balaban & Katz and RKO on a publicity tie-up.

Equipment is set up in the main store window. On the top floor of line building is a theatre holding about 260 with a program being flashed to an enlarged georem.

#### 2 Leave Col., Chi

Chicago, March 28.

Phil Dunas and Dave Dubin, Co-lumbla's two top men in the Chi-cago Exchange, are out. Dunas leaves as district innanger and Dubin as branch manager April 2. Fair have left for New York, with mount. During the property of the rount of the property of the Public theatre operating depart-ment.

# GEOGRAPHY AND CENSORS

#### Recent Worldwide Censor Cuts

Hollywood, March 28. Following are recent deletions or-dered in pictures by various states

ered in pictures by various states and foreign countries.

'Shanghai Express'
Cut out second line in 'I leep a bearding house.' What kind of house did you say?'—Oht Cut 'Clarisas Is stiff again.'—Kan. Cut 'Dorothy's expecting a blessed it when she told me about it'.—Alberta.

it when she tou me bette.
Ellminate bare abdomens and muscle dance.—Massachusetts (Sunday only).
Rejected for featuring drunken women.—Ontarlo.

Rejected to Teacturing drunken women.—Ontario.

Girls About Town'
Rejected as unmoral and unsultable for public exhibition.—England.

Teagend Caught'
Rejected without right of appeal because of unplay rustling and hearterence of unplay rustling and interference. Confessions of a Co-Ed'

Extract 'Ask her if she's got a friend'—Australia.

'His Woman'
Delete seeps of woman on beloom.

Delete scene of woman on balcony leaning over and shoulder strap slipping.—Chicago. Cut 'Walt a minute—you dirty—'.

'My Sin'

'My Sin'
Heavily protested and board of censors has withdrawn it from all showings and wishes the Government to burn it and prohibit the further introduction of all pictures filmed by Paramount into the country—Panama.

'Murder 'y the Clock'

Rejected because of murder, lust grave desecration and the exploita-tion of an imbecile.—Singapore. Rejected because of its ghastii-ness.—Finland.

'No One Man'

Eliminate 'and then you can have nat fine baby of yours'.—Mass Eliminate and that the hardy of yours—that fine baby of yours—that fine baby of yours—that fine You never really loved him except like this, and this is what killed him —Maryland and New York.

"Road to Reno"

Rejected—Australia.
Rejected because of divorce and remarriage tenne—England.
Ellminate 'And if mother didn't come when she did'.—Chicago.
Cut out 'My husband had his faults, but he didn't wear a doily'.—Manitoba and Saskatchewan.

"Tomorrow and Tomorrow"
Cut 'Look, you have no son, this
another man's'.—Maryland.

'24 Hours'

Eliminate Tm damaged goods'.-

Eliminate Chicago.
Chicago.
So many scenes cut out by censor impossible to release.—Finland.
'The Cheat'

Cut dialog and screaming 'No

'Once a Lady'
Shorten scene of girl drinking siting on bed with mother.—New

Released under the title 'The False Idol' as it was felt that the word 'Madonna' had too much religious significance.—England.
'Smiling Lieutenant'

Cut out song, 'A Soldier's Work Is Never Done, and husband and wife walking toward bed.—Japan. 'Cock of the Air'

Cut Would you like to do what's on your mind?—Mass, and Ohio.

Tour mind?—Mass, and Ohio.

Tour live alone?, 'Ohically' and 'Thou no pener, str'.—Mee York and Ohio.

Eliminate all views of man smacking gir's posterior.—Ontarlo.

Eliminate Billi Doye's prominent chest.—Ohio.

Sky Devils'

Eliminate 'I'd be afraid to wear perfume around a lot of sailors'—New York.

Diffusion around a lot of same perfuse around a lot of same perfuse. The Deceiver, Eliminate You know what you can do with that.—Ontario.

"The Court we'll get om from the back'. New York, "Final Edition".

After 'If this bathing suit shrinks
I'il be ruined,' cut reply 'Here's
hoping'.—Ohio.

"Forbidden'
Eliminate indecent action of office
boy's lips.—New York.
Eliminate pantomime of office
boy's lips saying: "Son of a b—'.
Mass. Rejected because illicit relations

#### New Show Biz

Los Angeles, March 28.
With night business only knee-high and matinees heavy, the Hippodrome, Main, street vaude house, will switch its policy from one show in the afternoon and two at night to two mat shows and one evening performance. Admission will remain at 10 cents for mats and 20 in the evening.

It calls the catture and hours on a split week policy. Supper show will be filled in with shorts under the new arrangement. Los Angeles, March 28.

#### Jury Ordeal for F-WC Personnel, Skourases' Method of Pegging

Hollywood, March 28. Biggest event of the year for Fox-West Coast managers and would-be managers have been those on-the

#### Singing Bee

Fowler only started the questioning, Spyros and Charlie Skourss lated taking a hand with other started taking a hand with other started taking a hand with other started the special starter. With the short, while others lasted two hours. 'Tell us about yourself' was the usual starter, with the manager then on the spot to give himself an autobiography. Most of the managers came through okay but a few cracked, despite the apparent friendliness of the jury. It is expected the Skourases will go through the same ritual all around the circuit.

are throughout the picture. Murders going unpunished.—Ontario.

'Platinum Blonde'
Eliminate scene of girl being massaged and dialog: Tve got a seat, but nowhere to put it'.—Australia.

'Three Wise Girl.'

'Three Wise Girls'

seat. but nowhere to put it.—Australia.

Three Wise Girls'
Ellminate model's chest exposure.

—Mass. (Sundays only).

Ellminate model's chest exposure.

—Mass. (Sundays only).

Ellminate model's chest exposure.

—Mass. (Sundays only).

The sundays only).

The sundays only.

Ellminate scene of man taking key out of pocket and unlocking and Maryland.

Ellminate scene of man taking key out of pocket and unlocking and Maryland.

The sundays only.

Th

Ohio.
(Continued on page 31)

# OR DUPLICATION

75% of All Cuts Are Local with Same Scenes or Dialog Passing Everywhere -Innocuous Bits Clipped, While Rough Stuff Often Escapes-Vagaries of Moral Prejudice Combine with Patriotism, Business and Religion as Causes Deletions

#### 1932'S BUSY START

Hollywood, March 28.

Despite the enforcement of the Hays code, the inspection of all scripts by the Hays office before they go into production, the censor officials on each major lot and the sive t. the screen policing bodies, during the first 10 weeks of 1932, censors throughout the United States, Canada during the first 10 weeks of 1932, censors throughout the United States, Canada and the rest of the world made 1,239 cuts of dialog and action in 173 pictures, ranging from a few words to 700 feet and made 54 total rejections that affected 50

a few words to 700 feet and made 54 total rejections that affected 50 pictures. What was some censors' delight was others' poison and 75% of the cuts were original and unduplicated with the makers. Only one-fourth of the cases paralleled similar deletions on the part of other scissors wielders. In Massachusetts strict tab was kept on everything, but all of the cuts were effective on Sundays only. Sex and oriminal tendencies were the two most fruitful reasons for blacking out on scenes. About 55% of the snipping was done for suggestive reasons, 30% occauses of law breaking and the remainder divided between gruesomeness, blasphemy, religion and censors finding a more subtle meaning in things than the makers intended.

Chamber of Commerce

Chamber of Commerce Japan still objects to ove sculation, Czecho-Slovakia

Japan still objects to overlong osculation. Czecho-Slovakia and Java to bank robbing activities, England to films showing American engine wheels on British trains, and everyone to too much realism in westerns.

Singapore, one of the widest open towns in the world, is mighty particular as to the ceiluloid morals of its heroes and heroines. The contract of the contr

Chicago continued to be death on details about gangsterism, all monarchies resented kidding kings, and Kanass cut any reference to imbling of intoxicating libations. Countries with large native populations resented any attempt to screen anything that would make the white man lose face before the other races.

Finland has a neat little way of tactfully rejecting a picture. The

Finland has a neat little way of tactfully rejecting a picture. The censors cut so much out of an unwanted film that it is impossible to make heads or tails out of the result of the butchery.

Introduction of dialog brought its natural problems to the censors, but now that the writers are well in their stride and have passed the noveity stage, they are beginning to emulate the blackout and French novel writers in double entendre, according to the way the censors are hopping on to, the risque meanings.

#### LITTLE UNANIMITY Film Stocks See New Lows, but **End Day Even. Save Loew, at 27: Bears Nervous Over April 1 Rule**

#### Yesterday's Prices

CURB 100 Gen. T. pf. 14 14 14 14 500 Tech .... 14 14 14 - 4 BOND \$3,000 Gen. Thr. 2% 2% 2% 7,000 Loew ... 86 86 86 -1 5,000 Par-P-L 42½ 42½ 42½ -1½ 4,000 Par-P 40 30% 30% + % 3,000 WB ... 25 25 25 -1½

#### Daab-Orowitz Leave RKO-Radio, Replaced **By McCormick-Turner**

Reorganization of the RKO-Radio exploitation departments under the new publicity head, Bob Sisk, resulted in the departure Saturday (28), of Hy Daab and E. M. Orowitz. Terry Turner, formerly the Loew circuit's publicity head, succeeds Orowitz at RKO (vaudeville), and S. Barrett McCormick, coming from the advertising agency business, replaces Daab as exceptions of the public of

ploiter of Radio Pictures. Both come directly under Sisk's supervision.

Another new face in the RKO press bureau is charile Washburn, veteran legit and vaude. Advance registry of the result of the

Cincinnati, March 28.
William E. Danziger, advertising
and publicity director of local RKO
theatres, has tendered his resignation, effective April 4, to accept a
higher post with another organization in New York.
Carlos Harrison succeeds Dan-

#### Less Product Can Boost **Number of Film Accounts**

Reduction in the number of features from the eight major producer-distributors may mean greater circulation on sales next season. Reasoning is that both chains and independents will take the programs of companies they have not bought from before in order to obtain enough pictures to go around. Last year a couple of the major chains, notably Warner Bros. and Publix, bought heavily from lists never previously taken under heavy committements. This commit sense, and in the product of the producer-distributors will get even wider representation, it is claimed by film men.

#### BY AL GREASON Process of chipping away at the

stock list continued most of yesterstock list continued most of yester-day (Mon.), interrupted toward the close by a feeble rally, mostly confined to a few oversoid pivotals which were up from 1 to nearly 3. Among the amusements there were a number of new lows on the movement notably Loew at 28½, while Warmers repeated its bottom at 2 and 750 says marked down a fraction of the confined provided the close and the group-finished about unchanged, but at Saturday's bottom on the movement. Element that is apparently inspiring the bears to cover short commitments the same day they are taken on, seems to be the approach of April 1 when the new stock exchange rule is effective requiring brokers' consent of margin holders to lend their long stock. Something the contraction of the contrac day (Mon.), interrupted toward the

late upturn yesterday.

Columbia pictures did not come out yesterday. It has just been admitted to Big Board trading under the symbol ticker 'CPS.'

#### Chip Prices Away

the symbol currer Caro.

Chip Prices Away

Losses among the important amusement stocks were merely fractional last week, but even fractions were important in significance, representing a near approach to the bear market lows. Behavior of the bear market lows. Behavior of the bear market lows. Behavior of the period of the lower was a second of the lower lowe

low on the movement and breaking through 28 for the first time during the retreat from the peak early in Manna and the stream of the terms of the terms of the terms of the most of the amusement loans selling off and an ominous break coming into the Paramount issues as a climax of two weeks of progressive decline. The older Paramount issues as a climax of two weeks of progressive decline. The older Paramount issues as a climax of two weeks of progressive decline. The older Paramount issues as a climax of two weeks of progressive decline. The older Paramount issues as a climax of two weeks of progressive decline. The older Paramount in the latter case being imposing. The latter case being imposing in the latter case being imposing in the latter case being imposing. Paramount to explain this reversal of form, which apparently was the result of an accumulation of adverse circumstances, the newest being the company's application form, which apparently was the result of an accumulation of this move that looked satisfactory on the face, explaining that the desire was case, explaining that the desire was the case, explaining that the desire was a consequent of the action of Par bonds and Loew stock the entertainment section gave a fair was happening throughout the whole bear market, Motors of the market, with plouds stock like General Motors and U. S. Steel preferred going into new low ground for the whole bear market, Motors of the market, with plouds stock like General Motors and U. S. Steel preferred going into new low ground for the whole bear market, Motors of the market, with plouds stock like General Motors and U. S. Steel preferred going into new low ground for the whole bear market, Motors of the market, with pluvolal stocked like General Motors and U. S. Steel preferred going into new low ground for the whole bear market, Motors of the market, with pluvolal stocked like General Motors and

#### Coast Clip Co.

Hollywood, March 23.
Historical Events I'llm Co. being organized by Spencer Valentine and Art Wenzel to put out three-reel hark-back stuff along the lines of the 'Can Dempsey Come Back?' film. General events as well as sports.

ports. Dempsey film was Wenzel's idea. ol Lesser reported interested in it and possibly in the series.

#### Nagel, Fazenda, Olsen-Johnson Potent B. O.; 'Doctor' \$42,000; New Films Perk Post-Lent Drop

All grosses in Chicago, March 28.

All grosses in Chicago, March 28.

All grosses in the way and the cost of the control of the cost of th

Estimates for This Week
Chicago (Publix-B.&K.), (4,000;
80-75-85), 'Alias the Doctor' (FN)
and stage show. Conrad Nagel in
the life is added. B.&K. Is managing to squeeze, extra coln on these
personals, and the end of the inthe-flesh parade is not y: in sight.
Currently, house holds to second
the-flesh parade is not y: in sight.
Currently, house holds to second
the-flesh parade is not y: in sight.
Currently, house holds to second
the-flesh week "Shopworn" (Col)
had Barbara Stanwyck and Frank
Fay on the stage to build the gross
to excellent \$45,900 despite Holy
Week.

#### LOUISVILLE LOOPS

Air Circus Gigantic Bally for 'Squadron,' but \$4,500 Only Fair

Louisville, March 28. k slowed the theatres Holy Week down, but that Easter splurge is not doing great things either. Ex-c'tement in the air while Harry c'tement in the air while Harry Martin, waiting for stock, shows Ethel Barrymore in 'School for Scandal' and Fred Stone as Easter

Ethel Barrymore in 'School for Scandal' and Fred Stone as Easter Week spécials.

Weather cool and clear and theatres are using various exploitation stunts to draw crowds. Fourth Ave. Amus. Co. and 'Herald-Post' are sponsoring a Fox Movietone Louis ville newsreel and the Brown the with cleverly camouflaged air circus, reality a plug for 'Lost Squadron'. Newspapers played up with big headlines and pictures.

Estimates for This Week Letting of the Control of the Control

brutal.
Alamo (Fourth Ave.) (1,000; 15-25-40)—'Disorderly Conduct' (Fox) \$3,500, average. Last week 'Wiser Sex' (Par). \$2,500.

#### 'Hour' \$18,000, Tireman \$15,000, O.K. for Montreal

Montreal, March 28.

Maurice Chevaller in 'One Hour
With You' at the Palace for eight
days is a natural for the house and
should put it top of the heap after
a couple of weeks of off business,
and should put it top of the heap after
a couple of weeks of off business,
and should "Pierman, Save My Child,"
looks ok, too with \$15,000.
Princess is advertising big, and
th Imperial is trying out French
pictures again. With negligible
legit opposition, but the hockey
campaign all week will make a dent
in what would otherwise be a great
week.

payoffication out the nockey playoffication what would otherwise be a great week.

His Majest's (CT) (1,900; 15-11) week.

Marionettes grossed about \$5,500.

Palace (EF) (2,700; 75). 'One Hour With You' (Far). Chevalier week. 'Shanpat Express' (Par). (2d week) faded to below \$10,000.

Capitol (FF) (2,700; 60). Dancers in the Dark' (Far) and 'Strangers in Love' (Far). Should pick up to make the part of the payoff had Barbara Stanwyck and Frank Pay on the stage to build the gross to excellent \$45,900 despite Hoty Pay on the stage to build the gross to excellent \$45,900 despite Hoty Pay on the stage to build the gross to excellent \$45,900 despite Hoty Pay on the stage to build the gross to excellent \$45,900 despite Hoty Pay on the stage of the best Chevaller takes at indicated \$34,000 from heavy Stunday (26) opening. Man Who Played Gold (WB) was pulmotored through the Lent season to finish at \$3,900 from heavy Stunday (26) opening. Man Who Played Gold (WB) was pulmotored through the Lent season to finish at \$4,900 from heavy Stunday (26) opening. Man Who Played Gold (WB) was pulmotored through the Lent season to finish at \$4,900 from heavy Stunday (26) for heavy for the part of the stage, and together will man despite the Lent season to finish at \$4,900 from heavy for the part of the stage, and together will man despite the lent season to finish at \$4,900 from heavy for the part of the stage, and together will man despite the lent season to finish at \$4,900 from the stage of the

#### Birm. Needs Stage Succor; Ritz's Twin Bill, \$6,100, OK

Birmingham, March 28.
With Lent a thing of the past, shows should get back to normal. The holiday affected show business more this year than in the past three

mow be industry and the past three years.

Alabama goes back to stage shows Saturday (2) after three weeks of straight pictures. Pictures alone straight pictures. Pictures alone wands was dropped three weeks are but is being replaced with Fanchon & Marco units.

Alabama (Tublix) (2,360; 25.45.-60) logical property of the picture of th

#### Dr.' Is Nearly \$50,000; Philly Biz Up All Over

Philadelphia, March 28. Plenty of pick up this week with good box office draws, as well as the good box office draws, as well as the end of Lent combining to shake the finx: Barthelmess in 'Alias the Doctor' should put the Mastbaum back to within striking distance of the \$50,000 mark. Chevaller's 'One Hour With You' is good for \$25,000 at the Boyd and 'Hatchet Man' looks for around \$20,000 at the Stanley. Not so much of a gain is indi-cated at the Fox, where the pic-ture is 'Disorderly Conduct,' but El

own, should help some. 'Hotel Continental' at the Stanton Picture expects to notch \$12,000 at least. Keith's has 'Greeks,' mov-

least. Keith's has Greeks, mo-ing from Boyd, and Karlton has 'Lost Squadron,' switched from the Tost Squadron, switched from the Stanley. Plenty of grief in the downtown picture houses last week; some ord. An exception was the Boyd, which pulled a respectable \$17.500 with Greeks, but not good enough to warrant a second week. Week. The Fox had a miserable week. The fox had a miserable week a panning on the screen and Eva Tanguay on the stage; not over \$15,000.

guay on the stage; not over \$15,000.
Estimates for This Week.
Masthaum (4,400: \$5.50.75) —
'Alias the Doctor (FN). Barthelmess picture looks good for \$47,000 or better. Last week Folly of the Circus' stanley (3,700: \$6.50.75) —
'Hatch-et Man' (FN). Blilled here as "Honorable Mn. Wong! Robinson's formation and the standard of the sta

and took only 33,000.

And took only 33,000.

And the stanley Fro. Blied here as 'Honorable Mr. Wong.' Robinson's following looks good for \$29,000.

SEATTLE STRONG FOR

(GRI CRAZY, \$12,000

(GRI) CRAZY, GRI CRAZY, \$12,000

(GRI) CRAZY, GRI CRAZY, \$12,000

(GRI) CRAZY, GRI CRAZY,

#### Coast Musical Tab No Help to 'Wing' At Par. \$13,000; 'Hell Divers' on 2d Run at State, \$22,000, Best in L.A.

#### CINCY SPURTS

Dorothy Mackaill Helping 'Listen-ing?' to Strong \$25,000

Cincinnati, March 28.

Easter week is producing custom-ary box office rejuvenation. Sunday biz hurt by rain and snow.

Easter week is producing customarry box office rejuvenation. Sunday
biz hurt by rain and snow.

Estimates for This Week
Albee (RRO) (3,300; 35-65)—Are
You Listening? (M-G), and vaude,
Mackall helping for a good \$25,000.
Last week "Business and Pleasure'
(Fox) \$20,000. (2,200; 30-50)—
One Hour with You' (Par). Cheva
20,000, biggest at this house in
months. Last week 'Play Girl' (WB)
\$4,500, bad.
Palace (RRO) (2,600; 30-50)—
Alias the Doctor' (FN)). Barthel
mess means something but hospital
to all; fair \$8,000. Last week 'Hotel
Continental' (Tiff) \$8,000. Fair \$8

#### Vaude Big in Denver; Prestige,' 16 G's, Best

Denver, March 28.
Houses with stage shows and the
Aladdin with the Fox comedy, 'Business and Fleasure,' which clicked
a nice \$9,000, are doing the town's
business.

business.

Ann Harding name is also a draw
in 'Prestige' at the Orph, with \$16,000, although picture rated locally
disappointing. General increase over
last week ranges 10-80%.

last week ranges 10-80 %.
Estimates for This Week
Aladdin (Huffman) (1,600; 35-50-75)—Business and Pleasure (Fo.)
Fine 19,000. Last week 'Racing
Youth' (U) only \$5,000 after a nice
start, but snowstorms held figure
down.

start, but snowstorms held figure down.

Denver (Publix) (2,300; 25-40-55)
—'Alias the Doctor' (FN) and stage show. Big \$18,000. Last week 'Union Depot' (FN), belied by good stage show, did a fair \$14,600 stage show, did a fair \$14,000 stage show the show that show the show that \$14,000 stage show that \$14,000 stage show the show that \$14,000 stage show the show that \$14,000 stage show the show that \$14,000 stage show that \$1

week's Igure by two grand to 100 per control of the control of the

Third major theatre to be closed within two months is the United within two months is the United Artists. After a long losing streak that house got the shutters last week. It is not liked to the stream of the criterion; the Egyptian for lack of business, and Criterion for lack of product, should strengthen the Faramount, its stream of the strengthen the Faramount, its stream of the strengthen the Faramount, its stream of the strengthen for picture, Egyptian's removal from the race aided Pantages and Warners' Hollywood.

wood.

Estimates For This Week
Chinese (Fox) (2,028; 50-41,50),
Wet Parade (M.-G) and stage show
(2d week). It'll take lots of pushing
to make any kind of a 'un' only a
question of setting new stage show
ond take around \$11,160, bad at
this house, First week \$13,500, several rods short of fair.

Downtown (WB) (1,800; 25-55),
Vandeville, Ficture did WD; Andeville,
policy still helping here, athough
alter stressed in film instead of
comedy as on the stage. Vandeville,
policy still helping here, athough
alter stressed in film instead of
comedy as on the stage. Vandeville,
policy still helping here, athough
alter stressed in film instead of
comedy as on the stage. Vandeville,
policy still helping here, athough
alter stressed in film instead of
coment. Claimed \$15,000 last week on
Man, Who Played God!
Hollywood (WB) (1,756; 35-75),
Beauty and the Boss' (VB) and
will let house down to expected \$11,000;
little name strength on screen,
Donald Novis, local radio crooner
recently downtown at the Paramed and the strength on screen,
Donald Novis, local radio crooner
recently downtown at the Paramed and the strength on screen,
Donald Novis, local radio crooner
recently downtown at the paramed and the strength on screen,
Donald Novis, local radio crooner
vect in added titraction. Last
week in added titraction. Last
week in added titraction.

recently downtown at the Paramount, an added attraction. Last 12,000. Great of New York' topped 12,000. Great of New York' to Allow Paramount of 11,000 in its holdover. Still great compared to what Orph was doing prior to added attraction with new picture to get repeats. Paramount (Franklin) 20, Still great on the New York Paramount (Franklin) 3,500. Last week For-Paramount (Franklin) 3,535; 35-31), Broken Wing' (Par) and Nine o'Clock Revue'. Following examples of Panamount of State Panamount of State

Paramount (Franklin) (3,595; 35\$11), Broken Wing: (Par) and Nine
o'Clock Revue. Following examples
o'Clock Revue. First tabloid to get rapped
for off-color stuff. Show minus
Eddle Lambert and Juli'n Eitinge
of original legit cast. Al Herman
of original legit cast. Al Herman
eden. Will do \$13,000, poor.
Last
week 'Wiser Sex' about \$11,000.
RKO (2,950; 28-40), 'Panama Flo'
(RKO) and RKO vaudeville. Answer to the famine seems to have
honey for the local bees. Sinday
saw twice as many payees pass the
chopper as average for past two
years. Will rise to \$3,000 despite
clipped tax. Last week Nice Wobrackets over \$3,000. In the highebrackets over \$3,000. In the highbrackets over \$3,0

#### It's Spring in Paris, and That Ruins The B. O.'s Always, but Par. \$26,500. Moulin Rouge, \$12,000, Plenty Oke

TACOMA UPS

\$3,000. Estimates for This Week.
Orphsum RIKON (1,500; 25-36-59)
—Prophsum RIKON (1,500; 25-36-59)
—Prophsum RIKON (1,500; 25-36-59)
—Prophsum RIKON (1,500; 25-36-59)
—Richard (1,500; 1,500;

Tourists Force Extra Shows in Wash.: 'Dr.'

Outstander, \$20,000

Washington, March 28.
With Holy Week summing up just as all the Hoy Weeks preceding it have not Easter coming in with rain joy reigned supreme in every local house for the coming

every ocal house for the coming Influx of visitors had their sight-seeing knocked galley west and the theatres got them. Two of the houses, Keith and Fox, rushed in the theorem was bronder to absorb a few chors who will be the compared to the compared to

appeal but should get \$8,000 on account of the visiting schools here.
\$5,000 Pales (Low) (2,370; 25-70)
Are You Listening" (M-G). Is
having trouble but will get \$2,000
Rialto (Universal) (1,852; 25-75),
Cohens and Kellyan Hollywood
Cary, \$11,500.
Rialto (Universal) (1,852; 25-75),
Cohens and Kellyan Hollywood
Law and Order, terrible at \$3,000.
Keith's (RKO) (1,875; 35-50),
Cirl Crazy' (Radio) and the yaude.
Wheeler and Woolsey packing them
In should do \$15,000. Last week
In should do \$15,000. Last week
In should again at about \$8,500 and
the yaude helped to get even that.

tor, and looks like a big week with

Estimates for This Week

Tacoma, March 28. Lent being over, the outlook im proved.
What surprised most last weel was the way 'Unexpected Father built at the Blue Mouse to a nifty

Grosses for the beginning of March have been shot to pleces by the weather enticing crowds out of doors, which we have been constant to the constant of the co Post-Lent Helps - 'Edition' and 'Crazy,' \$5,200

poorer shows. Bruce in dollars for yeek of Manh 4 to 10 is as follows:
Estimates.

Paramount (Par) (1.900)—'II Eart Charmant' (Par). A creditable \$26,-600 on a holdower from a \$33,000 first week.

Olympia (Hain) (1.900)—Fils de Olympia (Hain) (1.900)—Fils Mediterrance (Natan) Hoiding up very well with nearly \$12,000 for the third week, dropping less than \$2,000 from the preceding with more than \$8,000 on a scond week holdover, dropping less than \$1,000 from the preceding week, which (G. F. C.) (6th week). With \$2,500 (dropping less than \$300 from the preceding week, which is very good for the house, and justifies the denounding the local critice. access, and justifies the denouncing the panning the film received from the local critics.

#### TED LEWIS-'SHOPWORN' TOP IND'PLS, \$23,000

Indiapanolis, March 27.
Good pleture fare at all houses is
heiping business this week. The
Indiana is in for a good week with
Ted Lewis and 'Shopworn,' one of
the exceptionally few Columbia pic-

Ted Lewis and 'Shopworn,' one of the exceptionally few Columbia pic-tures shown at this house. Lyric has Mary Ann Jackson, Our Gang girlie, making a p. a., and that's helping draw the juveniles. 'Smilling Faces' with the Fred Stones at English's for two days and a mat will hurt some, and Berkell's stock at Kelth's has 'Unice Tom's Monday. Announcements made both Sunday night and early Monday morning.

Estimates for This Week.

Columbia (Loew) (1,323; 35-50).

Targan of the Apes' (Act Overthing will get \$12,000. Last week 'Greeks' (UA) Just squeezed over \$5,000.

Earle (WB) (2,000; 25-35). Allas the Doctor (FN) and vaudeville. Renefiting from the holday rushmess has been doing lately, shout \$20,000. Last week 'Pisy Girl' not bad at \$12,000.

Fox (2,434; 55-55-50). 'Carless Lady' (Lady with a Pract') and Eve Lady' (Lady with a Pract').

Met (WB) (625; 25-35-50-7).

Met (WB) (625; 25-35-50-7).

Met (WB) (625; 25-35-50-7).

Last week 'Hotel Continenta' (TIT), \$18-50.

Last week 'High Pressure' (WB), \$5,000.

#### Estimates for This Week

Estimates for This Week
Indiana (Publix) (3,300; 25-50-65)
—"Govern (Co) and Ted Lewis
unit or the Color of t

Wiser Sex' (Parj about \$5,000, surfair.
Palace (Loew) (2,800; 25-35-50)—
Arsene Lupit' (M-G). One of the best draws in town and should close at 47.500, pretty good. Last week Passionate Plumber' (M-G) failed to do as expected, and ended wth \$2.000.

\$5,000. Lyric (Fourth Ave.) (2,600; 25-25-50)—"Disorderly Conduct" (Fox) and Yaude. Headed by Mary Ann Jack-son, will do about \$3,500. Last week 'Unexpected Father' (U) landed about \$8,000.

Apollo (Fourth Ave.) (1,100; 25-35-50)—Tmpatient Maden' (U). Going good, should reach \$5,500. Last week 'Playgirl' ended at \$6,000, pretty good.

#### PORTLAND, ORE., PEPPY

\$12,500 for 'One Hour' and \$7,000 for 'Alias the Dr.,' Oke

Alias the Dr., 'Ore. March 28.

Fox-Portiand continues its policy be unloading seats by ieasing the Complete of the Complete o

N. O. PERKS Tarzan's' \$16,000 at the State Bes

New Orleans March 28 New Orleans, March 28.
Business perked up materially
with the advent of Easter. Tarzan
at Loew's State is the town's big
punch with \$16,000, but the Saenger
is disappointing with 'Alias the Doctor' at \$11,000.
Estimates for This Week

tor at \$11,000.

Estimates for This Week
Loew's State (3.20); 60)—Tarian' (M-G). Showing more b. o. strength than any picture in months and will get a nitry (16,000. Last week
Daubers 1,000. Board (Par) drew.
Banger (3,000: 60)—Alias the
Doctor' (FN). Barthelmess is weak
here and finn's \$11,000 pace on the
week is no panic for post-Lent. Lest
poor with \$10,000. Picsuaure (Fox)
poor with \$10,000. Picsuaure (Tox)
(Radio). Should do a fair \$3,000.
Last week. Ladles of the Jury'
(Radio). Should do a fair \$3,000.
Last week "Ladles of the Jury'
(Strand (1,300: \$0)—After Tomorrow' (Fox). Light \$2,200. Last week
Wayward' (Par) \$2,100
Tudor (800; \$5)—Broken Wing'
Disordariy Conduct' (Fox) wrethed
\$1,600.

#### B'KLYN BULLISH: TAB AND 'EXPRESS.' \$40,000

Brookiyn, March 28. Most excellent picture fare in this town, with swell raves by all the scribes. Paramount is leading the rest, doing in the vicinity of \$40,000, with "Shanghal Express" and Three's a Crowd," musical tab, stage

show with 'Hotel Continental' and plenty stage talent should bring about \$20,000 and the should bring about \$20,000 and the should bring about \$20,000 and the should be about \$20,000 and the should be gured at \$23,000; fair.

#### Estimates for This West

Paramount (4,000; 25-35-50-65-75)
Shanghal Epreess' (Par) and stage show. Marieno Dietrich excellent draw and stage show a condensed version of "Three's a Crowd, with Fred Allen, cop the honors; around \$40,000, good. Last week Dancers in the Dark' (Par) \$32,200.

around \$40,000, good. Last week Dild.

Bild. Sin the Dark' (Par) \$32,200 to Dild.

Fox (4,000; 25-35-50-75) — 'Hotel Continental' (Tiff) and stage show. Bright 12 acts on the stage, but \$20,000 mild. Last week 'Beast of Low's Met 'Arrowsmith' (UA) and vaude. Will Osborne and orchestra heading the bill; should do \$32,300, good. Last week 'Arsen Stand' Alias the Doctor' (FN). Richard Barthelmess pulling around \$15,000.

Albee 'Girl Crazy' (Radio) and vaude. Bill headed by Esther Raiveek, second of 'Lost Squadron', \$16,800.

#### Happy-Days-in-Dixie for B'way Cinemas: 'One Hour' Over \$80,000 In 2 Houses: 'Crowd Roars,' \$55,000

Garden tomorrow (Tuesday), leads the Broadway race at around \$55,000. This is unusually fine business, consistent with the property of the pro

brandt' one of the Sheriock Holmes pictures.

Mayfair is a likely \$13,000, 'Girl Crazy' (Radio) not exhibiting strong b. o.; below recent house average. The Warner, second run for Warner Bros., looks like about \$3,000 with 'Ailas the Doctor' (WB), in here following Winter Garden run.

This is the final week of 'Hell Divers' (Metro) at the Astor Grand Coustain (6). Divers' will have played 14 weeks here on a forced run.

#### Estimates for This Week

Astor (1,102: \$1-\$2), 'Hell Divers' (M-G) (14th-final week). After long forced run, 'Grand Hotel' (M-G) comes in Tuesday (5) for a \$2 try. 'Divers' was held until 'Hotel' was

Lept finally over, Broadway film palaces are staging a rapid recovery, business with a couple of exery, business with a couple of the couple o

days of 'Sky Deviis' (UA) only \$3,-700... (5.20): 50-75-\$1.50)—'The Gay Cabilero' (Fox) and stage show. Another western in the show. Another western in the days of the control of the control and the dor. Maybe \$40,000 this was the door. Maybe \$40,000 this was very poor. Previous week the tune wasn't less doleful, 'Hotel Continen-tal' (Tiff), taking it on the chin at \$38,900.

wasn't ress doierdi, 'Hotel Continentals, 500, 'I akting it on the chin at
38,500, 'I akting it on the chin at
38,500, 'I akting it on the chin at
38,500, 'I akting it on the chin at
18,500, 'I akting it of t

#### Radio and Stage Names Boom Balto; 'Shopworn' \$20,000; Century \$25,000

stage show trend is breaking il over downtown. Latest to out all over downtown.

out all over downtown. Latest to get in step is the moderate-seater New, where Clark and McCuliough are in-personing this week. This

New, where Clark and secunous are in-personing this week. This means that the big-seaters will likely increase their stage bill expenses, and it looks like a battle of possible properties of the stage bill in the stage bill beautions of the stage bill headlines these weeks. Russ Columbo and Keithr's currently, with Stoopnagle and Budd sharing headline place with Don Barclay at the Century. Stanley is the only big-seater downtown to continue showing straight film fare, but the stage may be form the stage of the stage of

esuits. Estimates for This Week

Contury (Loew-United Artitst),
(3.200: 25-69), 'Are You Listening', 'Mee', 'New' (M. (3.200: 25-69), 'Are You Listening', 'Mee', 'Mee', 'Are You Listening', 'Mee', 'Mee',

#### 'Follow Thru'-'Dancers' Nifty in Newark, \$20,000

Newark, March 28.
Plenty to attract this week despite the Good Friday handicaps, Stage Follow Thru at the Newark being ciosely watched with a deluge to follow if it hits the anticipated \$20,000.

active to closely, watched with a ticipated \$20,000 in this the anticipated \$20,000 in this the anticipated \$23,000 in this the anticipated \$23,000 in this Week Branford (WB) (2,986; 20-25-86); Alias the Doctor (FN) and FM unit Looks set for a nice \$15,600 .
Last week Chan's Chance' (Fox) Capitol (WB) (1,200; 15-25-35). Emma (M-C) and Police Court' (First Division). Couldn't be better first Division. Couldn't be better first Division. Couldn't be better first Division. Capital Couldn't better first Division. Capital Couldn't first Division. Capital Couldn't first Division. Capital C

ought to get a had \$3,500. Last week 'Millionaire' (Fox) brutal at \$2,500.

Newark (Adams-Par) (2,248; 15-25-50-60), 'Dancers in the Dark' (Fox) and 'Pollow The' (Fox) and 'Pollow The

#### Three Comedy Clicks in Minn'pls

'One Hour,' \$25,000; 'Girl Crazy,' \$14,000; 'Fireman,' \$7,000, Current Loop Outstanders

Tarzan,' \$24,000, Tops;

Stage Tilts Pan, K. C.

Minneapolis, March 28. With Holy week past, favorable weather again and a stronger line up of pictures, the outlook is much more cheerful. At least three of the loop first-run amusement emporiums will turn in sizeable profits for the current week.

'One Hour with You,' at the Min-

Kansas City, March 28.

If one man had been doing the booking for the several downtown first runs this week he could not have the could not have t one Hour with You, at the Min-nesota, is the outstanding smash, and the Chevaller picture may breeze through, unaided by any stage names, to \$25,000, eclipsing the draw of El Brendel in person

the draw of El Brendel in person two weeks ago.
Another great gross-getter is 'Girl Crazy,' helped by Lita Grey Chaplin in person and a tip-top the person and tip-top tip-top the person and tip-top tip Estimates for This Week

around. The folks are showing quite a yen for the risibility tickler stuff.

Minnesota (Publix) (4.200; 75)—
One Hour with You' (Par), and Fanchon-Marco stage field, Reflections, Chevalier a magnet here and picture especiality well lifed. Splentices of the picture expeciality well lifed. Splenting and looks like nifty \$25,000. Last week 'Ailast the Doctor' (FN) and Cah Calloway's band on aske hand can deserving entire credit for showing. Orpheum (RKO) (2,891; 50), Ciri Crazy' (Radio) and vaudeville. Lita Grey Chaplin and Wheeler-Woolsey Deville (UA). Doctor of the picture of the

Business off to a flying start here over the week-end with everything pointing to near-record marks at more than one house after the Lenten losses. Combo of good weather with the Easter break is a

#### FRISCO OK ALL OVER: 'SOUAD'N,' \$17,000, BIG

San Francisco, March 28. Wind-up of Holy Week failed to take a below-the-belt sock at epenings, and picture houses got off to a satisfactory start to what may end up as a good week for the entire

sings, and picture nouses got out to a satisfactory start to what may end up as a good week for the entire Chevaller starting healthily at the Paramount in 'One Hour With You,' and Greeke Had a Word for Them' is tapping the bell at United Artista. Warners during Holy week Cope E. Brown's 'Fireman' is continuing nicely, Combination of John and Lions Barrymore in Answers of the Paramount of John and Lions Barrymore in Answers of the Paramount of John and Lions Barrymore in Answers of the Paramount of John and Lions Barrymore in Answers of the Paramount of John and Lions Barrymore in Answers of the Paramount of John and Lions Indian and the John and Lions and John and Lions and John and Lions and John and Lions and John and J

sent Witness okay at less than 315,000.

Paramount (Fox) (2,700; 35-60), 'One Hour With You' (Par). Chevailer not the draw he once was in a town where he hung up a record at the control of the control \$8,000. First week was a house record, just under the \$18,000 mark

#### Post-Lent No Panic In Pitt.; 'Hour' Mild, \$23,000; 'Dr.' \$25,000

Pittsburgh March 28 End of Lent is bringing some im ovement but hardly up to expectations, Big surprise along Mair ations. Big surprise along Main Stem was excellent snowing every-where on Good Friday, with at least one site, the Davis, with 'Murders in the Rue Morgue' getting its best opening in two months. Satdee off, however, with crowds shopping for ment.

hats and suits instead of entertain-ment.

Stanley got away to a good start with 'Alias the Doctor' and Benny Rubin and Jack Haley on stage, and should pick up as it goes along to \$25,000 at least, a nice improved other hand, 'One Hour With You' threatens to be somewhat of a disappointment at the Penn, with Chevaller film running pienty below what was expected, and will be lucky to equal 'Arsene Lupin's' Fulton sailing along nicely with Beast of the City,' backed by some stiff Hearts institutional advertising, and may touch \$8,000 for okay showing. 'Murders' looks good for Davis, with \$4,000 indicated, while 'Arsene Lupin's and may touch \$8,000 for okay showing. 'Murders' looks good for Davis, with \$4,000 indicated, while 'Arsene Lupin's of the start expected, et al. 'The Weak 'Stanley and 'The Warner,' Estimates for This Weak.

Futon sailing along along with Beast of the City, backed by some stiff Hearst institutional advertising, and may touch \$3.000 for olasy showling. 'Murders looks good for colary showling.' Murders looks good for colary the Warner.

Estimates for This Week Davis (WB) (1,750; 10-15-25-35-50), Murders in the Rue Morgue Lestimates for This Week Davis (WB) (1,750; 10-15-25-35-50), Murders in the Rue Morgue Lestimates for Chevaller, usually surfice spot, Got best opening day in seven weeks, and it was Good Friday at that. This burg still seems to go for corpses. \$4,000 fooled for, okar, that. This burg still seems to go for corpses. \$4,000 fooled for, okar, that. This burg still seems to go for corpses. \$4,000 fooled for, okar, that. This burg still seems to go for corpses. \$4,000 fooled for, okar, that. This burg still seems to go for corpses. \$4,000 fooled for, okar, that. This burg still seems to go for corpses. \$4,000 fooled for, okar, that. This burg still seems to go for corpses. \$4,000 fooled for, okar, that This burg still seems to go for corpses. \$4,000 fooled for, okar, that This state of the City (M-10). Good notices for this gang per won't hurt either. Should have no trouble coming through with the Mask of Women't (Par) satisfactory at \$5,000. Colors and Kellys in Hollysood (Warner (WB) (2,000; 28-35-50). Colors and Kellys in Hollysood (Warner (WB) (2,000; 28-35-50). Colors and Kellys in Hollysood (WI). Unfortunate bookings bring-through with the Mask of Warner (WB) (2,000; 28-35-50). Colors and Kellys in Hollysood (WI). Unfortunate bookings bring-through with the Mask of Warner (WB) (2,000; 28-35-50). And with Bartelmess slaves good for certain amount of trade. WB's state of the Mask of Warner (WB) (2,000; 28-35-50). Colors and Kellys in Hollysood (WI). Unfortunate bookings bring-through with the Mask of Warner (WB) (2,000; 28-35-50). And with Bartelmess slaves good for certain amount of trade with Bartelmess slaves good for certain amount of trade with Bartelmess slaves good for certain amount of trade w

#### 'Girl Crazy' Tab Whams Boston

With 'Broken Wing' Terrific at \$31,000 Pace-'Squadron,' 'One Hour' Both Nice \$20,000

#### Prov. Spurt Saves Exhibs In Time; 'Tarzan' \$19,000 Providence, March 28.

Post-Lenten spurt has material-ized just in time to prevent exhibitors here from tearing out their All spots are doing exceptionally well and grosses seem to be very well distributed.

The Albee with 'Girl Crazy' on the screen, Loew's with 'Tarzan' and Paramount with Chevalier's 'One Hour With You' are the stronger

Estimates for This Week

RKO Albee (2,300; 15-50-60)—'Girl Crazy' (Radio) and vaudeville. Strong show and Wheeler-Woolsey combination only \$3,500. Last week Impatient Maiden' (U) okay at \$11,000.

'Impatient Maiden' (U) okay at \$11,000. (2000: 15.50) "Beauty and the Boss" (WB) and vandewille. House plugging stage shows; no frouble in reaching excelent \$7,500. Last week. Police Court (Mono) managed to titt \$1,200, fails 0.75)—10.00 (Mono) managed to titt \$1,200, fails 0.75)—10.00 (Mono) managed to titt \$1,200, fails 0.75)—10.00 (Mono) managed to titt \$1,000, fails 0.75)—10.00 (Mono) managed for the tree two months ago; house alming the tree two months ago; house alming trouble. Last week 'Passionate Plumber' (M-G) managed fails') rouble. Last week 'Passionate Plumber' (M-G) managed fairly,

Plumber (M-G) managed fairly, \$12.300.

Majestic (2,200; 15-50—Play Girl' (WB) and 'Fireman' (FN). One of best shows in town; indications are for \$19.000 with little difficulty. Last week 'Wiser Sex' (Par) and 'Aveisnehe' nothing to rave about at \$5,500.

200; 15-50)—One Hour With You' (Par). Chevüller looks like a nice \$12,000. Last week 'Hell's House' around \$4,000.

RKO Victory (1,600; 15-5)—Big Timer' (Col) and 'Eagles'. Even this one is moving; probably \$2,500. Last week 'Law and Order '(U) and 'Discarded Lovers' fair at \$2,700.

#### **RKO TRYING TRAILER** PLUGGING SIX FILMS

An advance trailer, combining ads on several pictures, and described as flexible, is being tried by RKO this week in all houses.

Trailer incuides matter of six coming pictures. Titles will be changed weekly with a view to adding a fresh slant, since the reel will be used six weeks or longer in each house, or until pictures in First group of pictures covered by trailer include 'Girl Crazy,' Cohens and Kilys in Hollywood,' Westward Passage,' Symphony of Six Million,' State's Attorncy and Bird of Paradise.'

#### INDIE FINANCE TRY

Hollywood, March 28. William Sherill, one time picture producer, and Harry Sherman, re-cently a supervisor at Metro, are forming an independent financing

forming an independent financing and releasing organization to operate from Hollywood. Sherill has been out of the picture business for the past eight years. Distribution will be built around Sherman's franchise idea which be tried to establish last year when he produced 'Today.'

Boston, March 28, Boston, March 28.

'Girl Crazy' on the Met stage looms as the best bet the theatre has had since Amos in' Andy. From the Good Friday opening on, the lobby was jammed with standees and with a good weather break \$31,000 is a cinch.

Other finders about town due for Other finders about the Eastesson on; both the Paramount and Keith's had standees over the wesk-end.

Estimates for the Week

Estimates for the Week

Met (Publis) (4,300; 50-75),
Broken Wing (Par) and 'Gill
Crazy' on stage. Headed for \$31,000.
Last week 'Disorderly Conduct'
(Paraporous' (Publis) (1,800; 35-50-60), 'One Hour With You' (Par),
Chevaller's draw good for \$20,000.
Last week 'Fireman Saw My Child'
(Keith's (4,000; 35-50-65), 'Lost
Squadron' (Radio). Look for nice
\$20,000. Last week 'Explorers of the
World' butla with \$8,150-50-Hp.
tel direction (Radio). Look for nice
\$20,000. Last week 'Explorers of the
World' butla with \$3,550-Hp.
tel direction (1,000). Butlated the stage of the stag

#### **'SQUAD'N' WOWS** DET., \$23,000

Only one house managed to an-ticipate the after Lent business. Unity one noises managed used.

Others failed to get any increase until Easter Sunday afternoon.

Lost Squadron' dented the other houses from the opening and a very big week, with holdver, very likely.

Seven hundred and fifty local kids on the lost signed are gettling an until the lost signed are gettling an underly of the lost of the lost

okay at \$32,000. Last week 'Dancers In the Dark' (Par) was oke with \$32,000. Dark' (1991) Dark' (1

olack at \$4,000.

Sex (Par) mercly a stop-gap at \$8,000.

Sex (Par) mercly a stop-gap at \$8,000.

One Hour with You (Par). Doing well but not as well as expected; \$22,000 pace, will mean two weeks with third problematical. Last week Final Edition' (Col) was especially bad at \$5,006.

#### NEWARK

(Continued from page 9) 'Ladics of the Jury' (Radio) bad at \$12,000.

13,200 ft. fte Jury (Radio) and at Terminal (Skouras) (1,900; 15-25), "Man I Killed' (Par) and 'Pleasure' (Articlass) with Business and Fleasure' (Fox) and 'Local End Man' (Alliclas) with Business and Fleasure' (Fox) and 'Local End Man' (Alliclas) with Business and Fleasure' (Fox) and Flore and Should be good for \$5,000. Last week 'Ilatchet Man' (WB) and 'Ole Man Law' (Col) with 'Woman Communds' (I KO) and 'Private Scandal' (Heudling) on spit did \$3,000.

#### but the customers did not respond; \$3.500. Pantages (2.200; 25-40-50)—Hotel. Continental (Tiff) and stage show the continental (Tiff) and stage show the continental the continental the continental the continental the continental conti Colmbs. Gem of the B. O.: trong \$8,500 pace. Last week ou-sexpected Fether' and 'Pagan Lady' (Col.) \$5,000, okay. Apollo (1,200; 35)—Ben-Hur' (M-G). Revival, with Ramon Novarro, the picture synchronized to music, is a choice Easter week offcring and \$1,500 is good. Last week 'Road to Life' falled to appeal, \$800 poor. 'Hour,' \$17,000, Nifty

Columbus, March 28.

weather with the Easter break is a big help to every house in town. 'One Hour with Xou' packed the Broad from its opening and threatens to give that house something to ensure that house something to the the thing of the ledger for a change. In the ledger for a change. Beat with the ledger for a change. Palect (Sirk) (30/12: 25-50), 'Girl Craxy' and (Sirk) (30/12: 25-50), 'Girl Craxy extra for the ledger for a change. Palect (Sirk) (30/12: 25-50), 'Girl Craxy extra for the ledger for a change. Palect (Sirk) (30/12: 25-50), 'Girl Craxy extra for the ledger for a change of the ledger for a change of spening from Saturday to Sunday, 'falled, to pay rent money with \$4,000.

(Hand)

of opening from Saturday to said
day failed to pay rent money with
day failed to pay rent money with
day failed to pay rent money with
Ohio (Low-UA) (3,000; 25-50).

'Are You Listening?' (M-0); and
unit. Pulling steadily and will hit
nice \$17,500. Last week: 'She
Wanted a Milliounire' (Fox), \$10-,
99 Broad (Loow-UA) (2,500; 25-50).

One Hour with You' (Par). Packing 'em to tune of hearty \$17,000.
Last week: Wayward' (Par) way
off with \$3,000.

Old (1,100; 15-33). Play
Girl' (WB) Henvy opener money
then skidded some; about \$4,200.
Last week 'The Expert' (WB) fair
at \$3,100.

at \$3,100.

Majestic (RKO) (1,100; 10-25),

'Carnival Boat' (Pathe). Average

\$2,100. Last week 'Behind the Mask'

(Coi) better at \$3,250.

Hour,' 14 G's, Tops N. H.

cearea, biz did not come back.

Estimates for This Week

Losw's Midland (4,009; 25-50)—

"Tarzan' (M-G). Friday opening
the best in many weeks, followed by
a strong, week, end; 32,000, big.

Last week Circeis' started nicely,
borry, \$13,200.id up and finished
poorly, \$13,200.id up and finished
Girl Crazy' (Radio) and vaudeville.

Wheeler-Woolsey usually big here,
with good stage show to help, but
\$17,000 only fair. Last week 'Silent
Witness' (Kory) \$14,000, average.

Hour With You'. (Par.) Picture
given gobs of extra space in the
paid columns and reflected in the
strong \$11,000. Last week 'Alias the
Doctor' suffered from previous
showings of operating room scenes,
and then the storm, final only \$7,500,

Elimetry (100) 25.55 big. Picture

provision of operating room scenes,
and then the storm, final only \$7,500,

Elimetry (100) 25.55 big. Picture

provision of the provision of t

and then the storm, final only \$7.00, failerly (1,000, 25.50).—Disorderly Conduct (Fox). Title sounded naughty to some of the bargain hunters, but nothing exceptional and, with the strong coposition, just average at \$4,000. Last week 'After Tomorrow' (Fox) drew like 'hites but the customers did not respond; \$8,500.

Estimates for This Week

Poli and Bijou are both staging healthy comebacks after Lent. After giving musicians and stagemands notice last week Roger Sherman decided to continue vaude and swings back to six acts from five currently.

Paramount policy of running previous week's facture on Sindays only shifts to policy of current feature plus incoming film for following week as preview.

Estimates for This Week
Paramount (Publix (2.58s: 65)—

ing week as preview.

Parsimates for This Week,
Parsimates for This Week,
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William This Week,
Parsimates for This Week,
Parsimates for This Week,
Parsimates for This Week,
Parsimates for This Week,
Ladies of Jury (Radio) silm at \$1,800.

Poli (Fox) (3,040; 50) —Tarant (Ad. C). Drawing heavily tom kid.
Week, Sine Wanted a Millionaire (Fox) and X Marka the Spot (Tiff) (left Holy Week for light \$8,500.

Biou (Fox) (3,585 50 — Theory of the Millionaire (Fox) and X Marka the Spot (Tiff) (left Holy Week for light \$8,500.

The This Wanted a Millionaire (Fox) and X Marka the Spot (Tiff) (left Holy Week for light \$8,500.

The This Wanted This Week (Inpatient Maiden (U) and 'Steady Company' fair at \$4,100.



# YOUR PROFIT IS Assured

ODAY your box office

faces three crucial months—April, May,

June—a period during which only OUT-STANDING MONEY PRODUCT can pull

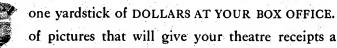
your theatres through to extra profits. It's a real test of "the survival of the fittest."

LVEN in normal times, this is often a period of uncertainty at the box office. It is doubly hazardous today when the BIG

Pictures—and there have never crowds will come out only for GREAT been too many of these.

ARAMOUNT is deeply aware of this situation and has faced it squarely, strongly, earnestly. With pictures into which Paramount has poured every dollar, every ounce of showmanship brains, every possible box office element that would put this product in the extra playing time, extra profit class. Every foot of film has

been measured by the The result is a group



decided immediate lift-and Paramount will keep them there!

ODAY from Paramount—and only from Paramount in any quantity—you get not merely pictures you want—but pictures you absolutely MUST HAVE to protect your theatre investment.

THEY are pictures that warrant and will get EXTRA PLAYING TIME from every exhibitor accords them the proper handling—the extra play dates their obvious merit and outstanding box office qualities merit—will reap his reward in increased profits: And consequently Paramount will reward him with even greater product in the future. These are facts—proved in your own box office.

ARAMOUNT is expending millions of dollars on several pictures at a time when this is the exception, rather than the rule.

Because Paramount realizes that RIGHT NOW is a critical test of box office values. Because RIGHT NOW is a time when weight in gold. Because these strenuous times as these from Paramount.



outstanding product is literally worth its your theatre cannot continue to exist in without motion pictures PLUS + such

ARAMOUNT is laying the foundation now for its policy

for the future—when every picture will be looked upon as a SPECIAL special in treatment, in cast, in production value, in box office possibilities.

ICTURES built for longer runs, extra play dates, special

handling and cooperation that Paramount anticipates from all exhibitors.

TART RIGHT NOW! With the Pictures described here.

Screen them! Book them! Play them for extra time and extra profits!





when you show it or roars of laughter will tear them down! A faithless wife who keeps losing her clothes ... A jealous javelin-throwing husband ... a bored lover with a phony wife for protection! Laugh after laugh after laugh! Sidesplitting situations and daring dialogue! Saucy, seductive LILY DAMITA! Comic CHARLIE RUGGLES! Romantic ROLAND YOUNG! "This Is The Night" will bring you many happy box office nights! And the longer you run it the more you'll profit!



LILY DAMITA
CHARLE RUGGLES
ROLAND YOUNG
THELMA TODD
CARY GRANT

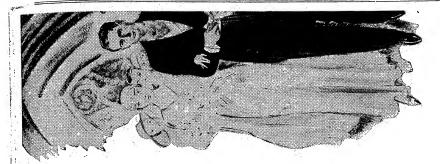
Directed by Frank Tuttle From a play by Avery Hopwood. • Adapted from "Pouche", by Reite Peter and Henri Falk

From "Pouche", by Rede Peter and Henri Falls

PARAMOUNT







Wynn Gibson, Pat O'Brien, Frances Dee - everything to ness; a hard boiled sleuth who shields a murderer by placing the guilt on himself! What a story! What a cast! send your grosses up to the sky! Give it extra playing time! ing mother love, sacrificed on the altar of a child's happi-Tender romance that turns to fierce hatred; heart warm-Directed by Louis Gasnier and Max Marcin





clothes! What beauty! What box office! Caught in the gay, Carole Lombard! The envy of women! The desire of men! What Palm Beach and Park Avenue! With Chester Morris, virile, handsome idol of all fans. They'll love Carole Lombard, the star who love "Sinners in the Sun!" Plan for long runs with this one and get CAROLE COMBARD CHESTER MORRIS flaming whirlpool of glittering, gilded society—yachts and cars, has everything that draws everybody to your box office! They'll every dollar of the many dollars that are in it for you. • With Adrienne





# 

As the one woman—beautiful, desired ... and desiring—torn between passion and honor, lovers and husband! Below the Equator, where barriers of civilization are quickly brushed aside. What a great role for this great star!

What a great supporting cast with her—Paul Lukas, Charles Bickford, Eugene Pallette!
"THUNDER BELOW" will thunder way, way up above par at your box office! Set it for long runs!

Directed by Richard Wallace From the novel by Thomas Rourke

# PARAMOUNT

CHARLES BICKFORD

With PAUL LUKAS

TALLULAH BANKHEAD

Starring

EUGENE PALLETTE

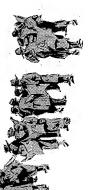
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ning in the nation's greatest newspapers! Think of itt .... Sidney draws the biggest fan mail on the lot. Jack Oakie bigger now than ever! And millions are now reading the story! You get them all combined in this great extra money pro-Fredric March alone brings mobs to your theatre. Sylvia duction. A "natural" for extra playing time and extra profits! What a box office combination! In a great story that's run

Directed by Dorothy Arzner













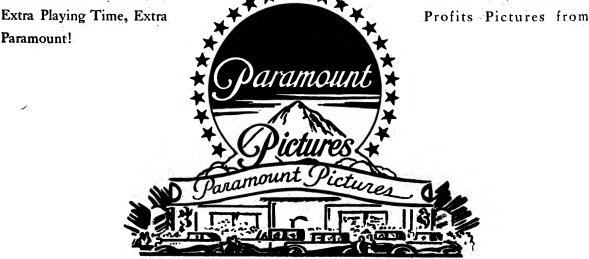
■IGHT sure-fire money-makers from Paramount (and more). Taking the crucial three-month period of April, May, June... ... out of the fog of uncertainty... into the assurance of Sure Profits!

Big Money Pictures... when they'll do you the most good . . . at a time when your box office is crying for them . . .

You know what Paramount Spring Product such as "Dr. Jekyll and Mr. Hyde", "Shanghai Express", "One Hour With You", "The Miracle Man" (to name a few) has done and is doing all over the country . . .

ERE are more that will keep your profit ball rolling up, up and UP-And there will be more after these, and more-

Paramount!



# **WORLD'S ELECTRICS UPSET**

#### 'Shanghai,' \$53.650: 'Hell Divers.' \$40.700. Among Big London Grosses

London, March 28. Continued unsettled weather con-ditions helped West End entertainment grosses generally, although Sunday's downpour stemmed the

Sunday's cownpour stemmed the climent atkings.

'Hell Divers' (M-G) at the Empire grossed a lusty \$40,700, and the Plaza with 'Aren't We All?' is equally buillsh on the week with \$51,800. Top money in the West End goes to Par's 'Shanghal Express' at the Cariton with \$53,650. First two attractions are holding over for a second week. 'Shanghal' is set indef.

Among the newcomers 'Arrowsmith' (UA) opened today at the Tivoli to turnaway business, while Jack Buchanan's starrer, 'Good Night Vienna, at the Capitol is ca-

Night Vienna, at the Capitol is capacity.

Dominion, under Charles Gulliver's personal direction, has a stage presentation headed by Dora Maughan, with five other acts and United Artists's 'Deceiver, splendidly received and capacity. Miss Mughan, besides her own act, is m. c. ing the bill, and quite a local rlot. It's conceded her best effort to date.

Paris, March 28. Fine weather here making out-ngs to the country a popular

pastime. pastime.
Very few English visitors ove
the Easter holidays with the resul
that all Paris grosses were weak.

#### PAT POWERS MAY BUY IN 50% ON BRIT. INT.

British International is dickering with Pat Powers, with deal practically set, for Powers to take over 50% interest in B. I.'r American company. Auditors have been going over the British company's books for the past two weeks with a view to getting some partner in. Negotiations started on the premise that Powers pay \$25,000 cash to get in, and guarantee the British years on a 50-50 net profit split. Figures may be reduced somewhat before deal goes through. Joe Brandt was for a white considering getting into the company but is now completely cold.

Stanley Whiteley, BLP's secretary in New York, resigned Saturday (25) with the request that he be allowed to leave immediately. He salis back: Engiand Friday (1) on the Majestic. With Sidney Garrick, formerly in charge of the New York negotiations.

don, is conducting the New negotiations.

#### **Dowling Straightening** Out Radio-Pathe Abroad

Out Kadio-Pathe Abroad
London March 20.
Ambrose S. (Bo) Dowling, head
of RKO's foreign department, is
in London on a periodic visit. No
political significance for the English market, but the straightening
out of the Pathe, P.D.C. and Radio Pictures tangle will be put
through under his guidance.
The path of the Path of the Path
Path P.D. C., England, released the
Path product for some time of
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#### UFA Relinquishes 4

Berlin, March 28.
Uta is letting go of. its Kurtuerstendam, Universum, Lehninenplatz
and Koenigstadt theatres on April
1, because houses are supposedly
charged up with too-high rentals.
German government's recent
emergency decree makes the move
possible.

#### Good 'Nuf Reason

London, March 20.
On his arrival Harry Green
was approached by Micky Baicon, head of Gainsborough
Pictures, to do a film. Harry
asked \$50,000. After Balcon
recovered he asked Green why
he wanted so much considering
everyone here knows he is
broke. Was it true?
"Sure' said Green, 'that's the

'Sure,' said Green, 'that's the reason.'

#### Must Settle 'Sappho' Rights to Clear M-G 'Inspiration' Abroad

Paris, March 20, Baron Valentin Mandelstamm,

French adviser to Metro-Goldwyn-Mayer and several other American producers, is currently settling with producers, is currently settling with the heirs of Alfonse Daudet, author of 'Sappho,' a difficulty raised by the release in Beigium of 'Inspira-tion' (Metro-Garbo.) Picture is credited for dialog by Gene Mar-kay, but is said to be an adapta-tion of Daudet's story.

Daudet's work, due to the then inexistent copyright laws, was in the public domain in America when the film was made, and Metro, though advised, made no settlement with the author's estate.

with the author's estate.

Recent release of the film in Belgium has given the affair a new turn, and a settlement will be effected. This is usually more desirable, since almost invariably Hollywood is accused of deliberate pilfering, even in cases where studios are entirely innocent.

Mandelstamm is planning a three months' tour of Europe before re-turning to the U. S.

#### McKeon Decorated

Paris, March 28. Jack McKeon was awarded the Legion of Honor here.

McKeon is the former Stanley official

#### Butchers, Ltd., on Coast After \$20,000 Product

Hollywood, March 28.

Butchers, Ltd., English independent distributors, are endeavoring to procure product here, offering to pay a price for the British rights equal to the price arranged for the

equal to the price arranges to the American. Thomas Varney, representing Butchers, put over his first deal with George O. Weeks for his new Mayfair series. English company is interested in pictures that can be made for around \$20,000.

#### Par's Orig for Chev Paris, March 20.

Leopold Marchand's success with French dialog in 'One Hour With You' (Chevaller) prompted Paramount to buy from him an original. Le Tailleur au Chateau' (The Tailor at the Castle'), also for Chevalier.

This way cancel the previous idea of doing Alfred Saxioi's 'Grand Duchess and Waiter.'

#### SHIT OVER RASPUTIN

SUIT UYER RASPUTIN
Derlin, MagEn 20.
Duke Jussupoff, nenhew of the
late Tsar, had his lawyer claim \$12,000 from Emelka because that firm
showed lim to be Rasputin's murderer in the picture Tkasputin.'
Jussupoff claims to only have
participated in the plot.
Emelka snubbed the demand.

# **BELIES ACCORD**

Both ERPI and RCA Want to Know Who Will Pay Tobis That \$250 Per Negative Reel? - Producers Pass Buck to the **Electric Companies** 

#### \$1,000,000 ACCRUING

World's electric and palent situa tion is completely upset, with more mixups existing, now than at time since the invention of talker started patent claiming squawks in several parts of the globe.

Agreements reached at the Paris Patent Pact two years ago, which aimed at clearing up the international boundary situations, have been practically disrupted with the field, today, again an open market.

Secret conference held in Paris two months ago by German and American electric companies leaked with the result that statements were given to the press to the effect the meeting was for the purpose of clearing up a few minor details. Also announced that a price cut had been agreed upon for Euopean royalties.

word from important inner cir-cles, however, is to the effect that the meet ended by a complete throw-ing up of all existing agreements and a ruling that the market from now on would be a matter of catch-as-catch-can. as-catch-can.

U. S. Erectrics Stalf

U. S. Erectrics Stall
ERPI execs in New York, while
refusing to talk on the matter,
tend to substantiate the fact that
the recent Paris meet ended in a
break by saying that the WesternElectric and RCA men at the meet
were only unofficial representatives
of the American companies and had
any terms,

were only unofficial representatives of the American companies and had no authority to sign or agree to any terms.

One of the American producers and electrics are still at logger-heads as to which of the two is to pay the Tobis royalty of \$250 per negative reel. Estimated by distributor representatives that the royalties accruing to Tobis from American sound films imported into Germany is now well into \$1,000,000. Most of the American companies, it is stated, have carefully flagured to the state of the American companies, it is stated, have carefully flagured to the state of the American companies, and the suspense or emergency fund. Yet none, as far as can be learned, has made a payment of its own. Attitude of the American licenses of the electrics is that the electrics should pay the foreign freight. Electrics, however, do not see it that worker has burpopanie insist on a license rate cut, with Tobis and Klangfilm ready to cut. American companies, however, fear the precedent of such a cut.

The Tri-Ergon (Fox) sult versus versions and the companies, however, fear the precedent of such a cut.

companies, however, fear the precedent of such a cut.

The Tri-Ergon (Fox) sult versus everybody is making things that much worse. Inside info has it that ERPI would like to get together with Tobis and fight the Fox suits ensemble, but cannot do so due to differences between the two companies on the other matters.

#### Settling Porten Co.

Berlin, March 20.

At a meeting of the creditors of ilenny Porten Producing Co., the proposal was made that the entire takings from the pleture, Julies, ilenny. Porten's last production, be handed over to the creditors.

Three-quarters of Mrs. Porten's income from her next two pictures will also be placed at their disposat.

#### THAT PARIS PACT | Canadian Anti-Trust Suit Fails; No Price-Fixing, No Conspiracy

M-G FINED \$50

For Censorship Infraction in Cuba On 'Cuban Love Song'

Havana, March 28.

A \$30 fine was imposed M-G-M's branch here for violation of presi-dential decree 361, which calls for films going through censor/ship be-fore being exhibited to the public Film in question was Cuban Love

M-G-M's manager's policy with Cuban authorities as well as with the exhibitors is creating a strained atmosphere.

#### Rushing Out Stories In Public Domain to **Dodge Scenario Costs**

Paris, March 28. Maurice Barber and Dorothy Farnum (American) are rushing the multi-lingual production of 'Rob-inson Crusoe,'

inson Crusoe.

It's just another instance of the move in several parts of the world to rush into work classics and other stories in the public domain in an attempt to avoid paying big prices for original scenarios.

#### **Brewing Laffs**

Brussels, March 20. A brewer of Alost, near Ghent has a portable cinema outfit to buck up his sales. In five of the prin-cipal cafes he supplies he gives a two hours' free show on one evening a week. Silent comedies only are screened, the audience thus being induced into good humor and con-stant replenishment of glasses.

Protests of unfair competition from local cinemas but as they gen-erally run a bar the complaints fall on deaf cars.

#### Reorganizing Emelka By Recapitalization

Berlin, March 28.

Move of Emelka to straighten out its finances by increasing the amount of shares and capital, amount of shares and capital, though not officially agreed upon, already has the support of the French groups that are in on the German company. Capital rise will be proposed at the next Emelta meeting April 6. Both Gaumont-Franco Film-Aubert and Pathe-Natan have already signed agreements to be in on the new issue to the extent of \$500,000.

to the extent of \$500,000. Edmond Corniglion-Molinier, one of the trustees of the French group, will take over the comanagement of the German company with General Manager Max Schach in Munich.

Munich, March 20.

At the next meeting, in April, of Emelka (Muenchener Lichtspiel-kunst A. G.), the shareholders will be informed that half of the capital stock of the company is lost.

Emcika's balance sheets for 1930 and 1931 show the absolute neces-sity for a thorough financial re-organization. The theatre depart-ment of the company is already heling revised and reorganized.

#### HOME WITH CONTRACT Hollywood, March 23.

Randall Faye, British subject fin-isling as a writer at Columbia, left here for London under contract to Warners to write two quota pic-

He sails from New York April 1

Toronto, March 28. Bringing in a verdict of 'Not Guilty, after charges of monopoly, malicious and fraudulent competition, threatening of independent builders of new theatres, and stenchbomb raiding, had been leveled against leading film producers and major distributors, Mr. Justice Garrow has announced his reasons for dismissing the charges of combine and restraint of trade.

In a judgment of 122 typewritten pages, the main question involved in the crown's contention, says his lordship, was, 'Has the evidence established an actual or tacit agreement in this province, designed to ment in this province, designed to have the effect of preventing or lessening competition within Ontario or generally, the purchase, barter, sale or supply of films? His lordship answers this question in the negative and, therefore, finds it unnecessary to consider the other two counts. He finds that there is a "great over supply of films in Canada.

two counts. He finds that there is a 'great over supply of films in Canada.'

I Canada.'

#### TOBIS GROSS PROFIT \$700,000 FOR 1931

Berlin, March 20.

Tobis (Tonbild - Syndikat - Aktien Gesellschaft) shows a gross profit of \$700,000 for 1930-31, against \$650,-

000 the previous year.
Expenses amounted to \$200,000 and after \$500,000 approximately for

and after \$500,000 approximately for write offs there will be a net profit of nearly \$7,000. With regard to patents the company has increased its position by further valuable rights and by the Parls meeting. A new branch has been established to handle records for picture music via the Tolyphon Company.

#### New Slav Co.

Prague, March 20, production company, Lipa Films, with a capital of 5,000,000 crowns has been established here, for the production of films which will interest the people of which will interest the people of Czechoslovakia, Jugoslavia, Poland Czecnoslovakia, Jugoslavia, Fernica and Bulgarla. Dr. J. Kralove will be the director of the new concern.

#### 'FRANK' HELD UP IN GERMANY

Berlin, March 20.
Universal's 'Frankenstein' was
forbidden by censorship.
It will have to be recut before

being presented a second time for censor approval.

### "KNOCKED THE CUSTOMER\$

VARIETY

"Season's biggest dramatic sock".

"Rich with a thousand thrills".

"A knockout".

"It will take your breath".

"Don't miss this thriller".

"Piles one breath-taking scene upon another".

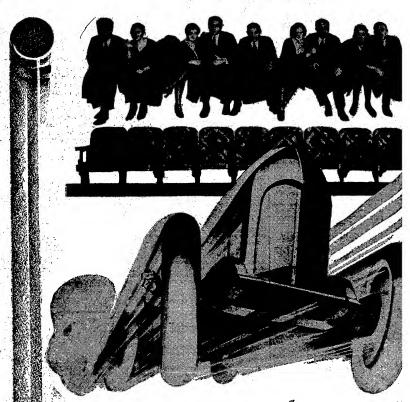
"Ace thriller".

"Left onlookers breathless and this reviewer IImp".

"Jammed with box-office appeal".

"Women were hysterical".

"DAWN PATROL"
AND "5-STAR
FINAL" RECORDS
SENT SPRAWLING
IN HOLY WEEK
AT N. Y. WINTER
GARDEN!-DOORS
OPEN 9 A. M.-9
SHOWS DAILY TO
MEET THUNDERING DEMAND FOR-



# JAMES CAGNEXAGAI "THE CROWL

with Eric Linden—Ann Dvorak Directed by HOWARD HAWKS

You're in the money now!-Thank

# IGHT OUT OF THEIR CHAIRS"

"Such spills, chills and thrills!"

"Women can't help but be thrilled and thrilled".

"A smash-bang thriller thundering across the screen".

"Rip-roaring drama!"

THESE ARE JUST A WHISPER FROM THE DEAFENING ROAR OF APPLAUSE BY NEW YORK CRITICS! THINK WHAT THESE REVIEWS WILL DO FOR YOU IN YOUR LOCAL ADS!



# BLONDELL in BLONDE

#### HYSTERICALLY HAILED BY EVERY FEMME REVIEWER IN TOWN

Nothing more could be said about a motion picture . . . When they talk like that, you've got to talk to your Warner Bros. Exchange!

Here's a hit far bigger than "Union Depot" or "Man Who Played God" or "Public Enemy." You have to go way back to "Singing Fool" and "Gold Diggers of Broadway" to find anything like a parallel. If you don't believe it, SEE with your own eyes at nation-wide

TRADE SHOWING MARCH 31

#### Talking Shorts

SECRETARY PREFERRED Playlet 10 Mins. Mayfair, New York RKO-Van Beuren

10 Mins.
Mayfair, New York
Mayfair, New York
Mayfair, New York
Mayfair, New York
Mayfair, Preferred is comedydistributed by Radio and the state of the state of

JUST PALS'
With BABE RUTH
Sports Novelty
7 Mins.
Roxy, N. Y.
Universal

Universal

Here's Babe Ruth showing how
to hit, but he doesn't over-exercise
at it. Most of the time it's kids
who are doing the ball-playing,
story paying more attention to that
and a youngster who takes Ruth's
advice before going in to redeem
himself as a slugger. Not big filler,

himself as a slugger. Not big filler, but oke.

After seeing the kid bawled by the Manager. Ruth takes him to a big the seed of the see him to a big the see him to be a see hi

'SEA LEGS' Comedy; 18 Mine. Winter Garden, N. Y. Vitaphone Nos. 1356-56

Vitaphone Nos. 1355-56
Generally good entertainment, with special song and dance numbers. Thems suggested by week end cruise. This, however, is not too much of a plug for the boats, since it takes in lightly the domestic since it takes in lightly the domestic ship and consequent spyring on hubby's activities.

Script was unusually well defined for a short of this kind. Comedy relief breaks up the dance or song control of the short of the short

SCREEN SNAPSHOTS
Novelty Newereel
10 Mine.
Translux, N. Y.
Golumbia
If every theatre in the country
has not aiready shown one of Grauman's Hollywood premieres the
handful that have not will do so
in this subject.
Material for a newsreel must be
pretty acarce in Hollywood these
days are the state of the footage serves as an extent his footage serves as an extent as promised
moving day, an orchestra, airpianing, etc., serve to introduce Mae
Claric, Bebe Daniels, Ben Luca and
Laura La Piante.
Waly.

CURIOSITIES
10 Mins.
Translux, N. Y.
Columbia
The African gulch, to jump into
which is considered a privilege by
tribal girls, leads off the latest of
this series.
The majority of this short how.

MA1-Farce 16 Mins. Strand, N. Y. Vitaphone 1370-1371 Vitaphone 1370-1371

It min.

Strand, N. Y.

Strand, V. Hisphone 1370-1371

Istreen minutes of mild lunacy whole, after the opening scone, deavelops from four to six laughs per minute and sometimes more. Plenty of old material, but skilfully worked up and it sounds new.

The substantial colony and season the colony and the substantial colony and leaves to reach the city in a taxical which drives right into the lobby of the hotel. When he pays his fare the driver ofters him the cab. This refused, another fare takes the wheel and the driver rides as passification.

From then on it's a mixture of Burns and Allen and the film production of Beggar on Horseback; without a single serious line. Everyone is batty and in spite of the sameness of the appears that the sameness of the appears that the sameness of the special stifting of the characters opposite Craig, who sticks around for every inch of the footage.

It's idiotic, but it is undeniably tunny and should get over anywhere.

HENRY SANTREY BAND 'SPREADING SUNSHINE' JAZZ Orch. 9 Mins. Y. Liphone 1367
Another vain effort to disguise the fact that it's just another jazz band by tossing in an alleged sketch. In this case it's a barn dance in a penthouse and the host explains that he settle down to farming, but the will did not say where, so he farms atop a skysoraper.

lid not say where, so as a sure is skyscraper. Boys and girls, mostly girls, in-rude between the numbers, but do nothing much. Santrey leads sev-oral numbers and there is a croon-ing trio and a piccolo player who

#### THE CROWD ROARS

Warner Brothers production and release. Features James Cagney and Joan Blondell. Administration of the Part of the American Story and direction by Howard Hawkes, adaptation and dialog, S. I. Miller, Kubec Olsemon and John Bright. Cameramen, Bid Mickox, John Bletmar. At Winter Revenue and Story and March 222 Running time, 36 mins.

Joe Greer,James	Cagney
Anne Joan	Blondell
LeeAnn Eddie GreerErlo	Dvorak
Eddie GreerErio	Linden
Dad GreerGuy	Kibbee
SpudFrank	McHugh

Spectacular film which ought to t the public mold and do well for the theatres. Its mainspring is ac-on and that will see it through sat-

Spectacular film which ought to the public mold and do well for the public mold and do well for the public mold and do well for the public mold and that will see it through sat-factorily.

All auto-race pictures lead to Indianapolis, and there is no deviation. The Crowd Roars' will be getting into the subsequent houses by the time Memorial Day comes around, and as that's the holiday on which for the year, it won't do this feature any harm either. This latest Cagney concection will mainly gesture to the adolescents with its high the cause of many a bear mud guard around the country. It unfolds a lot of driving that's easy to watch, and via Hawks' direction carries a thrilia Thevil loss off the stays with the stays with the stays of the stay with the stays of the stays with the stays of the stays with the public stays and the stays with the public stays and the stays with the public stays and the stays with the public stays are the public stays and the stays with the public stays and the stays with the public stays and the stays with the public stays are the public stays and the stays with the public stays are the public stays and the stays with the public stays are the stays and the stays with the public stays are the stays and the stays with the stays are the stays and the stays are the stays are

of driving thats easy to watch, and a Hawke' direction carries a thrill as well. It is a soft to story with minor consideration because it doesn't rate and is on the wrong premise for heart interest from the start for American audiences. But it shows the boys wheeling under various track conditions, all more or less interesting to autoists. The esquence of night racing is, perhapped to the start of the st

sage serves as a criterion.

Some clowning around about moving day, an orchestra, airpaining, etc., serve to introduce Mae Clark. Bebe Daniels, Ben 1/2 and 1/

#### Miniature Reviews

'One Hour With You' (Par). Une Hour With You' (Par). Chevaller in a saucy, boudoir romance, excellently supported by Jeanette MacDonald, et al., and deftly produced by Ernst Lubitsch. Sure-fire if frothy screen fare, but cinch b.o. at all times.

screen rare, but cinen so, at all times.

'The Crowd Roars' (WB), Action and the Cagney name should make this a bright spot. Auto racing pegged on a thin and uneventful acted story, but a majority of the footage devoted to three stirring contests.

'The Broken Wing' (Par), Mex. story along lines of 'The Dove' without much novelty or strength. Too much of one character spoils chances. Lupe Velez, Lee Carrillo, Meivyn Douglas featured.

'The Gay Caballero' (Fox).

Douglas featured.

'The Gay Caballero' (Fox).
Poor western to come from a
major studio but with George
O'Brien, where he's big, can
get fair first run. Many houses
will use it on double bills.

'Girl Crazy' (Radio). Wheeler and Woolsey's comedy antics save this one. Holds some laffs but weak and below par in sum total. The girly and musical stuff are susceptible to exploitation,

ploitation.

"Local Bad Man" (Indie)
with Hoot Gibson, done from
a story by Peter B. Kyne, off
the beaten track of western
yarns and nicely handled, with
plenty of comedy.

"The Fighting Fool" (Col).
Not an A grade western, but
plenty of action, noise and plot
to help it. Tin. McCoy does a
sheriff.

sell. For the real auto nut the film includes a flash at and a few lines from such well-known demons of the track as Harry Hartz, Billy Arnold, etc., Arnold being made the defeated rival in the climax speed

joust.
Release rates as welcome audience fare which will likely shine rather than scintillate at the box offices.

Sid.

#### Missing Rembrandt

Produced at Twickenhan Studios and re-leased here through First Division. No Charles Augustus Milverton by A. Conan Doyle; adapted by Cyril Twyford and H. Fowler Mear; directed by Lesile Hiscott, RCA sound. At the Strand, N. Y. week of March 25. Running Ume, 72 mins. ck Holmes......Arthur Wontner
Watson......Ian Fleming

of Marce ...

Sherlock Holmes...

Doctor Walson...

Minnle Raynor.

Baron Von Guntermann...

Carlo Ravelli...

Carlo Ravelli...

Carlo Ravelli...

Carlo Ravelli...

Carlo Ravelli...

Child Holford...

Miles Mander Lady Vollet...

Miles Mander Lady Vollet...

Marquis de Cheminade...

Anthony Hollis Maning...

Chang Wu...

Takase

Takase

Starting off promisingly with a raid on a Chinese den in Limehouse, the picture reverts after this first

Starting off promisingly with a raid on a Chinese den in Limehouse, the picture reverts after this first sequence to a pace too slow to make for interest. It is not helped any by a poor adaptation which falls to add mental suggestion to the occasional spectacle of people shooting off guns. Real suspense is almost wholly lacking and the story is not made used to the considerable of the delivery o Cagney's nerve; he's a tramp when it's time for the 500-mile classic, and it's not mill his border had been cut and the state of the st

#### THE BROKEN WING

Paramount production and release. Dis-rected by Lioux Armigas. Lipse Velex Leo-ton by William Slavens McNutt and Grover by William Slavens McNutt and Grover Jones from play by Paul Dickey and Charica Jones from play by Paul Dickey and Charica Paramount, New York, welongs. At the Paramount, New York, welongs. At the Running time, 71 minutes, Louy Velex

gives the competing cabellero the edge on sympathy. Melvyn 'Dougias' disappointing performance couldn't have been en-tirely due to short changing by the script department. He's not alone, however, for George Barbler, Wil-lard Robertson and Arthur Stone were similarly handicapped. Biog.

#### ONE HOUR WITH YOU (WITH SONGS)

(WITH SONGS)
Paramount production and release, etarthing Maurice Chevalier in an Ernit Lebblisch production, with Janette MacDonale
blisch production, with Janette MacDonale
play by Samson Rappaelisch, from the play
pires, Leo Robin, interpolated music by
Richard A. Whiting; camera, Victor Milyror, where the opened a day-and-date eamagament with the Rialto, N. T.
Ociette Bertler. Jennette MacDonale
Mits Olivier. Geneview Tobia
Prof. Olivier. Geneview Tobia
Prof. Olivier. Geneview Tobia
Prof. Olivier. Geneview
Richard Vangue
Mile Martel. Josephina Dunn
Delective. Richard Carlo
Mile Martel. Josephina Dunn
Delective. Richard Carlo
Mile Martel. Barbara Leonard
Milti's maid. Barbara Leonard
Milti's maid. Barbara Leonard

Distective Richard Carle Foliceman. Charles Judels Mital's maid. Barnara Leonard Mital's maid. Barnara Leonard Mital's maid. Barnara Leonard Lawrence and Carle Judels Mital's maid. Barnara Leonard Lawrence and Carle Judels Insures that—even if the screen treatment is a bit radical and may be open to debate as to how control of the con

#### The Woman's Angle

'One Hour With You' (Par). Sheer charm stretched perilously near to breaking. Amusing fluff for urban ladies, and acceptable as such, but the provincials will feel they aren't getting a full picture's money's worth.

The Crowd Roars (WB). Likable personalities robbed of sympathy by the trite coincidence of a motor track epic. Preponderant race se-quences, noisily prolonged and weakened by repetition, make this poor product for feminine audiences.

'The Broken Wing' (Par). Theatrical make-believe, verbosely nar-rated but enlivened by Leo Carrillo's entertaining playing of a benign bad man. Feminine interest piqued by attractive personalities and a plot that endorses fortune telling, but fullest appreciation is limited to those neighborhood laddes who believe in dramatic cliches.

'Tarzan, the Ape Man' (MGM). Fanettes who oblige their men folk by accompanying them to an adventure-travelog, will exclaim over hand-some Johnny Weismuiler and be entertained by sequences that describe his naive, primitive romance. But as a whole, this studio-shot, oft-times brutally unpleasant, African yarn will go begging for a femiline audience.

'The Gay Caballero' (Fox). The standard Western adventure story in better than standard trappings. Though they don't especially seek it out, middle-aged ladies enjoy this kind of stuff, chiefly because it makes their

'Girl Crazy' (RKO-Pathe). Flash production, hoping to catch the flavor of Gershwin words and music, loses itself in a series of typical Wheeler-Woolsey gags. Cast and treatment unimportant to city girls who do not possess hinterland respect for a Broadway stage hit.

The Missing Rembrandt' (Wardour). Far too element'ry an English Sherlock Holmes picturization for the advanced students of film thrillers on this side.

script is replete with many niceties and touches which Lubitsch has skillfully devetailed, without oversions the detail.

On too that, Jeanette MacDonald is a superb vis-a-vis for the star, intelligently getting her song lyrics over in a quiet, chatty man-

lyrics over in a quiet, chatty manper pare is quite a bit of lyric stuff,
teo, but it's so naturally written in
simple metre, and so well done by
the Chevaller-MacDonal duo and
the others, that it takes on the guise
of almost simple dialor. Only atter
the introductory of the real melody
sent table. Then only comes the
self-stuff of the real melody
self-stuff or the self-stuff or the
mic conversation was in metred
tempo.
Casting is ultra throughout One

seement itself. Then only comes the sealization that the smooth, rhythmic conversation was in metred tempo.

Casting is juiter throughout. One composition of young and Charile Rughest out of the conversation was in metred tempo.

Casting is juiter throughout one and the same pletter, but each is thoroughly adept in the assignments, respectively, of the first double with the same pletter, but each is thoroughly adept in the assignments, respectively, of the first double with the same pletter, but and the same pletter, but and the same pletter, and the same pletter, and the same pletter, and the same pletter, while Josephine Dunn was equally effective in the formal base, which was a supported to the same pletter, while Josephine Dunn was equally effective in the formal base, and the same pletter, and the

all the lyrics for the Strage Time ing tunes.

How has been technically upHow has been technically up

#### THE FIGHTING FOOL

Columbia production and release. Starr Tim McCoy. Directed by Lumbert Hillyer. Bory adaptation and dislog by Frank How and Clark. Photography by Benjamin Kline. Recording by Glem Romejter. Finn editor, Otto Meyer. At Tivolt. N. Z. 22. Running little, 5T milles. Tim Collins. Tim McCoy Judith. e. zunning time, 57 minutes.
Tim McCoy
Judith Marceline Day
Uncle John Lyman Wm. V Mong
Crip Mason Robert Ellis
Bul Collins. Darteur State
Bul Collins. Darteur State
Hoppy
Doyschert Bulls
Bul Collins. Darteur State
Hoppy
Doyschert Bulls
Bul Collins. Darteur State
Hoppy
Doyschert Bulls
Bull Collins. Darteur State
Hoppy
Line State
Bull Wales
Line Wales
Line Wales

The action it contains is all that saves this horse opera from being just formula. Columbia cannot inercase its western sales on strength of this one, especially in view of what indies are doing with plains

Ploture starts out slowly, at-Ploture starts out slowly, at-tempting to lay the groundwork for a quite plotty yarm. After it has brought in the girl, this time a niece for variation, story switches over to hero's brother and a plot on the part of a mysterious outlaw figure. The Shadow, to plant in-trigue.

the part of a mystericus with the part of a mystericus outlaw figure. The Shadow,' to plant intrigue.

Then it wanders back to the girl, who at one point gets the w ong the part of the p

#### LOCAL BAD MAN

'Hoffman production and Allied Pictures
(Hoffman production and Allied Pictures)
Blass. Hooper Atchiev. Edw. Hearn. Bill
Blass. Hooper Atchiev. Edw. Hearn. Bill
Blass. Hooper Atchiev. Edw. Hearn. Bill
Blass. Hooper Atchiev. Blass. Hooper
Love, by Peter B. Kyne.
Screen play by
Fhill While. Directed by Otto Bruwer.
Love, by Peter B. Kyne.
Screen play by
Fhill While. Directed by Otto Bruwer.
Love, by Peter B. Kyne.
Screen play by
Hoffman Screen play by
Hoffman Screen Brussell Brussell
Mildred Johnston, film editor. L. E. Tope.
Sound. Siden Screen Brussell
And Scr

Hoot Gibson, who is about the

Hoot Gibson, who is about the only horse here without a small boy tagging at his heels, gets away niccly in the adaptation from Peter B, Kyne's short story, with comedy and drawn sharing the rootage and marked effect.

Gibson is not really a bad man. The title is wished on him by two brothers, bankers, who aim to double their money by making an train and hiaming it on Gibson, keeping their money by making an iran and hiaming it on Gibson, keeping their on and recovering a like sum from the railroad.

When Gibson frustrates the first getaway, they stage it again, but this time Gibson frustrates the first getaway, they stage it again, but this time Gibson frustrates the first getaway, they stage it again, but this time Gibson frustrates the first makes up in movement what is a structure of the station agent gets her in logically.

The story is leisurely paced, but makes up in movement what is tircome, with Gibson turning in a nice performance and materially helped by Bill Robbins in a Slim Summerville character and looking not unlike that comedian. Sally moments, but she delivers nicely, and the heavy coles are played with more than the customary restraint for a hippodrome show.

and the neary testomary restraint for a hippodrome show.

A good mix on a double bill and able to paddle alone in the lesser spots. Photography generally good, and sound excellent.

#### GIRL CRAZY

(With Songs)

(With Songs)

RKO Radio production and releasis; Featuring Bert Wheeler and Robert Woolsey. Froduced by William LeBracon, directed by William A. Seiter. From the Broadway and Guy Bolton; music and lyrics by George and Ira Gershwin. Screen play by Mankewicz, additional dislor. Eddie Welch; additional unique and Mankewicz, additional dislor. Eddie Welch; additional original music by George Gershwin; art direction, Max Rey, camera, ning time, 75 mina, at the RKO Maydat, N. Y., compencing March 24.

Jimmy DeeganBert Whe	eler
Slick Foster Robert Woo	sey
Danny Churchill Eddle Qui Patsy Dorothy	llan
PatsyDorothy	Lee
Kate Foster	elly
Molle GrayArline Ju	dge
Lonk Sanders	elda
MaryLita Che	vret.
Pete Chris Pin Ma	rtin

sublimated quality. Abel.

THE FIGHTING FOOL

Loundes production and release. Stere in McCov Directed by Lambert Hillyer.

Inc. Recording by Clean Romeiner.

Romains time, St minutes.

Kelly has the tough assignment of Got Rhythm, which is the sole of the control of

#### Tarzan the Ape Man

Harzan the Ape Man

McJM preduction and release, featuring
Johnny Welsamuller, directed by W 8.

On The Welsamuller, directed by W 8.

Degree of the Welsamuller of the Welsamuller

Sapatalon by Cyril Hume; dialog by Ivor

Clyde de Vilnan; film delton; Ben Levis

and Tom Held. At the Capitol, New York,

Clyde de Vilnan; film delton; Ben Levis

and Tom Held. At the Capitol, New York,

Illary Holt.

May Holt Hamilton

Jane Parker. Mourean O'Sullivan

Ame. Cutten. Derit Liyde

Beamish Forrester Harvay

Riano. 11 Arry Williams

A jungle and stunt picture, done in deluxe style and carrying large draw possibilities from the follow-

araw possibilities from the following of the Burrovghs book series.
Tricky handling: of fantastic atmines are all the property of the contraction of the control of t

The three start on their dangerous project with a crowd of African project with a crowd of African of their travels, ending with their capture by a band of pigmies (where they gathered half a hundred dwarfs for the purpose is an expectation of the project of the proj

#### THE GAY CABALLERO

HE GAY CABALLERO

Fox production and release. Directed by Altred Werker. From novel by Tom Gill, with screen adparation by Philip Kiein and with screen adparation by Philip Kiein and O'Brien, Victor McLaglen, Concluta Montenero and Linda Watkins. Film editor. Al Dis Gastanes. Frienderraphy by George Grossman. AR Roxy, N. Y. for week starting March 25. Running time, 69 mins. Don Bob Harkness. Victor McLaglen Adela Morales. Concluta Montenero Don Bob Harkness. Victor McLaglen Adela Morales. Concluta Montenero Don Face Morales. Concluta Montenero Ilon Face Morales. Williard Rollinson Hard Morales. Williard Rollinson Hard Morales. Juan Torcha. Juan Torcha.

Possibilities never were sweet for westerns on Broadway. When they are no better than The Gay Catton and continuity does not evidence much care, their chances are not very good elsewhere. Picture will reach first or uns in mailer alticulation, and continuity does not evidence much fare trus in mailer alticulation, and the trust of the unit in mailer alticulation. And the trust of the unit in mailer alticulation, doubtless will be in double-biffer title, suggesting Mexico and the type of film fare that made 'in old Arizona' (Fox), first of the outdoor talkers, a big attraction, may mean the control of the control o

#### Hollywood

(Continued from page 6) gar McGregor is on the way from New York to stage it.

Templin Sues U
Dan M. Templin, technical director, is suing Universal for \$1,000
he claims for services in proparing
suggestions for a picture about
Boulder Dam.

Rushing Clock

Dick Schayer met Carl Laemmie,
Jr., at La Junta, Colo, so the Universal chief could look over recently completed scripts before he
gets to Hollywood.

U Drops idea
Office of exploitation counsellor, created for Frank Whitbeck at Universal, has been abolished, now that Whitbeck is doing it at Paramount.

Opera in Whiskers
Grand operas being tabloided in sound shorts by Kendall-DeVally will get sugar coated titles from Educational: "My Lady of the Evening" (Martha?), 'Idol of Se-

#### ZWEI IN EINEM AUTO ('Two in a Car')

Deutschee Lichtepiol-Syndigate production and relected. Direction, Jon May, A mue price of the p

minute.

This ploture is expensive, but one does not notice it, and secondly, the budget has been surpassed by the director, Joe May, by nearly \$150, and the which at the present untavorable which at the present untavorable will be rather impossible to get the production cost back.

many means it will be rather impacted to get the production cost to be roduction cost and the control of the colon. Nevertheless the picture is charming. Joe May's taint of direction. Is not so very much felt, but Riohard Romanowsky, the comic, makes the public roar and scores a perfect who plays an English Lord, is store on excellent actor. Same is true of Magda Schneider, who dances a lot. The authors, Ernst Marischka and Seuno Granichstaedten, have and Beuno Granichstaedten, have and some tunny many strategies of Riohard Richard Romanowsky.

Sound is to be criticized. It was recorded in the Paris etudios of Riohard Richard Romanowsky.

Sound is to be criticized. It was recorded in the Paris etudios of Riohard Richard Romanowsky.

Estino Granichstaedteris music is very nice but not catching. Picture is hetter suited for the provinces than the big cities. Magnas.

#### L'AFFAIRE BLAIREAU (The Blaireau Case)

(With Songs)

Audences will find this one a pleasant relief from the highbrow subset. Here a very subset, and the subset and

ville' ('Carmen'), 'Vendetta' ('Rusticana'). Next one made will be 'Faust' as 'Walpurgis Night.'

Katz Again in May Sam Katz's next Coast visit will be in May. The Par exec started back to New York Wodnesday (23) with Emanuel Cohen.

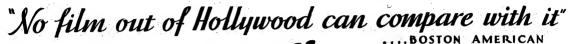
Couldn't Reform Ruby
Disgusted with an aged looking
hat worn by Harry Ruby. Eddle
Cantor led him to a hat store,
snatched Ruby's lid and jumped on
it. Cantor then bought him a new
kelly.

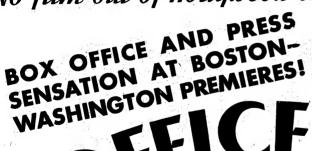
snatched Ruoys are the large of the large of

'Photoplay' On Air Film stars' lives will be drama-tized on the air in a sories of CBS broadcasts sponsored by 'Photo-play' magazine. Programs will origi-late in Chicago with Maude Latham gathering material in Hol-lywood.

Not History Yet
Agonts may be claiming a victory too soon in the lengthy Juyce
and Selznick-Samson Raphaelson
commission suit. Charles K. Feldman, Raphaelson: attorney, has
filed an appeal from Judge Curtis'
decision favoring the agency.

Dan Venturino, Paramount direc-tor, is sailing to Tokio to film Java-nene scenes for 'The Par East.'





SHE TOOK SANDWICH

SHE TOOK DICTATION

SHE TOO

MUSIC, COMEDY, ROMANCE With Vienna's Dazzling Charmer

#### RENATE MULLER

Europe's Newest Gift to Hollywood

#### **JACK HULBERT**

Funniest of All Comedians

OWEN NARES • MORRIS HARVEY

And The Novelty Typist's Chorus

"Miss Muller turns into a screen sensation . . . overnight a star of the first water . . . heralds a new era on the screen."—Boston Daily Record

DARINGLY DIFFERENT

"No less than revolutionary . . . even the great Ernst Lubitsch never achieved quite the unusual effects . . . extraordinarily daring."

— Washington Post

"Nothing could be funnier . . . its makers may well be proud."—Boston Herald

### NOW AVAILABLE FOR IMMEDIATE BOOKINGS

—Just when you need novelty, freshness and something to talk about!

RKO RADIO PICTURE

Gainsborough Production VICTOR SAVILLE

#### **EXPLOITATION** -:- By Epes W. Sargent

Near the Payoff

Near the Payoff

Last fall an exhibitor, who depends a great deal on his rural patronage, announced he was going to give a Jahow on the coldest day of the winter. He has been using publicity on the idea ever since. First really cold day everyone was asked to writer the month of the coldest day believed to the winter. He has been using publicity on the idea ever since. First really cold day everyone was asked to writer. He next time a cold snap drove the mercury down below the earlier level a new set of cards were written, with others at each succeeding low reading. The way of the cold with the state of the cold with the state of the cold with the state of the cold with the first Sunday shows are not permitted, he is going to give the party the first Sunday shows are not permitted, he is going to give the party the first Sunday shows are not permitted, he is going to give the party the first Sunday shows are not permitted, he is going to give the party the first Sunday shows are not permitted as the sounday shows are not set sunday shows are not set sunday shows

#### Schools' Art Exhibit

Second annual art exhibit of the public schools was held at the Paramount theatre, drew tayorable comment and also served to stimulate business. Show extended over four weeks.

#### Ads in Pills

Chicago.

Hooking in with the title and subject matter of the film was pulled here by Al Dezel for his 'Should a Doctor Tell?' at the Cas-

Should a Doctor Fell? at the Cas-tle.
Distributed by Western Union carriers were 20,000 regular medi-cine style transparent capsules, but in each capsule was rolled a small-type ad for the picture.

#### Druggist's Idea

Local druggist pulled a fast one on a competitor two blocks away. Rented outside wall of competitor's store and plastered it with a sign reading: Try A—'s (his own) drugstore first'.

#### 60,000 Smokes

60,000 Smokes

Cigarette companies are hustling for business just now, and some of the press agents are tying in. One such was made by Larry Cown, who does the publicity for a couple of RicO theatres in New York.

Fromction was 60,000 of a new to smoke the new cigarette and see the current picture. The 60,000 cigarettes were split between two houses.

#### Bootleg Profit

Bootleg Front
Desiring to stress the bootleg
angle in a picture, an exhib offered
a free matines ticket for each
empty whiskey bottle turned in at
a certain performance. He got
about a hundred bottles, which
save hin a flossy lobby display,
when the bottles are desired to the city dump,
but a bootlegger offered him \$5
for the lot and dld his own hauling.

#### Six Changes

One ploneer exploitation hustler writes that his house has gone daily change, for which reason he no longer works any big lobby stunts, trusting to lobby and screen to get them in

trusting to loguy and several ex-them in.

Manifestly impossible to work up.

The heart of the worth something. Exhibitor admits the abrupt cessation of stunting has some effect on the business, but does not seem to realize that working on, one of six titles has at least an indirect value to the others.

#### 'Newsette'

San Francisco.

Four-page 'newsette' being distributed to customers of the Fox El Capitan, naborhood. Rufe Plair doing the columning for the publication, of which 10 to 20,000 copies are printed.

#### Costume Balls

With dance places jazzing up after Lenten depression, it's a good time to cut in on publicity with a costume ball for prizes for the best impersonations of players in pictures to be seen at the theatre. It can be used to advertise the pictures for two or three weeks.

#### General Motors' Splash

General Motors' 55 auto shows, with entertainment features and using radio importantly, starting Sauraday (2), will cost around \$2,500,000, according to G. M. men.

In addition to institutional addition of institutional as special creangement with NEC, 27 different one minute interruptions on ether programs will be made during the exhibit week to announce shows, talent, etc. Flus that, the regular weekly half hour broadcast of G. M. on WEAE, New York, will be increased to a full hour April 4. Program will combine artists of all programs G. M. has had on the authority of the control of

omer subsidiaries.
Dealers all over the U. S. will the in locally with the national campaign through advertising, special showings, etc. this in all towns where G. M. will not itself put on the exhibits.

exhibits.
Admissions to all exhibits will be free and with a view to encouraging attendance there will be contests in each of the 55 keys, prizes for which will be cars, ice boxes, etc.

from local stores and filled six bas-kets, each supposed to contain a week's supply of groceries for the average family. Made the distribution on a Satur-

Made the distribution of day night when everyone could come. Figured to get more business then than he could build on a weekly night and so ahead on receipts.

#### All Set

All Set
An exhibitor has his stunt picked
already for 'One Hour With You.'
He intends having cards printed
reading 'Dear — 'May I have one
next Saturday.' It's the new Chevalier picture, and I'm sure we'll enjoy
it. In any case it will be one hour
with you.' There is a line for the
signature.
to hand these out to the
high school boys and girls along,
leap year.

#### Phones Queries

Phones Queries

Something new is being worked out west by a house manager who calls possible customers on the ture and asks them what they thought of the show. If they tell enough to convince the inquier that they actually saw the film, their names are taken and tickets for the following night sent them.

The following night sent them. The following night sent them. The following night sent them.

#### Showed the Express

Toy raifroads in elaborate sets used to be one of the best lobby pullers in the business and worked almost as well in store windows. Adults, particularly men, seem fascinated by small trains. In numerous instances the power had to be shut off now and then to clear the lobby.

shut on now and the lobby.

Lately the idea appears to have dropped out, but it made big business for one theatre showing 'Shanghai Express.'

#### A Window Show

A Window Show
If a microphone and bold speaker
are available, an excellent window
show can be fitted up by making
dummies of the smaller size long
pants suits the children now aftect. They are tacked to a sheet
of compoboard in such a manner
into the openings of the false shirt
fronts. Gives the effect of two midgets with large heads.
They keep up a running fire of
comely talk in a show window, recomely talk in a show window. The
comely talk in a chow window
recomely talk in a chow
re-

#### Ear Wiggling Seattle.

Impersonations of players in pictures to be seen at the theatre. It can be used to advertise the pictures for two or three weeks.

Gives Groceries

Groege A. Miller, of the Smalley theatre gave away six bushel basicates of groceries. Promoted the stuff right up.

Managers have become so used to looking to the pres books for exploi-tation and general press work that they have come to feel that all ad-vertising must center on the cur-

vertising must center on the current feature.

One manager was much surprised once when a reporter happened to be around when the vacuum cleanter bags were emptied. He went back to the office and wrote a story on week, and wound up with a graphic picture of the size of the heap by the end of a year. And more persons spoke to the manager about that story than he has heard from on any hundred pictures.

Now he doesn't wait for the reporter. He thinks them up for himself.

#### Neighborly Service

A Brooklyn theatre is making plenty of friends with a new style of service to patrons, suggested by the downtown checkroom idea in use around Kmas. Theatre sent out a notice which read: 'If you are expecting a delivery from a department slore and do not only the partment slore and to not the belone to receive it, instruct

BEHIND

the store to send it in our care.
Tell us when you, will be at home and the parcel will be sent around at that hour.

For Indie Rental Ri

at that hour. Although the gag has been in use less than two months, the number of parcels received daily range between 15 and 25. No c. o. d. parcels are received, but all others, no matter how bulky, are taken in and delivered when requested. It helps draw away from the opposition.

#### Quicker Complaints

So that managers may have ad campaigns on hand before picture releases, Fox-West Coast's Managers Ad Manual starts this week to publish complete campaigns on all major productions as soon as they we been previewed in Los Angeles,

ney we ocen previewed in Los Angeles.
This is similar to the procedure followed on Last Word, the manual's predecessor at F-WC a.d is being done because managers complained that they were getting campaigns too late under the former manual played loss and the before sending out the selling pointers and mats.

the KEYS

#### For Indie Rental Biz Start Lot Price War

Hollywood, March 28.
Fox and Radio studios are soliciting independent producers to come on their lots on a vental basis. Universal has had the cream of the indice rental business for some time.

indle rental business for some time. Fox is trying to interest the indies in its now vacant Western Ave. plant while Radio Is, plugging the Pathe lot, which is costing around 30,000 monthly to keep locked up. Phil Ryan has been engaged by Radio to drum up the indie prospects,

Most of the rental studios have ut their prices to where around cut their prices to where around \$200 per day is the flat rate to use anything standing. Everything else —props, lights, and labor—extra.

#### Darmour Producing Grey Westerns for Paramount

Hollywood, March 28.

Paramount has handed Larry
Darmour a contract to produce a
series of low-cost westerns. First
three of the series will be adaptation of Zane Grey novels, standard Par westerns for the past 10
years.

years.

This is the second indie contract given out by Paramount in two weeks, Charles Rogers having received a ticket for eight features.

#### \$15,000 CONTRACT SUIT

Kopfstein Charges Albert Herman With Agreement Breach

With Agreement Breach
Jacques Kopfstein has started
suit in New York against Albert
Herman and Albert Herman Productions, Ltd., for \$15,000, charging breach of contract.
Suit follows settlement of a prior
attachment action started in Los
Angeles when Herman's film production, Toye Bourd, was attached
on Kopfstein's claim for the first
tract whereby Kopfstein claims he
was to receive \$16,000 for negotiating a picture deal between Herman

was to receive \$16,000 for negotiat-ing a picture deal between Herman and Hollywood Productions. Latter firm was replaced by Peerless Pro-ductions, Ltd., which it releasing the Herman films. Kopfateln's arrangement with Herman was on the basis of \$1,000 for each picture which Peerless re-leased. Kopfateln has started suit on the claim that Herman has-broken the contract by refusing to pay him, according to agree-ment.

#### Col. Takes 'Captive'

Columbia is taking world distri-bution rights to 'The Blond Cap-tive,' produced by the Northwestern Australian Neanderthal Expedition Syndicate and owned by William R Syndicate and owned by William R. Pizor. Latter played picture on a short run at the Liberty (legit), New York, at a pop scale. It deals with discovery of a white woman in a dark corner of Australia who became a member of the tribe witer castaway in a ship.

when castaway in a ship-

Pizor, in advance of the Col deal, booked the picture with Publix-B. & K. for the Rooseveit, Chicago, where it's currently in for a week. Col is re-editing prior to releasing the film itself.

#### WANT LOST WORLD'

WANT 'LOST WORLD'
With Watterson Rothacker at
Radio that studio negotiating to
buy First National's 50% interest:
in 'Lost World' for talker remake,
Rothacker owns the other 56%,
Merian C. Cooper is filming the
prchistoric end on a carefully
guarded stage for 'Creation' with
this story to possibly be abandoned

#### U APPOINTEES

Ray Jones, for three years assist, ant manager of Loew's, Akron, Crambierred here as assistant at the Chicago by Junior Laemmie and Broad.

Sr., was brought to Hollywood from transferred here as assistant at the Chicago by Junior Laemmie and Broad.

Erooldyn,
Savoy theatre has dropped vaude,
Bast was Julius Bernheim, from and Ben Friedman, house mgr., Berlin office, who becomes super-tvansferred to Lefterts theatre.

#### Great Neck, L. I.

San Francisco.
Phil Frease building a 1,000-seater in Pittsburgh, Cal., near here, July 1 opening expected.
Mabel Shawn has purchased the Riatto, Oakiand, from Crook & Market Shawn, has purchased the National, at Woodland, from National Theatres. Reopening May 1. Charles Huey from Fox Grand Lake, Oakiand, to p. a post at Fox Oakiand. Bill Michell Cannal Lake, Deckley hoke Erkeley house for Clarence Lawer, etty mgr. for F-WC.

Des Moines. S. N. Fangman, former mgr. of Ames theatre, Ames, Is., to the Rigito at Boone, succeeding C. V. Lyman, to Kansas City for Fox-

Rikito at Boone, successions Lyman, to Kansas City for Fox-Mildwest.

Andy Roy, mgr. for .RKO-Paramount at Cedur Rapids, Is, successions to the control of the control of the control of New Orleans. Roy to manage RKO Orpheum, Omaha.

Mrs. A. C. Spraker, Das Molnas, has purchased the lowa theatre, Logan, Is amonings and Donald Oakes have purchased the Lyric, Columbus Junction, from Ralph Kelly.

Cincinnati.

RKO takes over operation of the Orpheum, second-run house at Peebles Corner, April 2.

Joe Gotez, manager of the Paramount, will also manage the Orpheum.

Seattle.

Bob Armstrong managing Liberty
during iliness of Frank Coyle, confined to hospital.

Elmhurst, L. I. Victory theatre, closed for two years, will reopen.

Richard Moss, manager of United Artists, will move to the Paramount in similar capacity when U.A. Closes March 22.

Closes March 22.

Houses in southern California territory closed: Red Lantern, Brea;
Fuena Park, Buena Park; State,
El Segundo; Princess, Los Angeles;
Strand, Oxnard,
Theatres reopened to the Control of the Control
Annie, by H. Tea They Control
Annie, by H. Hoffman, Strand,
El Segundo; Princess, Los Angeles;
Strand, Oxnard, by Deltrick and Feldstein; Diana, formerly Rivoli, San
Delgo, by Nevins and Stoll; Saboba.
San Jacinto, by H. Hoffman, Strand,
S. New ownership: Rainbow, Glendale, Ariz, to L. M. Parks; Pairyland, Anaheim, to Anaheim Theatres, Inc., M. A Arthu, mgr.; Home,
Long Beach, to David Hunter; Belt
Swope, for foreign pictures; Sunkist and Belvedere, Pomona, to
Struve cnd Fergenbaum; Hollywood, San Diego, to Wm. Politzer;
Khuth, San Peddin Wilmington, to R.
Darst. Avaloe, Wilmington, to R.
Darst.

Nate: Avaioa, Whithington, W A. Darst.

New theatres: Orpheum, Yuma, Ariz., James W. Leathy, operating 475 seats; Wardman, Whittier, 900 seats

Winston-Salem J. Bonner Sams, former mgr. of the Colonial, to Danville, Va., to take over the Risito and Broad-way. Succeeded here by Henry Brown, formerly at the National, Greensboro. All houses owned by Publiz-Kincey.

#### Fred Kunegalis resigned as ass't manager of Skouras Playhouse. A. C. Childhouse, transferred from Skouras house in Valley Stream, succeeds Kunegalis.

Los Angeles. Los Angeles.

Norman Sprowl and John Rance have switched managerial posts, Sprowl returning to the Santa Ana houses and Rance now managing the Carthay Circle here.

Dallas.

With lease having two years to go, at \$600 a month, Publix report-ed closing the Palace, Corsicana, Tex. Remodeling the Ideal, how-ever, to operate on a smaller nut.

Rialto theatre will be reopened by W. F. Budd, who purchased equipment of house at sheriff's sale,

Cedar Rapids, Is RKO-Paramount now managed by L. P. DeWolfe of New Orleans. Andy Roy to Omaha to manage RKO there.

Akron. O. Lawrence Thompson asst. mgr. of Loew's, replacing Ray Jones, moves to the Broad, Columbus. Thompson came in from the Kansas City Mid-

Boone, Ia. C. V. Lyman has gone to Kansas City to join Fox-Midwest;

Boone Ta Rialto now under management of S. N. Fangman, Comes in from management of Ames theatre, Ames

Columbus Junction, Ia.
Raiph Kelly has sold his Lyric to
Charles Jennings and Donald Oakcs,
who will operate.

Fort Des Moines, War department has award contract for the construction theatro. Capacity will be 570,

Springfield Mass.
Publix reopened its Broadway Sunday (27), playing double features, second run, at 25c top. On the same date new scales became effective in two other Massachus to the second run at 35c, and the Elm, Chicopee, to a quarter maximum.

Toledo.

Ray Allison, former p.a. for the Paramount, has been named manager and will handle publicity as before. He succeeds Charles Perry, assigned to St. Louis. Dwight Van Meter, ass't mgr., has been transferred to the Princess, hore, also Publix, and succeeds Eddie Breendia.

K.I.D. Hoffman, former publicity director for the Stanley, Newark, N. J., new house manager of the Avon.

# IT'S GOT THE "DADDY LONG LEGS"

Don't wait for your audiences to discover that!

Plug, boost, push and shout it to a smash opening.

It will live up to every promise

# WARNER

# BAXTER

the "Daddy" of "Daddy Long Legs" in

### AMATEUR DADDY

Released APRIL 10th

with MARIAN NIXON, Rita La Roy, William Pawley
From Mildred Cram's novel, "Scotch Valley." Directed by JOHN BLYSTONE

Truer now than ever before - FOX PLAYDATES ARE PAY DATES

#### Stock Market

(Continued from page 7)

continued from page 7)
ernment. The list closed Saturday practically at the bottom for the day and the movement of the continue bottom and without any general evidence of the resistance that previously has developed at that level.

Dallar Inde-Attantion

previously has averanged at the level. Dollar Under Attack Wall Street came to the Saturday session pretty well out of partience with the political leaders for the day session pretty well out of partience with the political leaders for the partience with the political leaders for the first partience with the political leaders for the first partience with the provided process of the previous process and cordine sections moved strongly against the American dollar, the movement to get out from under value by the whort selling for a turn, so that the volume for the day climbed to the total of more than 1,00,000 sheres for the two-hour session, or at the rate of bates and the preceding two days of relative steadiness of 1,000,000 or loss.

Under the decumentances yesterdence, compared with the turnover for the preceding two days of relative steadiness of 1,000,000 or loss.

Under the decumentances yesterdence, compared with the turnover for the preceding two days of relative steadiness of 1,000,000 or loss.

Under the decumentances yesterdence of the preceding two days of relative steadiness of 1,000,000 or loss.

Under the decumentances yesterdence of the preceding two days of relative steadings at foregoing whether the list would continue its urgent retreat, or some effort would be made to give the market sponsor the preceding the state of the preceding the prevent a sharp break. One element in favor of the constructive element at the moment is the fact that the Stock Exchange's new rule requiring the specific consent of long account margin traders short contract becomes operative April 1, and it was reported downtown that mail solicitations to clients by brokers for the privilege had been disappointing and there among the stubborn bears.

Quite a long list of stocks lending at a premium was cited at Saturday's close, the group including Exchange and the students of the provided would be only temporary, since it is the view in the street in Film Stocks

Action of the market has given not indication that the short

whether tries or or some effort would be made to give the market sponsorship to prevent a sharp break through the old low levels.

One element in favor of the constructive element at the Endowers of the Endowers of the Street Intelligence that the London endowers element elements of the Street Intelligence element elements of the Endowers of the Endowers element elements of the Endowers element elements of the Endowers element elements element elements element elements element elements element elements element elements element element elements element elements el elements elements elements elements elements el elements elements el elements el

a lower cost level per release that might make a margin of profit possible that the person of the control of th

Summary for week ending Saturday, March 26:

STOCK EXCHANGE

_	1:13:2						t eng.
High.	Low.	Sales.	Issue and rate.	High.	Low.	Last, fe	or wk
5%	81/4	600	Consol. Film	814	3%	3%	+ 1/4
11%	8%	300	Consol. Film pfd. (2)		91/4	9%	. ' .*
754	6%	1,400		71/4	6%	7/2	
875			Columbia Pict., v.t.c.,	200		7414	-1
5%	6814	9,600	Eastman Kodak (5)	7852	74		
20.23	29/	1,300	Fox, Class A	814	314	31/4	= %
205	17%	-05, 100	Gen. Elec. (1)	20	18%	18%	- %
116	%	3,200	Gen. Thea. Eq. n	1/4	%	% -	
25	20		Kelth pref. (7)			20 bid	
34	284	7,400	Loew (3)	20 .	274	2714	- %
72 .	57	100	Do pref. (6%)	6814	681	681/4	-1"
. 332	214	600		3	251	2%	
227			Madison Sq. Garden	17%	17%	17%	- = 7
14%	17%	400	Met-G-M pref			614	-17
1174	9	50.		81/4	614	0.75	
114	614	61,400	Paramount	814	6⅓	7	- %
1	84	600	Pathe Exchange	50	1/4	. 36	- %
5%	1%	600	Pathe, Class A	4	31/2	- 31/2	- 16
10%	5/2	24,200	Radio Corp	7%	84	676	- 16
7	234	1,400	RKO	46	3%	9%	- 14
44	14	200	Shubert	14	1/4	- 62	- 14
49						38 bld	
431	30		Universal pref. (8)	1.6.7	****	214	
20	2	11,500	Warner Bros	21/2	21/6		
8514	9	500	Do pref	10	19	10	-8
	1974	60,400	Westinghouse (2.50)	2716	2614	26%	- %
11,	**	100	Zenith Radio	34	1 %	74	20
7 ,			CURB				
					- 1	1	
714	3	. 200	Columbia Picts., v.t.c	. 7	7	7	- %
- 1%	74	1.000	De Forest Radio	. 4:	- %	54	- 1/4
116	12	800	Fox Theatres	6.5	12.	1/4	
144		1.800	Gen. Thea. Eq. pf		- 8		- 39
18"	15%		Nat'l Screen	15%	1532	1515	-1
3%	2074	100		174	13	178	
20	178	800	Technicolor		13.		
4	11/2	300	Trans Lux	1.6	174	1:.	
0.5							
- 1			BONDS				
	1.0	47.		1			
73:	- 10	\$102,000	Gen. Thea. Eq. '40	8	. 6	252	+ 14
63	49	12.000	Kelth 6's, '46	60	48	48	+1%
Sec	75%		Keith Ob, Mo	88.	87	87	/-
801.	59	18,000	Loew 6's, '41	73	7414	75	
60	42	7,000	Pathe 7's, '37	52	42	22	-7 .
55		32,000	Par-Fam-Lasky 6's, 47		39	30	-8
31	3716	52,000	Par-Pub 51/2's, '59	46			
	112 -	1.000	Shubert 6's	3 -	. 8	3	+1%
40	25	76.000	Warner Bros. 6's, '39	2614	25	2512	+11/2

Quoted for Saturday ..... Roxy, Class A......

#### Ban 'Ouilt'

(Continued from name 1)

after a hearing Monday. The re-form element, however, got busy and persuaded Judge Reed to re-voke his injunction, the point be-ing made that such an exhibition

ing made that 'such an exhibition should not be permitted to desecrate Easter Sunday.'

In explanation of his about face, the judge said he had understood the show was not to open until

Monday. Women's Club Influence Monday.

Women's Club Influence
Mayor Anderson said his action
was the result of compilaits made
to him by members of the legislature and city council' but the
general bellef is that the Woman's
Co-operative Alliance, a belligerent
reform organization, had the influence. According to the mayor,
the basis of the compilaints was the
advertising used by the producers.
The mayor described the posters
and dodgers as extremely naughty.
Members of the mayor's committee organized to protect youth
from harmful literature admitted
that the show's advertisements had

tee organized to protect youth from harmful literature admitted that the show's advertisements had been discussed at their meeting list week. At the meeting it was stated at the state of the state of

#### Pathe Loss \$392.523

Pathe Exchange reported for the 53 weeks to Jan. 2, 1932, a net loss of \$392,523 after all charges and extraordinary amortization, the in-

extraordinary amortisation, the income statement covering regular operations from Dec. 27, 1930, to Jan.
28, 1931, when the sale to RKO took
place, and thereafter the accounting
represents a liquidating report.

A note to stockholders algred by
S. W. Webb, executive yielder, which
indicates the stockholders algred by
the stockholders algred by
the stockholders algred by
the properties of the stockholders algred by
the

by \$2,224,000 to \$2,729,000. Cash for these operations was de-rived from sale of certain assets, while profit from the Bound Brook laboratorics and the State theatre, Denver, have been applied to the re-duction of the book value of these properties. In the year ending Dec 27, 1930, company reported net loss of \$2,007, after all charges and some extraordinary write offs.

#### HORNE-FARNOL WEST

HUBRE-FARRUL WEST
Hall Horne breezes to the Coast
April 10 and Lynn Farnol gets back
from London April 16.
Latter will go west almost directly, both UA pubs conferring
with the studio and Sam Goldwyn,
respectively.

#### **INCORPORATIONS**

Massachusetts
Oriest Garden Theatre, Inc., Boston
capital, 500 shares, no par stock; incorporators: Soi and Elamae Hanburger
hoth of Brookline, and Frank Savasta
Boston,

notn ot Brookline, and the Hamburger Boston.
California
Sacramento, March 2s.
Radio Guild of America, Léd., Court, Raiph H. Blum, D. Hardeattle, Properties, Properties, Control of the Court of the Cou

#### **JUDGMENTS**

Marjorie Rambeau M. Manton; \$40, Marlorie Rambeau M. Manton; 140-157,456. A. Saplan; Am. Surety Co. of N. Tr.: 11,113-24. Terrace Theatre Corp.; Columbia Phe-Hrands Theatrical Enterprises, Inc.; William Brandt Windows Amus. Corp. William Brandt Windows. The Corp.; S. Librencot: 1902-45. Corp.; S. Librencot: 1902-45. William Brandt Windows. The Corp.; Marting Corp.; Juden Theatres, Inc., and Joseph Sel-ment Mance & Go., Inc.; 11(2):74.61llj. Sam Fellow: Bethelm Properties, C.; 25(1):11. Inc.; Bethlehem Proper-ties, Inc.; 11(1):12. Inc.; Bethlehem Proper-ties, Inc.; 11(1):12. Inc.; Bethlehem Proper-lies, Inc.; 11(1):12. Inc.; Bethlehem Proper-ties, Inc.; 11(1):12. Inc.; Bethlehem Proper-lies, Inc.; Bethlehem Proper-Inc.; Bethlehem Proper-Inc.; Bethlehem Proper-Inc.; Bethlehem Proper-Inc.; Bethlehem Proper-Inc.; Bethlehem Proper-

#### New Senior Stock Issue for 'GTE' Reported in Chase-Fox Arrangement

sturdy supply of good linen. When he hears of a possible studio job he dons his better clothes. The cut of his clothes and his confident bearing often gets him past studio watch dogs. Some of them at various studios think he is an

the mine courses at an instruction of the course of the co

#### RKO Eroce (Continued from page 5)

(Continued from page 5)
Earnett McCormack, former theater
man but recently affiliated with the
Lord. Thomas & Logan advertising
agent and the second and the second advertising
agent and the second according to
the second according to the banks for more money. One version is that the company is not in
need of currency, the other is that
the firm will need additional capital
in May or June for film production
purposes. The specific amount is
not mentioned in the latter instance.

#### Studio's 17 Pictures

on the studie of 17 pictures

On the studie of Radio is reported to have lined up 17 features which will run over the summer period on production. This infers a production expenditure near \$4,000,000 and probably more. Eird of Paradise, under King Vidor's direction, so far represents \$300,000 in cost and is still in work. Other him cost and is still in work. Other him cost picture for and Circle Crazy, each of which went \$300,000 over their budgets for an additional \$600,000. On the other hand, company executives are evidencing much faith in "Symphony of Six Millions," soon to be released, reputedly made for \$270,000. Whillions, soon to be released, reputedly made for \$270,000. Tipicture him to the pictures of the state of the pictures can offset the dull period, even with the theatre rente off, an annual RKO financial adjustment, may out the studie's volume to 10 pictures. Should this happen, it is probable that Radio's locations are also be a summer of the pictures and the studie's volume to 10 pictures. Should this happen, it is probable that Radio's locations are summer of the pictures and to reduce the money investment.

#### Score Huntington Travelog

Hollywood, March 28,
Alois Reiscr has been given a
contract by Tom White to write and
supervise the musical score of Bali,
travelog made in the Malay states.
White and Harriet Huntington,

Dumb and Lazy
(Continued from page 2)
suits cut by the best tailors and a sturdy supply of good linen. When he hears of a possible studio job he dons his better clothes. The cut out of his clothes and his confident.

000,000, it has involved in the nim and theatre set up.

At the same time the bank will assume the role of dictator over General Theatres, following that concern's April 1 default on its bonds and the consequent appoint-

bonds and the consequent appulnt-ment of a receiver. It is reported that one of the steps looking to rehabilitation may be a plan to be submitted by Chase calling for the issue of a new pre-lerred stock by General Theatres which may be offered (on terms not yet known to outsiders) to the Chase bank and to holders of the GTB debentures.

which may be offered (on terms not yet known to outsiders) to the Cliase bank and to holders of the GTB debentures.

Properties involved besides those named are Fox Theatres, Fox West manded are Fox Theatres, Fox West the Section of the Court. Also part of British Gaumont as held by Fox Films.

Both Fox Films and Fox Theatres are nominal subsidiaries of General Theatres. Additionally, G. T. E. owns Il subsid companies, including International Projector Corp., National Theatre Supply, J. E. Mondally Mig. Co., Theatres Strong Electric Corp., be Ashcratt Automatic Arc Company, Hall & Cornolly, Inc., J. M. Wall Machine Jo., Inc., Peerless Camera Co., Grandeur, Inc., and the Mitchell Camera Co.

Harley L. Clarke is president of General Theatres. U. S. Senator Haatings of Deliaware is receiver. Grandeur, Inc., and the Mitchell Camera Co.

Harley L. Clarke is president of General Theatres. U. S. Senator Haatings of Deliaware is receiver in the cost of the Constant of the Grandeur, Inc., and the Mitchell Camera Co.

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Harley L. Clarke is president of General Theatres. U. S. Senator Haatings of Deliaware is receiver in the second of the Constant of the Grandeur, Inc., and the Mitchell Camera Co.

Harley H. Clarke is president of General Theatres of the Inc., and the Mitchell Camera Co.

Edward R. Thiner, Fox prexy, is known as a personal designee of Clarke's while S. R. Kent comes in as operating head for Fox and under Tinker through the Chase end. With Kent in the saddle it is likely that Chase may submit a new plan, according to downtown thought offering while S. R. Kent comes in as operating head for Fox and under Tinker through the Chase end. With Kent in the saddle it is likely that Chase are yellowed certain protection for Chase as where the Continued Interest of the bondholders and provide certain protection for Chase as where the Continued Interest of the bondhold

#### Metro's Slash

(Continued from page 5)

(Continued from page 5)
ago Schenck, president of Loew's,
and Dave Bernstein, Loew's treasurer, were reported in New York to
have refused to let go on their
bonus understanding with Loew's in
addition to their annual salary,
Through this bonus Schenck receives around \$300,000 'yearly and
Bernstein over '200,000. Request to
Schenck and Bernstein to throw off
bonus was supposed to have been bonus was supposed to have been made by New York banking control of Loew's through Fox held Loew

stock.

Good Product

Metro has been the marvel of the pleture making business for the past year. In the worst times for pictures since talkers came in, Metro's features have been standing up in contrast to others. The studio fail-ing to keep step with fading theatre grosses brought about the present

situation.
Plea of Metro studio for high production cost, as against the trend of the times and other pro-ducers, is that the Metro standard

ducers, is that the metro standard of production must be upheld.

It is believed that Schenck, in making any insistent demand for lowered production cost, is figuring on Loew's financial statement for

#### Tully's 'Laughter'-Karloff

Jim Tuliy's unfinished novel, 'Laughter in Heil,' has been taken by I'niversal from the script.

#### (from Metro-Goldwyn-TARZAN Mayer, of of is the Mayer, of course!) **TALK of the INDUSTRY!**



The Baltimore engagement of "Tarzan, The Ape Man," some of which is shown here, has written exploitation history! As we go to press telegraphic reports show that Tarzan has taken Washington, New Orleans, New York and each of its other early dates by storm! GET IN ON THE \$200 PRIZE CONTEST! 1st Prize \$100, 2nd Prize \$50, 3rd Prize \$30, 4th Prize \$20. Send in your campaigns with photos, etc., to TARZAN CONTEST EDITOR, Advt. Dept., 1540 Broadway, N.Y.C.



Ad No. 3-100 x 3 cols



PLASTERED! rosters, singes everywhere! Result: Opening matinee broke record; each day built bigger— and the week's gross snatched



Ad No. 2—130 x 2 cols.

CROWDS LIKE

THRILLS OF

'TARZAN'

#### USE THE SAME ADS AND STUNTS that took **BALTIMORE BY STORM!**

All the ad mats and exploitation aids on this page are reproduced in a supplementary section added to the "Tarzan" press sheet. Get one from your M-G-M Exchange today and start planning your campaign.



NATION-WIDE B.V.D. SWIM-SUIT TIE-UP!

The B. V. D. company features Johnny Weiss-muller in all its promo-tion. Get in touch with your principal depart-ment store and arrange a rie-up now.

ABOVE: Girl models hold up traffic on Main Street with window parade

#### A FEW OF MANY THINGS TO DO FOR 'TARZAN'!

- The "Tarzan" trailer is a wow! Run it by all means, and far in advance.
- -Wake up your lobby and house front with jungle stuff, photos with catchlines from the ads.
- -Use extra newspaper stuff.
- -Advertise the thrill and love angles.
- -Newspaper contests: (a) Where Tarzan serial strip appears, get newspaper to recontest to color those strips. A few free tickets for pri (b) In Ballimore, a lion cub from the zoo was used in "NAME THE CUB" contest.
- -Lobby cut-out of Tarzan carrying girl.
- Ape cut-out hangers, and Tarzan cut-out hangers.
- -Enlarge No. 6 thrill-ad for house-front.
- -Book-store tie-up with Tarzan books.
- 10-Use special Tarzan circus herald and Tarzan tabloid newspaper.
- 11-Arrange early-bird newsboy showing
- 12-Circularize schools and libraries
- 13—Use miniature moving pictures of lion fight in give-away movie-book shown at right, below
- -Inquiring reporter gets fan's reaction to pic-ture, published with side-walk photographs of each fan.
- -Post the town thoroughly.

**TARZAN** 

16-Tie-up with B. V. D. swim-suits which feature Johnny Weissmuller in all ads.







All of these stunts and exploitation aids are in the TARZAN press sheet. **Get one!** 



LEFT: Newspaper strip coloring contest

ABOVE: 2000 on line when doors shut at noon

### Sign Men's Contract Un. **Billers Lose Par Fight**

The sign writers union, New York, has drawn and forwarded to the various chains new contracts to start Friday (1), but as yet negotiations have not been initiated by the major circuit committee on labor. During the past week, it was reported the sign writers would prefer taking up the outsets of the chains will be the contract of the chains would side to together on a demand for a greatly reduced scale, is said to have stirred resentment in the sign writers union.

Same scale is wanted was a support of the sign writers union.

way theatres.

Decree permanently, enjoins the union from placing its name upon any sign or placard so as to induce or attempt to induce any persons not to patronize either of the theatres. The court also enjoins

the union that a biller be employed in each house at a salary of \$40 a week to handle the changes of signs and lobby displays.

### Laemmle's Ideas

(Continued from page 2) Continued from page 2)
for his story material on the stage,
in novels or short stories, and if
these fields fail him he has confidence in the ability of his staff of
writers to provide him with an
original story.
Though some producers are wary
of stories written discoult for the

original story.

Though some producers are wary of stories written directly for the screen, because they are an unknown, untried quantity, Lacmmle, Jr., sees in originals no greater hardy record in the screen to the screen that the screen, whether originals or written primarily for other fields, must submit to the same analysis. It is the producer's glob to discern what material is peculiarly suitable for the screen. If he has the producer's instinct, he should be able to recognize screen fare, without the help of prior public approval.

Lesson of 'Broadway'

Young Lacimmle has learned from experience that when a fine novel or fine play. is translated to the screen its success depends on pre-

or fine play, is translated to the screen its success depends on preserving its intrinsic spirit and intent. I ruined "Broadway," in admits honestly, "because I thought our only chance with it lay in putting it in a new setting. Everybody else had made it. We owned it, but we had to wait until its run as a play was over. So instead of sever. play was over. So instead of re-alizing that it had more punch than any of its hurriedly released copies, and could stand on its own, I in-sisted on giving it a new setting, a setting so exaggerated in grandeur as to destroy its chances of plausi-

bility.

'Yes, I ruined "Broadway." It was a mighty tough blow to take right at the start, but I'm grateful for it

now. It taught me something I needed to know. It gave me the courage to okay "All Quiet" exactly

needed to know. It gave me the courage to okay "All Quiet" exactly as written, when that seemed an utterly foothardy and loonoclastic thing to do. There was no love story in "All Quiet," and none was added. In a success disattered the legend that success disattered the legend that the success of the seement of the lower interest. At least that's one less picture taboo. Unlampered by traditions, Laemmle, Jr., dares to make any story that promises a new style, Just as new style as new style is necessary to sell pictures to the consumer, he believes new style is necessary to sell pictures to the picture public. Thus he disapproves of cycles in pictures when a series of pictures only imitate a successful forerunner, but cycles are not dangerous if each succeeding picture in the same trend is better than the last. than the last.

'Frankenstein' followed 'Dracula, Frankenstein' followed Dracula, both 'thrill' pictures, and Frank-enstein' topped 'Dracula.' Similarly, the gangster cycle is believed to be exhausted, yet he thinks 'Scarface,' if released as intended, will do the biggest business of them all because it's better than its predecessors. The quality of pictures must improve apace with the public's improvement in taste.

'Young' Learnine wants to make.

Young Laemmle wants to make Young Laemmle wants to make his product first rate stuff in order to keep up with and hold a picture audience whose appreciation of the finer things the industry tends to underestimate.

### MULTICOLOR WAKE

Hollywood, March 28.
First meeting of the creditors of Multicolor, Ltd., has been set for April 5 by James L. Irwin, referee in bankruptcy.
Corporation was adjudicated bankrupt Feb. 29.

"HI-LITES OF 1932"

### JIMMY SAVO

The Runaway Boy"

VANDERBILT BOYS

### "Croonaders of Song" PEG LEG BATES

World's Greatest Monoped Dance Dir.: Nat Kalchelm, Wm. Morris Agency

CHESTER HALE'S

HI-LITERS

"DANCE DREAMS"

### **Buck and Bubbles**

"Rhythm for Sale" reonal Direction: Nat Names

### IVAN TRIESAULT

Famous International Dancer and Pantomimist

### OLIVE SIBLEY

MARY MILES

Chester Hale's Dream Damsels

"IMPRESSIONS OF 1932"

### WAHL

With EMMET OLDFIELD r.: Lyons

### PAUL LITTLE

in Person Dir.: Lyons & Lyons

### RITA DE-LANO That Mountain of Blues

FRANKIE FINN

Dir.: Tishman & O'Nell Chester Hale's Impression Girls

### **Recent Worldwide Censor Cuts**

(Continued from page 7)

'Sob Sister'
'Sob Sister'
'Sob Sister'
'Pages of diarry'—Chicago.

Cut 'So I sold myself for a few
pages of diarry'—Chicago.

Cut bee 'Arsene Lupin'

Cut bee 'Arsene Lupin'

Cut bee 'Arsene Lupin'

Lupin'

Cut bee 'Arsene Lupin'

Cut bee 'Arsene Lupin'

Cut bee 'Arsene Lupin'

ther's one thing that's never failed

yet. Something that'll make the
blood run through your veins and

little shivers go up and down your

street of the 'Arsen'

The 'Arsen'

'Emma'

'Emma'

'Emma'

'Emma'

'Emma'

'Emma'

'Emma'

'Emma'

'Emma'
Eliminate confinement
-Alberta, Ontario, N. Y.

ine woman I tinik you are — Ohlo. "Emma"
— Ellminate confinement scenes.
— Alberta, Ontario, N. Y.

Cut scenes showing actual choking and stebbing — Mass. (Sundays only). Sole elimination.

Hell Divers'
Cut 'Son of a B— — N. Y.

You're getting tail heavy and cet the lead out of over pant's control of the lead out of

cago. 'Girl of the Rio'
Cut 'When a girl is good, she is no good until she is bad'.—Kansas, Mass. Ontairle and Maryland.
'Ladies of the Jury'
Ellminate vord 'Dieu'.—Mass.
Ellminate 'You son of a — New York.

York.

'Panama Flo'
Cut 'Quit clowning'—T ain't
clowning'—Peach O' Reno'
After 'All night long I ,was
doubled up with a terrible pain'
cut "Then you're still living with
your husband?'—New York, Ohio,

After 'Oh, this is the most wonderful couch in the world' cut 'Mind
if I stay here?'.—New York, Ohlo,
Mass.
Sci.

Mass.
Sciesor When I lived next door
to a fire house'.—New York.
Cut What Tectotier ever invented
pints'.—Ohio.
Corsair\*
Eliminate Guts'.—Ontario.
East of Borneo
Only portion to which censors objected was eating of man by

apore. "Homicide Squad".
Rejected but passed later with
many deletions under title of 'Lost
Men'—England.
Rejected.—Sweden.

'A Lady Surrenders' Eliminate closeup of naked statue.

Diminate closeup of naked statue, Java.

Nice Women'
Eliminate speech This has been the most beautiful hour I've ever known. Strictty Dishonorable'
Out out That torangeman'.—Ontario, Alberta seene showing maa ceiling girl's side.—Mass. (Sundays only).

codimental scene showing many coulty.

'Unexpected, Father'
Cut 'Batchelors must have their moments', 'Unexpected, Father'
Cut 'Batchelors must have their moments', 'United and their moments', 'United and their moments', 'United and their moments', 'United and their moments', 'Indiana, 'Sanja, 'Waterloo, Bridge, Indiana, 'Sanja, 'Waterloo, Bridge, Indiana, 'Sanja, 'Waterloo, Bridge, Indiana, 'Sanja, 'Waterloo, Bridge, Indiana, 'United and January, 'Cut 'Trick laws and shyster lawyers wouldn't let got straight', 'Expensive Women'
Eliminate 'He got arrested for insisting that the doorman was a pansy and view of man kicking still the straight of the

Cut man pressing knee and legarinst bridge-Kansas and Sas-katchean.

Atter I have no appetite cut — for eating —Kansas.

High Pressure\*

Cut Too beers —Kansas.

Snip You know Madame Duserry is 10 a night (costume shop seen).—Alberta and Ontario.

After I have no man the source of t

Cut 'Ill cet you had to marry the burn'--Ontargeberres.—Kansas.
Eliminatures:—Kansas.
Eliminatures:—Kansas.
'Under Eighteen'
Cut 'Do I know her'.—Ontarlo.
''Union Depot'
Cut closeups of lock boxes on tollets and Twe been around'.—
Pennsylvania.

Would the Following:-

### CLAY INMAN MURIEL LAFRANCE JOSEF TURIN BRADY AND WELLS

Please Communicate With

**FANCHON & MARCO** 

1659 B'way, New York

### "DEMPSEY **RETURNS**'

Can Jack Come Back?

or Write ARTHUR WENZEL, Hollywood Bvld, Hollywood For this 3 reel sound picture record-ing historical world championship events of Jack Dempsey. Showing him today and yesterday



Professional and Amateur CINEMATOGRAPHER

35 West 45th St. \*

**FREDA** SULLIVAN

Featured Dancer With F. & M.

### ROBT. G. PITKIN

### ters' union. Providence, March 28. Superior court has finally settled he case involving a controversy etween the Billposters' Union and ween the Billposters' Union and Publix Paramount and Broad-y theatres.

nicketing. Fight resulted from a demand by

WALKER'S SOL LESSER SHORT

Johnnie Walker will do a series of shorts for Sol Lesser.
Latter, incapacitated for almost a month with a bad cold, returns to

### A LOEW PRODUCTION "WHIRLIGIGS" (Mar. 26), Penn, Pitteburgh

**4 FLASH DEVILS** 8. W. WARREN C. C. GILL C. P. WADE C. A. BANKS "8 Feet of Flash"

### BARTE and ARDEN

Dancers of All TYPES, TINTS and TEMPOS

VIOLA and JE La VERNE

PAUL KEAST Chester Hale's Whirligigs

"MAKE IT SNAPPY"

WOHLMAN

### BERINOFF and CHARLOT

International Dancing Start HECTOR "Let That Airdale Out" MULROY, McNEECE

& RIDGE "WESTWARD HI-HO"

### DON BARCLAY

FOUR **CARLTON BOYS** 

"Knockin' Around" Per, Dir.: Irv. & Chas. V. Yates CHESTER HALE'S HI-HO GIRLS

OSCAR RAGLAND

"CUBAN HOLIDAY"

### CLIFFORD MARION

O'Hanlon - Zambuni

DANCE CREATORS Smart and Sensational Dir. Chas. V. Yates THE 3 GOBS

STILL WORKING JACK REID "SINGING THE BLUES"

CHESTER HALE'S SENORITAS Vaudeville Review 6th Edition

### MURPHY

DICK and DOROTHY

AL and RAY

SAMUELS JOHNNY HYMAN

"Word Magician"

DAVE TANNEN Koo Koo Komik
Dir.: Meyer North-Thanks Miss Gillman

Chester Hale's Vaudeville Girls "FORWARD MARCH"

### Terrell & Fawcett

"Falling For You" Dir.: Eddle Meyers

CANDREVA 6 BROS 6

LOYALTA'S

CHESTER HALE'S FORWARD MARCH GIRLS

### WALTER DARE

"The Original Fall Guy

### **WB Cutting 25** Houses Down To 2-Davs-a-Wk.

VARIETY

Warner Bres, theatre department, is going in for a two-day boxoffice week in some of its theatres. Company will throw its main picture strength to one house in locations where it is represented by several. Some 25 houses are gated to open weekly just long enough to try and pay taxes and standing. Towns and cities where houses are being reduced to the two day week range in population between 10,000 and 50,000. Move will not affect product buys as the house designed to get the benefit of full picture strength will pick up the best films of the additional pictures triangle to get the benefit of full pictures triangle in the sense will be relegated to the two-day houses. Intermediate features will be taken care of by the "B" house in the town. Warners so far has completed a survey of 300 theatres from which it has designated the 25 to a two-day week basis. Circuit is now operating 400 houses in addition of these having been dark when WB acquired them.

#### Kussel's New Post

Appointed eastern district man-Appointed eastern district manager for Paramount on distribution, Milton Kussel will not name a successor to himself as New York exchange manager until the sales convention, possibly later than that. No intention, however, of combining managership of the New York and New Jersey exchanges both of which, along with Brooklyn, optically will be to the sales of the sales

Will nead Brooklyn sales.

Kussel, as eastern district head, succeeds Joe Ungar, appointed to a division post following S. R. Kent's

### Distribs Plan Big Push For Their Set Figures

Distributors this year will figure as closely as possible what a picture should be worth on exhibition and then go out to demand every dollar the sum they set on the film that the sum they set of the film that the sum of the sum that will also that the sum of the

not be cut.

Major distributors, notably Partimount, Metro and United Artists,
who have been the leaders on percentage, do not intend backing down
on this system as a sales plan, it is
said. Despite that earnings have
been 'way off in many situations and been way off in many situations and on numerous pictures, these distribs will continue to favor it. Metro has tenadously clung to percentage booking, in scores of instances still holding off recalcitrant exhibitors because the latter are insisting on flat rental terms.

sisting on flat rental terms. If an account refuses to believe a picture can get the figure set on it, it is explained, the distrib will then take the position he has to earn it by working out a percentage deal. If neither can be reached, because of distrib position as regards both flat and percentage, then it is likely that distribs will follow Metro and hold off.

Theory advanced is that an show Theory advanced is that an above average picture is good anywhere months later after playing the first run, and if the distribs stick to quotas the accounts will eventually come through. By that time word of mouth, fan mag publicity, etc., will have made the deal possibly more trutter. inviting.

inviting.

'A good picture is as good as it good picture, as good point as a good as it wetures, hold one distrib, but a few years ago in new been fair, while those that were ordinary are now impossible.

Exhaustive checkup on business, and how patrons swing to house playing the good pictures, even coming for miles on their film shopping, is maving this. It is claimed.

ing for miles on their film shis proving this, it is claimed

#### FAST TOUR

Charlie Einfeid, publicity head, and Mort Blumenstock, division man, left Friday (25), on a brief tour of Warner theatres.

### COLLECTIONS NORMAL

No Further Behind Than in Norma

While considerable money is tied up on unplayed and played business, collections on product are not further behind than in good years. This is according to distributors, who at this time of the year begin taking stock of the situation. Desiring to got in all the money possible as spring arrives, so that rentals can be thrown back into production, some of the distribs are mulling over collection drives. Radio has such a campaign on, entailing \$2,500 in prizes.

Paramount this season moved its credit to accounts to less than a week as a bookkeeping matter, so that collections could be closed out with rentals, but it is not finding its uncollected rentais representing a larger increase than previously.

### State-Righter vs. Art Snot Film Rent Tiff

Spot Fulm Kent Tiff
Chicago, March 28.
One of the hottest exhib-distrib
battles here over picture exhibition
is the legal tussie between Al Dezel,
local states-righter, and the arty
Cinema theatre. Flick in question
is 'Should a Doctor Tell' which
Dezel claims was contracted for the
Cinema, but which never got on

Cinema, virtue the screen.
Sult is against Louis Machat and
A. L. Chinook of the northside arty
spot asking \$750 for rental and attendant damages. Claim is that the flicker was contracted for \$400 guarantee and \$350 additional if the gross crossed \$1,200 for the time atimulated.

Municipal court and a jury slated to untle the wrangle.

#### Vidor Gate Brothers

Hollywood, March 28.
King Vidor will direct 'Brothers
Karamazov,' starring Ronald Col-man, at United Artists instead of Wiladimir Dantchenka of the Mos-

Wiadimir Dantchenka of the Mos-cow Art Theatre.

Picture goes into work as soon as Vidor completes his work on Birld of Paradise' at Radio. Sidney Howard, doing the adaptation on Brothers,' arrives here this week from New York.

### Southwest Is Feeling Double Rill Pressure

Dallas, March 28.
As a new film nightmare for the outhwest trade comes a serious nvasion of the twin bill. Starting

outhwest trade comes a serious invasion of the twin bill. Starting is a weak day booster among some of the nobes, and in the shape of the double header preview among several deluxers, it's growing into vergular thing. And nobody seems to know just what to do about it. Noise started when RKO introduced the two-for-one at the Caphon on one side and the RHz (R & R) on the other, and all three drawing from the same class, looks just a matter of time before these two will follow. Some of the suburban exhibs, figuring the downtown competish might cut in, idin't wait. Majority of stands involved operatic of control of the control of th

#### AUTO RACE FILM

Detroit, March 28.
Liberty Pictures, local indie outfit announces its first production,
Speedway Love, with Billy Arnold,
auto racer, in the title spot. To be made in two reels and with an Italian version. George MacIntosh has been cast as the juvenile. Salvortori Murgi heads the com-

#### MORE SOUTH SEAS

Hollywood, March 28.

Hollywood, March 28.

Universal will send a company to the South Seas, probably Tahitl, to make Ray Doyle's original, 'Black Pearl'.

Heath-Blair Move

Frank Heath, former Paramount casting director at the Long Island studies, and Harry Blair have hooked up with the Livingston casting directory (publication).

Blair formerly was with 'Film

### L. A. AGREEMENT KILLS DOUBLE **FEATURES**

Los Angeles, March 28.
Double feature bills got the works
at a meeting of 83 independent exhibitors here who have joined with
Fox West Coast and Warners in

For West Coast and Warmers in an agreement to discontinue the practice in this territory.

Local agreement to discontinue the as soon as current contracts are played out. Agreement came only after three stormy sessions. Indies also fought against take previews on the part of major circuits.

New preview clause provides that previews can only be held in 50 cent houses. Where the admission is less, for previews it must be tilted to the four bit figure.

### Commercial Rentals Un In Skouras N. Y. Houses

Skouras real estate shows a 5% increase in rentals on commercial properties for the first year as indicated by the first quarter ending March 12. This is for the 56 houses in New York.

Clarence Loewe, formerly of Fox,

is in charge

#### SMALL MERGER

Kanas City, March 28.
Four picture houses in Independence, Mo, have been merged under one ownership. Theatres are the Granado, Dickinson and Electic, in Independence, and the May-

tric, in Independence, and the May-wood, a suburban.

J. A. Becker heads the group now controlling all houses.

Comic Turns Lyricist
Los Angeles, March 28.
Vic Potel, picture comic, has burst
into lyrics entitled 'Running a
Laundry for Dirty Looks.'
Hoyt Brown put it to music and
Silm Martin is going to let his band

### The Adorable Screen Child

CHICAGO "EVENING POST," MARCH 23, 1932

CHICAGO "EVENING POST," MARCH 23, 1952

By Genevieve Harris

Mitzi, the Mimic

"Mitzd Green has some new Impressions of famous movie stars—and
Chicago is crazy about "em—and about Mitzl. She is appearing in person at the RKO Palace, where Joe E. Brown shouts Fireman Savc My
Child from the screen. And those impressions that Palace visitors don't
see, State-Lake patrons see in 'Girl Crazy.' For Mitzl is an important
person not only in person at the Palace, but in the featured cast of
CAT the Palace Mitzl does the popular Chevaller and Moran-and-Mack
skits she delighted the audiences with on a previous visit. But to those
shc has added George Arliss and Marlene Dietrich, Mitzl isn't "mean' to
any of the celebrities she mimics, but her impressions keep Palace
audiences in gales of laughter. The Arliss 'sneer' and the Dietrich iegs
are the focal point of her attacks.
"In Cirl Crazy Mitzl repeats Arliss—which seems even better than
Bing Crooby Rosecause of the amazing close-up of that 'sneer'. Then
Bing Crooby Rosecause of the samzing close-up of that 'sneer'. Then
Bing Crooby Rosecause of the samzing close-up of that 'sneer'. Then
Bing Crooby Rosecause of the samzing close-up of that 'sneer'. Then
strate again that Mitzl is one of the eleverest mimles on the stage or
the screen."

CHICAGO "HERALD AND EXAMINER." MARCH 25, 1932

### "Girl Crazy" Honors Go to Mitizi Green By Carol Frink

"But the high moments of the film, without question, belong to Mitzi Green, the enfant terrible who, as Bert Wheeler's kid sister who just tags along, cops mos of the picture's laughs. Mitzi's Imitations are priceless, espe-cially those of George Arliss cially those of George Arliss, Edna May Oliver and Blng

### CHICAGO "DAILY TRIBUNE," MARCH 21, 1932 Mitzi Green and Clown Movie Are Good Time Week for Kids

"This is good time work for kids, over at the Palace theatre. You should have seen and heard 'em Saturday!
"Fractically every child in town—so it scemed—who could persuade a parent to be reasonable, was on deck to see Miss Mitzi Green in person. Did she go over? She was a riot! And Mitzi proved to be only one endearing attraction of several."

### "CHICAGO AMERICAN," March 25, 1932 Mitzi Is One of the Bright Spots in This Comedy

By Rob Reel

Mixi Enlivens Proceedings

"They've written little Mix1 Green into the script of 'Girl Crazy' . . . .

We don't seem to remember any peetiferous little slater in the stage show m . . But she brightens several moments that would otherwise have been mighty dull with her 'tagging' and also does some of her limitations . . so this deviation from the original is excusable.









# JOIN **PARADE** NAMES

They're going Fanchon & Marcothe show firm that's going ahead!

Here are the latest:

**GILDA GRAY** MAE MURRAY (Princess Mdivant) RACQUEL TORRES CONCHITA MONTENEGRO RERI (of "Tabu")

Good times are here nowat the offices of ...

# FANCHON & MAR

Offices

HOLLYWOOD . SAN FRANCISCO . SEATTLE . MILWAUKEE . NEW YORK

### KEEPING UP WITH F. & M.

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

#### Names

Gilda Gray and Mae Murray follow etty Compson into F. & M. galaxy of ames. Gilda's first, but Mae (Prinses Mdivani) was with F. & M. five ears ago. Reri, another name for ouse press agents to conjure with, aving Manhat for F. & M. mala unidos this week, accompanied by unidos this week, accompanied by

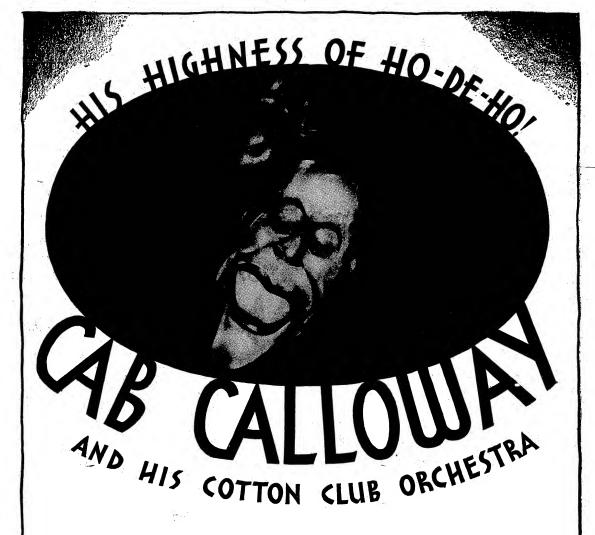
E. M. grads lighting up Broadagain, Lupe Velez in particular
diegsry's Hot-Cha. Lou Holtz's
ywood show has Grads Harry
man, Mitzi Mayfair and Lyda
erti—an F. & M. reunion, as
erti—an F. & M. reunion, as
been and Fields score a big week
the RKO Falace, but Walter
chell wrong about Weber and
da getting their start with
z M.

### **Assigned**

### Comers

Comers

Future Sunkists to the numbifity foregathered at Loew's Stock Angeles, last week, outfit be Ethel Megiln's Wonder Kick Lots of citever F. 2 M. Sunicame from Megiln ranks in pasher's hopping. Bit of ole Luwill be pictured by Fanchon Marco with Kit Kat Club,' w may be Mae Murray's stage vet Lynn Cowan another possibility.



He's home again—the happy, hilarious Highness of Ho-De-Ho—back in the famous Cotton Club, where he originated the wild new jazz cry which has swept the entire country with its lively enthusiasm—back from the fresh triumphs of his ten weeks Paramount-Publix tour—back to fresher triumphs on the radio and on stages of New York Theatres!

The Most Amazing Personality in the World of Music!

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MILLS DANCE ORCHESTRAS, INC.
799 Seventh Avenue, New York City

Phone--Circle 7-2584

### **Academy Cites** Studio. Exhib. **Aperture Aids**

Hollywood, March 28.

Academy of Motion Picture Arts
and Science has begun the distribation of 150,000 leaflets, containing and Science 100 beatlets, containing instructions to all theistre projectionists in the United States and Canada in the United States and Canada in the Indied I

or approximately three by four pro-portions.

With the establishment of this uniform aperture size the wide vari-ation that came about through the introduction of sound track on film,

introduction of sound trace on the sufficient of the sound of the soun

ting up cameras for composition in three aperture sizes.

A reduction in lighting units be-pause scaffold lights can be lowered from three to five feet.

Tops of sets can be lowered as much as six feet and all sets can be reduced in width nearly ten per-

Sound quality can be improved by the lowering of microphones, in some cases.

For Ehibs

Advantages to the theatres are

Ested as:
Elimination of sliding apertures
and other mechanical contrivances
for adapting to varied film frame
sizes and shapes.
Elimination of movable lens

mounts and other centering devices required by the variation of frame

sizes and shapes. Increased efficiency in projection by these eliminations and the ob-taining of improved projection qual-

### 18 Mexico City Exhibs Must Pay Lay-Off Wages

Must Pay Lay-Off Wages

Mexico City, March 28.

Owners of 18 local picture houses
have been ordered again by the
federal board of conciliation and
arbitration to pay employees salseties for the 22 days thay were on
seties for the 22 days thay were on
sites for the 22 days thay were on
sites for the 22 days thay were on
sites for the 22 days thay were
sites for the 22 days thay were
salarties and diemites certain omployees as an economy measure,
and closed houses completely. Owners got an injunction against
board's ruling that they must pay
strikers for loafing.

Board has now ordered payment
of these salarties which amounts to
about \$2.000. Operators argue
hard times make it impossible for
them to pay that much money, and
have asked board to reconsider its
suling.

### Publix Mgr. Caught

Publix Mgr. Caught

St. Paul, March 28.

Law caught up with Walter-Felst,
manager of the Uptown, ace sabe
here, and he's in the county jall
awaiting sentence Thursday (31) on
a grand larceny charge. He pleaded
guilty to embezzling some \$200 of
Publix funds.

Felst, recently transferred from
Palatin of Dower, was failed on complaint of Dower, was failed on complaint of the property of the part
of week's payroll and dipped into
receipts to extent of \$60. Case referred to probation officer with
shances Fiest will escape serving
term as this is his first offense.

### FOX LOSES LEASE SHIT

FOX LOSES LEASE SULT
Oblashoma City, March 28.
Judgment was rendered in district court here ngainst Fox Ellim
Corp. for \$6,123 as rent due the
Oblahoma City Co.
Suit alleged the film company
broke a five-year lease, alleging
that it was forced to do so because
of a city ordinance forbidding occupation of a non-freproof building
as a film exchange.
Opinion pointed out that the confract provided that the company
could subjet the building.

### Injunction Halts Probe Asked by Indie Exhibs

Asked by Indie Exhibs
Milwaukee, March 28.
Temporary injunction was issued at Madison, Wis, by Pederal Judge Geiger, restraining the state department of agriculture from proceeding with an investigation into alleged unfair practices of moving picture distributors. Arguments on the distributors' request for a permanent injunction were deferred until April 2; the temporary injunction genating in effect until that date.

date.

It is alleged, according to independent theatre operators, that the
chain corporations are conspiring
to prevent the independents from
getting pictures. Three federal to prevent the independent getting pictures. Three fede judges, sitting jointly, will hear guments April 2.

### Spring and Annual **Protection Battle** Are Due in Chicago

As regular as the coming of spring arrives the annual preparation for a battle over protection on the coming season. Most of the situations of the town are slated to remain in the same spottings as at present. That takes in the situations of the town are slated to remain in the same spottings as at present. That takes in the situations of a tiff arises in the south-side, due to the advent of the new B.&K. Southown. This indicates a protection battle between Warner Brothers and Publix-B.&K., the two ace exhib groups of the big south district.

Brothers and Publix-B.&K., the two ace exhib groups of the big south district.

As presently arranged the three B.&K. spots, the deluxe Tivoli, Tower and Southtown, the latter two in straight pictures, are all interesting the second of the

### R-R Off 50c Top

Dallos, March 28.
Robb & Rowley, ace Texas Indie
theatre string, discarding the 50
cent top. Move is one of the first
following that chain's release from
Hughes-Franklin back to its original owners.

with some of the show window holding forth for 40-cent maximum R & R chain involves around 5 houses throughout the southwest.

#### NETH'S BREAKDOWN

AETH'S BREAKDUWN
Columbus, March 28.

J. Real Neth, owner of the Grand
and numerous suburban houses,
suffered a breakdown last week.
Case diagnosed as exhaustion.
Complete rest for some months
faces Neth after he is able to get

#### DUEL'S OKLA. 4

DULL'S OKLA. 4

Dalias March 28.

Prospects of intriber expansion by the Duel Amusement Co., now
Texas Indie outfit, seen in recent annexation of four P-P houses in Oklahoma, the Criterion and Arcadia at Enid and the Rialto and Sugg in

'Trouble' for Jones
Hollywood, March 29.
First of the Buck Jones eight for
Columbia's new program will be
Born to Trouble.' Story is by Lambert Hillyer, who will also direct.
Production starts when Jones returns here from his vaude trip in
about three weeks.

### Montage

Hollywood, March 28.

Montage, which the arty school of pictures uses in a mystical sense to mean film cutting plus psychology plus philosophy, was conspicuously ignored in the discussion of

Isnored in the discussion of film editing attended by 200 Academy members at Fox Mills in Westwood last week. Technicians who did most of the taiking tackied every-day mechanical aspects of picture editing, not omitting the fundamental patch. But they showed they had the same effects in mind as the cincapath of the control of the cont

want to do by a quotation from Schopenhauer.

Speeding up or slowing down tempo are the important abili-ties expected in a studic cut-ter, and it is assumed he feels dramatic and comic impulses and can give expression on the screen by his placing and cut-ting of action and dialog.

### MANAGERIAL SHIFTS CONTINUE IN F-W.C

Los Angeles, March 28.
Managerial changes at Fox-West
Coast instituted by the Skouras
brothers were mainly additions to
the present staff through the resum through the re dark houses and dis opening of dark houses and dis-carding of the city manager system whereby one man handled two or three houses in the same local-

ity.
California, San Diego, and Westwood Village, near Santa Monica, reopened Sunday (27) and three new houses are to be unveiled; Florence at Compton opens April 9, the United Artists, Long Beach, on the same day and the United Artists, El Centro, in 60 days.
Reeignations from F-WC were received from Rasty Wright, long-time manager of the Chinese, lear-

itme manager of the Chinese, leaving the circuit without representation in the operation of this house
by Sid Grauman; Harry Woodin
Boulevard manager and former New
York state division manager foir
Fox Theatree, and R. T. Bishop of
the Alcazar, Bell Blood
New appointments are:
W. L. Doudlah, Fox, San Diego.

W. L. Doudlah, Fox, San Diego; Jack Stebbins, California, Sar Diego: J. L'Esperence, Orpheum, W. L. Doudine, Pox. Sai. Desc., Jack Stebbins, California, San Diego; J. L'Esperence, Orpheum, San Diego; John Howard, succeeding Herbert Norrie at El Centro; Reno Wilkie, California, Bakersfield; Ralph Blank from the Flyueros to the Mesa; Larry Goux, Mesa to new Florence, Compton; Notia Komnymos to the Flyueros; Frank Newman, Jr., to new United Artists, Long Beach; Marty Schwartz, Bouleyard; Charles Jones, Westwood Vilage; Frank Brown, Alcazar, Bell; Lester Clark, United Artlists, Pasadena; Horton Kahn, succeeding Clark at the Colorado, Pasadena.

Pasadena.

Al Stetson is the Arizona division manager and upon his return from the northern trip with the Skouras brothers, Frank Newman will handle de luxers in the Los Angeles territory.

### Fifth Bombing

Fifth theatre bombing here with-in recent months, attributed to labor difficulties, occurred Thurs-aday (24), with the explosion of a pineapple at the Garden theatre. It but couly the roof of the building was damaged and the theatre's schedule was not interrupted. Bomb was tossed from a passing car. Union operators were discon-

Homb was tossed from a passing car. Union operators were discon-tinued two years ago and after a year's picketing the theatre was apparently overlooked by union men until last week's visit.

#### ROCHESTER UNIONS CUT

Rochester, N. Y., March 28. Voluntary agreement of stage hands and motion picture operat-ors to a 10% salary cut is an-nounced here. Reduced rate sched-uled to run April 1-Sept. 1. Effec-tive in all theatres.

Blumenstock As P. A.
Sid Blumenstock, an assistant
director at the Paramount Astoria
studio, has joined the Warner publicity department for the New York
houses under Lou Goldberg.
He is a brother of Mort Illumenstock, publicity director for the
Warner theatre chain.

### **Indie Midwest Exhibs Becoming** Cinch Chumps for Gyp Workers

### Charge Missing House Mgr. with Grand Larceny

Minneapolis, March 28.
County attorney has Issued a complaint charging first degree grand larceny against David J. Wells, former manager of the Grand (Publix), loop second run

house here.

It is alleged that Wells failed to deposit \$409 on Dec. 19 when he was banking the theatre's receipts He has disappeared:

### L. A. Duals Quietly Slice Mat Prices: All Films 'Feature'

Los Angeles, March 28, All downtown double bill second runs have cut matinee prices to 15 cents. Evening prices remain 25 and 40 cents, but the 40-cent seate have been reduced in number with only the two-bit sign on the margineer.

Theatre owners did not ballyhoo the new mat prices hut eased it across quietly after a secret meeting. At the confab double billing was also a prime subject, with some of the operators willing to go back to single features as soon as their present contracts expire. No decision has been made on the twin bill angle but another meeting will be held at which time a definite decision will be made as to whether or not the double bills remain:

Stretching Theatre owners did not ballyhou

to whether or not the doubs bills remain:

Stretching
Meantime, all houses are carrying on a marquee war with most of 
them billing everything including 
shorts as a "feature."

Rialto blasts Three Features' in 
lights, Bill is made up of 'Consolation Marriage,' Laurel and 
Hardy in 'One Good Turn' and a 
Mickey Mouse cartoon. Next door 
the Tower bills Five Features.' His 
Depot.' Tanny Foley Herself (first 
run), Pathe News, Mickey Mouse, 
and a 'Young Hollywood one-reel 
comedy. But on the marquee 
everything is a feature.

### Rental Dispute Posts Notice, Loew's Roch'r

Notice, Loew's Koch'r
Rochester, N. Y., March 28.
Rental disputs threatens to close.
Leew's Rochester-cheatre. Disposesession.
Rental disputs threatens to close.
Leew's Rochester Properties, Inc., of Putfalo, owners of building, after.
Loew's falled to pay the rent.
Notice to employees has been
posted by manager D. J. Nolan for
closing Thursday (31).
Loew's is asking reduction of
rental from \$13,000 a month, claiming impossible to keep out of the
red. House seats 4,000.

### E. C. Rhoden Set

Los Angeles, March 28. E. C. Rhoden has been given a contract by the Skourases and stays on manager of Fox-Wes on as division manager Coast's Midland circuit.

Rhoden will operate the 110 houses in the division from Kansas City.

### 9-FLOOR FALL-AND LIVES

Des Moines, Ia., March 28.
George Hardy, 24. Negro window washer, fell from the ninth floor of the Paramount theatre building last week when his safety belt broke. He crashed into the canopy over the theatre entrance, and his body went half way through the canony be. way through the canopy be fore he was rescued.

An hour later he was sitting up in the hospital discussing the acci-dent. He suffered only a broken leg, a cut lip and some abrasions on the arms.

#### MILWAUKEE REPEAL MOVE

MINWAUGH EAFTERI MOVE
MINWAUGH, MARCH 28.
Amusement Interests have joined
with Seventh Day Adventists in
urging voters to cast their ballots
for a repeal of the Wisconsin Sunday laws at the April 5 elections.
Amusements ir general have
never suffered any setbacks because of the Sunday laws which,
cause of the Sunday laws which,
and the sunday laws which was a sunday laws which was a sunday law which was a sunday laws which was a s

Chicago, March 28. Blame the depression for a wide

Biane the depression for a wide increase of gyp racketers preying, on the exhibs of the midwest. Business being what it is among the small town and neighborhood houses, the gyp artists are discovering that the worried exhibs are willing to listen to almost any scheme data from the public. But so many of these attendance increasing ideas have proven out-and-out gyps that the Better Business Bureau locally is being swamped with complaints from downstate and local neighborhood exhibitors.

Result has been that Allied has established what it calls a clearling house, by which method all propositions of this character are investigated in the second of the character are investigated. But you will be supposed to the character are leading to the character are supposed to the character are investigated in the character are supposed in the character are investigated in the character are supposed in the character are supposed in the character are supposed to the character are supposed in the case of the character are supposed in the character are supposed in the case of the character are supposed in the character are supposed in the character are supposed in the case of the patients are supposed in the patients of the patients are supposed in the supposed in the patients are supposed in the supposed in the patients are supposed in the supposed in the

### Like Sat. Starts

Los Angeles, March 28.
Loew's State switch to Saturday openings is expected to be followed in a few weeks by the Paramount which is now contemplating mount which is now contemplating Friday, openings. Loew's change from Wednesday to Saturday pre-mieres begins this week with 'Hell Divers' (Metro) and Fanchon & Marco's 'Exotique' covering a 10-day stretch. 'Beast of the City' starts the new policy next Saturday.

starts the new polley next Saturcay.

(2).

Of the four downtown first runs lett in Los Angeles, three, Loew's State, Paramount and the RKO Hijistreet will thus be opening on the week end. Fourth, the Orpheum, has no set polley on its longer than one week runs.

### WB Turn Back Deal

Elmira, N. Y., March 28.
Warner Bros. two houses here, taken over from the Bernstein Bros. may be turned back to the original owners.
Warners has approached the Bernsteins with the proposition that the original operators take care of existing mortgages, according to local report.

#### INJURY SUIT

Des Molnes, Ia., March 23. Publix Theatre Corp. and the Des Molnes Theatre Co. are defend-

Des Moines Theatre Co. are defend-ants in a suit filed last week ask-ing \$950 damages.

Margaret Dugan claims she tripped and fell in the aisle of the Palace. Since then, plaintiff al-leges, she has suffered headaches and internal injuries.

N. H. Town Okays Sundays

N. H. Iown Okays Sundays
Salem, N. H., March 28.
Salem voters have joined with
those in many other New Hampshire communities in approving
Sunday night Auaddim shows.
Vote was 470 to 74.

# No Such War Picture

with the with the dealer of striving a get out of the dealer track, universal offers you something so different that it will delight the state manship in the poul of the contract of the cont

Soldiers battling in deep snow on a mountain peak. I enemy sappers mining underneath them and planting cans of dynamite. . . the whole mountain peak blown to perdition, and through it all a love story as flaming as the war itself.

The DOOMED

Ever Produced Before!



Mayer Tells 'Em

The law college made its an-nual attempt to stop the vaude by penny-pitching and reading

by penny-pitching and reading newspapers. Ray Mayer, of Evans and Mayer, stopped in the middle of a piano number and called out:

'Hey, while you're at it, look the want ads and find me

RKO VAUDE AT HIPP, BUFF.

Buffalo, March 28.

Lincoln, Neb., March 28.

### **F&M Economy** On Acts After Skouras' Visit

VARIETY

Los Angeles, March 28.

Budget cutting has hit Fanchon
26. Marco with th producing company figuring on cutting the payroll on their units several hundred
dollars weekly through the elimination of one or two acts from

dollars weekly through the elimination of one or two acts from each unit.

Units with four acts will be cut to three and three-act units cut to two if the economy goes through:

Line girls will be given added duties with one or two of them sololing and an additional line number put in to make up for the Understood that the prunting was suggested by the Skouras brothers during their once over of the F. & M. organization. Cut in the units will also mean the cutting of the price of the units to the houses, which at present runs from \$1,800 to \$5,000 weekly, according to the type of house designed for.

### START SPOT BOOKING **RKO'S INTACT ROUTE**

RKO's intact route will be spot booked, as in the Orpheum circuit days, starting this week. Abandonment of the intacts was officially ordered yesterday (Monday) by Martin Beck. With the other bookers, Beck is now straightening out present intact bookings and routing the shows elsewhere to clear the theatres for the new system.

Deck described the intact show policy as not sufficiently flexible decision to break up the routs. The units at the standard price of \$2,769\_are too costly for some theatres and not strong enough for others playing them, Beck contends. He believes the shows can be built more in accordance with accompanying pictures and local tastes under spot booking.

The 20 towns comprising the interest of the bookers, acts being routed individually instead of as parts of standing units.

Until the intact route was organical contended the intact route was organical contended the contended of the conten

individually instead of as parts of standing units.

Until the intact route was organ-ized and systematic routing made possible, the circuit was dropping around \$100,000 a year in railroad fares. The booking office was recost to acts sponsible for extra cost to acts when changing dates and lengthening jumps on acts.

### Kedzie Open All Week, But Vaude Still 3 Days

Chicago, March 22.

After trying a week-end policy for several weeks the Kedzie, west side vaude preview spot, is going back to a full week again, starting this week. Policy will be four splits a week, with the vaude showings moved back from Friday to Wednesday. Alteration in the scale too, with a straight 10c tag through too, with a straight 10c tag through starting the straight of the property of the straight of the straight of the property of the straight Chicago, March 28.
After trying a week-end policy
or several weeks the Kedzie, west

### PICTURE GUILD'S TRY

Week-end vaudeville goes into the Parkway, Bronx, next Saturday (2),

Parkway, Bronx, next sacurum, var, comprising five acts.

House is a link in the Picture Guild chain, and if the stage attractions eatch on they will also be routed into the Belmont, Blenheim enenson theatres.

### MIL. OUT AGAIN

MIL. OUT AGAIN
Chicago, March 23,
RKO Riverside, Milwaukee, goes
straight pictures again April 8,
dropping vaude for the second time
within a year
House has been in the doldrums
House has been for the doldrums
through everything from eight-act
policies to intact shows.

### R. I. Amendment Would Permit Sunday Vaude

Providence, March 28.
Further ilberalization of the Sun day amusement law is provided in a measure pending before the Rhode Island Legislature, which is scheduled for passage late this scheduled for passage late this week. Besides providing for the opening of theatres an hour earlier than the present Jaw calls for on Sundays, the bill also amends so that full vaudeville acts may be presented and it also permits the staging of burlesque shows.

When the bill passes theatres may open their doors at 2 p. m. Film exhibitors sought to start shows at 1 p. m., but when the measure was reported out of committee it contained a compromise opening hour.

EKO VAUDEVILLE INTACT 26

VERNON RATHRURN

"The Prince of Rhythm"
AND HIS SAX-O-TETTE
(Dir. Harry Ward-Max Gordon)

# The Shea Hipp RKO vaudeville programs have been switched from that house to the Century. The Hipp goes straight pictures as pre-viously at the Century. Century has over 1,000 more

REG VAUDEVILLE INTACT 60 EBONY FOLLIES "A Musical Comedy Romanc from Alabam'" (Direction of Harry A. Romm)

WILL and GLADYS AHERN

Vaudeville's Popular

### **HEALY** and CROSS

"The Stage Salesmen of Songs' (Direction of Charles H. Allen)

### ARTHUR 200 MORTON HAVEL

in
"Hot Water"—By H. C. Greens
With Helen Lockhart, Denise Dooley
and Bud Williamson
(Dir. Jess Freeman—Chas. Morrison)

REG VAUDEVILLE INTACT 78 THE AVALONS

A Thrill a Second (Dir. of Billy Jackson & Jost 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** 

### ORVAL WHITLEGE

'He Doesn't Know the Husic an She Doesn't Know the Words" (Dir. of Thomas J. Fitzpatrick)

BEO VAUDEVILLE INTACT 78 (Week April 2) Taxona, Wash. CHAPPELLE - CARLTON "On the Stairway"
(Direction of Marty Forkins)

KRUGEL - RODLES

'DRUNK AGAIN'
(Direction of O. L. Os-Morris & Os)

DON RUIZ and BONITA

With Sultans and Vivera Marie Patri—At the Plano Direction of Harry A. Romm)

### FRANK

LIBUSE The Colonel of American Nut with Myrtle Lansing (Personal Mgr., Jesse R. Martin)

BEG VAUDEVILLE INTACT 77 (Week April 2) Portland, Gre.

THE ORANTOS "Heads Up"
World's-Only-Double-Perch-Act
(Direction of Jack Weiner)

(Direction of Jack Weiner)

M A S T E R S

AND

G R A Y C E

In "GESS WHO TIS

(Dir. Jees Prenan-Chas, Morrison)

An Artistic Idea From Paris

"LIVING JEWELRY"

with HOOVER and CAMP

Evelor Singer and

(Direction of Chas, Morrison)

### DON ZELAYA

The Philosophical Pianist (Direction of Weber-Simon)

### **Publix Cuts Eastern** Vaude to Two Towns

Public will reduce its eastern vaudeville to two towns, Stamford and Scotley Square Boston on and Scollay Square, Boston, on April 15, taking acts out of Wilkes-Barre and Scranton on that date. Scranton has played vaude con-sistently, while Wilkes-Barre was added late last fall.

Stock, locally produced, is in-tended for both the Pennsylvania

towns.

At the height of the season Pub-lix was using vaude in a dozen spots, all booked through the Will-iam Morris office.

seats than the Hipp and originally housed Loew vaudeville. Simul-taneously a reduced price policy was announced for the Century.

BKO VAUDEVILLE INTACT 84 (Wook April 2) Minneapolis, Minn.

The Mirth Provokers

AHD

LSEN

### MUSICIANS' PISTOLS **CAUSE DAMAGE SUIT**

Los Angeles, March 28 Patron who sat way down front at a Loew's State show Christmas week is suing Fox-WC Theatres for \$2,000, saying he got an eyefui-of gunnowder

Patron is Walter Belistein, Huntington Park druggist. He says he sat in the second row, and in the midst of some Christmas songs the orchestra started firing revolvers.

Belistein got an injection of pow-der in the left eye and was under treatment several weeks, he claims. Also he asserts, it was five weeks before he could attend to business.

### BEG VAUDEVILLE INTACT 88 (Week March 28) Syracuse, New York THE GENIAL ROTUND LARRY RIC

with

"Miss Pert of Parin"

"Miss Pert of Parin"

Bout DMA GENARO

Bouth America's Newest Dancer

TOMMY LONG Comedy"

ALL HODGES.

"Okiahoma's Amberson's

ENGLAND ONG

The Chinese Helen Kane

"US BELL HORT!"

GLBERT LAWRENCE

and His Banke Hips

And the

RICH RHYTHM BAND

BKO VAUDEVILLE INTACT 87 (Week April 2) 165th St., Cleveland THREE BREDWINS

Athletia Comice (Direction of Hugo Morris)

#### MADELINE PATRICE otege of the Late Enrico Caru

(Direction of Morris & Oz)

### NAYAN PEARCE and JAY VELIE in "RED RHAPSODY" Boyd Davle, Musical Director (Dir. Ed. 8, Keller & Bert Wiehnew)

### **Harry J. Conley** In Person

BKO VAUDEVILLE INTACT 86 (Week April 23) Minneapplis, Minn.

### The Dark Cloud of Joy BILL

### ROBINSON

"HOT FROM HARLEM"

WITH
JOHN MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG

"THE BROWN BUDDIES"

Chorus of Eighteen (Direction of Marty Forkine)

RKO VAUDEVILLE INTACT 85 (Week April 16) Minneapells, Minn. "PORCELAIN ROMANCE"

Ganjon Brothers and Lonise G (Direction: Chas. Morrison) y with the Balancing Complex BOB RIPA

Denmark's Juggling Genius (Direction: Jenie Jacobs)

**HURST** and **VOGT** 

"OUT OF THE MARINES"

By H. C. Green

(Direction: Chas. H. Allen)

### DIAMOND BROS. HUGHTE-TOM-HABOLD

"Nevertheless Gentlemen" (Direction: Chas, Morrison)

#### **EDITH BOW** With Her "MAN TROUBLE" Songe by Jean Paurel (Direction of Lee Stewart) "Arizona's Fun Spinners' (Direction of Milton Lewis)

THE ELECTRIC TRIO Wes and Lisa Adams Bernice Mershon

(Direction of Harry Fitzgerald) DOCTOR

### ROCKWELL

QUACK-QUACK-QUACK

(Direction of Harry Fitzgerald)

BEO VAUDEVILLE INTACT 78 (Week April 2) San Francisco, Calif. HAZEL MANGEAN'S GIRLS with ADELITA TATALI
4 SPEEDS—AND NO BRAKES
(Dir. of John Hickey-Jack Curtis HOWARD--FINE--HOWARD

"THE THREE LOST SOLES"

JACK WALSH

(Direction of Blondell & Mack)

THE DECEITFUL ENTERTAINER

FRED KEATING

### "The Great Alexander" (Dir. Chas. H. Allen-M. S. Benthan

ADELAIDE

### HALL

The Crooning Blackbird ersonal Mgt. Nicholas Gyery (Direction of Weber-Simon)

BEO VAUDEVILLE INTACT 74
(Wook April 2) Oaktand, Calif.

BOB STICKNEY
With LILLIAN ATLIN
(11 "UP A TREE")
(Direction of Barry Fitzgerald)

MAKER and REDFORD

"The Ear Bender"

THE WORLD FAMOUS

### SINGER'S MIDGETS OF 1932

RKO VAUDEVILLE INTACT 78 (Wook April 2) Lee Appeles, Calif. FORTUNELLO and CIRILLINO "The Happy Hooligans"

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

Meet **MARTY MAY** of Thousands, Annoyed by Jean Carroll oction of Chas. Morrison)

ANATOLE FRIEDLAND'S "SHOW BOAT"

Marty May Jean Carroll and a supporting oast, composed of a shipload of Anatole's Beautiful Sallorettes (Direction of Chas. Morrison) JOHNSON

"ATROCITIES OF 1932" 22 Nuts of All Kinds
All With One Idea and One Pur

BATA and BESSIE KAPPLE BATA and BESSIE RAPPLE
"Two Beautiful Dancing Singers"
The Eight Miss-takes
"Nestling in a Bouquet of Idiots"
With Moore and Shy, Geo. Moore,
Joe Perry, Sidney Gibson, Gibson,
Gibson, Gibson and Gibson
Also "Speedy" Fatorson
And Sindry Nuts—too
Numerous to Meatifuit

BEO VAUDEVILLE INTACT 88
(West April 2) St. Past, Mice.
BOSETTE and LUTTMAN

In "Dance Stories"
With GRACE & BEATRICE WYLLE
(Dir. of Max Tishman, Plunkett effice)

### DE VITO and DENNY

DOT STEVENS in "Lady Harrower's Reception"

### **LITA GREY** CHAPLIN

"The Charming Chantress" Personal Met. Nicholas Gyory oked by Weber-Simon

BEO VAUDEVILLE INTACT 83 (Week Marsh 26) St. Paul, Mins, 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 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)

BEG VAUDEVILLE INTACT 51

(Week April 18) Seattle, Wash.

ANN ROTH Geneland's Performative

JOY FINLEY Revelation
in Rhythm MARY DUNCKLEY

WALTER (Mouse) POWELL "RED" PEPPER The Cayenne Comedia

The Three Playboys
DENNY LYNCH
MYRL ALDERMAN
RAY EHRHART The Ultimate in Harmon

### BENNY MEROFF

and His Famous Orche Personal Mgr. George Weed (Dir. Bill McCaffery-Leo Fitzgerald)

# LOEW-RKO'S OWN MUSICALS

### Schwartzwald Gets Notice—RKO Dropping Music-Radio Depts.

RKO's vaudeville pit orchestras will revert to the old time Kelth method of local supervision by house managers and comment of the arealt of chargers and music department. Milton Schwartzwald supervised four weeks' notice Saturasy (28), pon RKO's decision to drop the department. The radio hour, supervised musically by Schwartzwald, also goes off the air April 15.

April 15.

As in the past, RKO's pit leaders will now have to obtain their own arrangements and lay out all overtures, etc. Schwartzwald's bureau has been supplying the pit crews with all essentials, including special orchestrations, for the past couple

orchestration of years.

At Schwartzwald's insistence, RKO some time ago embellished and improved the house orchestras and raised the music in the vaudeand raised the music in the vaude-ville pits to the competing picture house level. Prior to installation of Schwartswald's ideas and since the birth of the circuit, the Keith and RKO vaudeville pit music as accompaniment for vaudeville acts had been notoriously bad Improvement acts and the companiment level by the control of the companiment for lowed by the other vaudeville-play-ing circuits.

### 'MYRT-MARGE' AT PAL AT \$1,000---WRIGLEY

Chicago, March 28.

Having inherited a smattering of show business from his late father. Phillip K. Wrigley, hoad of the Wrigley enterprises, is taking the first step forward to the theatre by booking his own radio act, 'Myrt and Marge,' into the Palace here, Anul 2.

April 2.

Act goes into the Palace for \$1,000, which will be distributed among the eight or nine people in the turn, with Wrigley unconcerned about the coin part of it if he can put the plug over for his chewing gum. Wrigley has ordered an elab-orate production for the Palace en-

Myrt and Marge' (Myrtle Vall and Donna Dammerel) are on a five-a-week series about back stage life over CBS.

#### Meroff Fills In

Meroff Fills In
The Benny Meroff unit has filled
in its 21-day layoff on the RKO intact route with outside theatre and
dance dates. The Meroff band plays
a one niter in Albert Lea, Minn.,
following St. Paul.
Dance job at the Marigold Gardens, Minneapolis, a theatre week
for Publix in Duluth, and another
dance engagement at the Lowry
hotel, St. Paul, follow. Meroff then
resumes for RKO in Seattle.

### INJURED GIRLS SUING

INJURED GIRLS SUING Carmen Roder and Florence Lefevre, acrobatts, have filed suit through Louis Handin, New York attorney, for \$3,000, against the Keystone Transportation company, operating a taxi fleet. They claim injuries while passengers in one of the Keystone cabs.

Miss Roder is with the Roder Troupe and Miss Lefevre with the Lelands.

### NITA'S NEW PARTNER

MILES NEW PARTERN
NITE MARTAN from pictures is
teaming with Jack Carrol for comedy song turn.
She came east with Murray
Smith, but after a brief partnership in Florida they split up.

Camel in Indianapolis

Camel in Indianapolis
CBS's Camel poriod will play Indianapolis for Publix the week of
April 29 instead of the Keiths,
Baltimore, as previously scheduled.
Fred Schanberger, operating the
Baltimore house, agreed to postpone the radio turn for one week.
Irrior to its Indianapolis booking.
the Camel unit plays Buffale and
Detroit for Publix.

### DURANTE AS SINGLE

For Loew at \$3,500-Trio's Dates for RKO Are Off

Hollywood, March 28. Jimmy Durante is to do a single for the Loew houses at \$3,500 a week. His stage route will only run three weeks, including Fittsburgh, Baltimore and Cieveland, starts

April 8.

Durante, along with Lou Clayton and Eddie Jackson, were offered middle-west time by RKO at \$5,000 but turned it down due to conditions but turned it down due to condi-imposed by the circuit whe they would have had to come New York.

### **BOTH HOLLY'D-PALACE OVER \$30,000 LAST WK**

Warner's Hollywood and RKO's Palace recorded unusual Holy Week grosses last week. The Hollywood at \$33,000 beat the Palace by \$2,000. Palace show cost more than the Hollywood's in salaries, running core \$18,000 Holiywood's in salaries, running over \$16,000. Lou Hoitz and Harry Richman

will remain at the Hollywood as a combination on the next bill there. Current lineup, now in its second week, will stay four weeks at least.

### **B-K Angling for Cooper** And Olsen-Johnson

Chicago, March 28.

B. & K. continues on a heavy talent hunt, ready to sign for big names from stage, screen or radio.

Up for consideration are Jackle Cooper, screen kid, and Oisen and Johnson.

Johnson.

Asking price for Cooper is \$6,500 a week, with B. & K. balking at the price, but waiting to see what the kild does at the Roxy, New York.

Negotiations for Olsen and Johnson to play the B. & K. houses here are on. If and when the deal goes through it will be the first time in lawe played away from RKC, except for a brief interlude for Warners on the coast a couple of years ners on the coast a couple of years

### 'Bad Girl' In 12 Mins.

'Rad Girl' is being condensed for vaudeville and picture houses, to run about 12 minutes as a playiet. The taxi scene and that showing a room in a hospital will make up

the act.

Robert V. Newman, who produced
the show, controls the short version. 'Girl' originated as a book,
then was adapted for legit and was
done as a picture as well.

#### Names in Milwaukee

Names in Milwaukee
Chicago, March 28.
Starting Saturday (2) the Garden, Milwaukee, starts on a new
stage policy with Earbara Stanwyck and Frank Fay headlining.
Garden, a Brin owned house of
about 1,200 seats, has been in
straight pictures.
New policy calls for just one big
name a week, with no added production ideas. Local Wm. Morris
office in booking.

#### FELOVIS' PASSPORT FIX

Ifollywood, March 28.
Paul Seidel and Spotty, dog act, will be taken out of the 'Chicago Worlds Fair F. & M. Idea playing here this week to go into the 'Art Gallery' idea opening Scattle March 31.

Will replace Felovis, juggler, who will be forced to leave the country temporarily to re-onter under an-other immigration permit.

#### TURNS FARMER

TURNS FARMER
Tenton, N. J., March 28.
After 35 years in show business,
Herman Wahn has decided to forget everything and become a farmer. He will raise chickens and cultivate asparagus as a speciality.
Wahn was an actor, then he dechied to become a munager. He bucame associated with the late Milton Hirshield and manager is everal.
Trenton theatres.

### FOLLOWING INDIE PRODUCERS' LEAD

Martin Beck Gives Policy 3 Months, but Loew's Optimistic-Figure Producing Own Musical Revivals Cheaper Than Buying-May Lead Into Regular RKO Prod. Dept.-Loew's Starts April 1 with 'Desert Song'-3-Year Limit

### \$4,500 COST

Feeling that musical revival experiments by independent producers thus far point to success, Loew's and RKO have decided to go into musical tab producing on their beautiful and their success. The producing on the factor RKO, becam't believe the nolicy will lest more than three months or so, but Loew's is more optimistic, Loew's production will be under supervision of the regular Loew unit stager, Louis K. Sidney, with Marvin Schenct in charge of the booking. Cliester Hale and Frank Cambria complete the production board of four. RKO's plans have not been completed, according to Beck, but will be some time during April under the producing head and staff will be picked by Beck.

Indications are that entrance into

tween now and then a producing head and staff will be picked by Beck.
Indications are that entrance into the musical tab field with its own-producers may lead in a round-about way to establishment of a new RKO production department for the regular vaudeville bills. Revival of such a department has already been suggested by Beck, with the present likelihood that one may result from the tab producing. The Peaert Sonnel rights to which Looke has will solve the first of that treut's own condensed musicals. Rehearsals start on or about April 1, upon Siduey's return from Fforda. Smiles, one-time Zigfeld show, probably will follow.

It is the Loew circuit's present intention to remain within a three-(Continued on page 48)

(Continued on page 48)

### **BECK'S FULL COMMAND**

Of RKO's Books-Godfrey as Lieut

Martin Beck is now in complete command of the RKO booking of-fice and all its affairs. Second in command is George Godfrey, thus far the only Beck-engaged member of the booking staff.

Although still the titular head of the booking office, Charlie Freeman is doing little more than holding down a chair.

During Beck's absence on a Chi-During Beck's absence on a Chicago trip last week, Godfrey took active charge of the sixth floor. He is now personally supervising the other bookers and books, including the intact route, while also booking the Palace and the New York theat'res. With a previously the property of the pr

ous announcement that he booking agreements would be honored unless placed in writing, Beck notified the agents that no placements of acts would be considered official, or would be considered official, or binding, unless accompanied by an okay sllp signed by him.

### 30-PEOPLE FLASH

Flash act with 30 people, produced by Ned Wayburn, opened in Paterson, Saturday (26) for IKKO. Harry Tigand staged the turn, which includes Buddy Kaymond, Harry Tilgand staged the which includes Buddy Ray Edith Lowe and Herb Colton.

### DeBondy in Holdup

Fred DeBondy RKO road Scout, was among the victims in a train hold up and robbery while on his, way here from San Francisco Saturday night (26). The bandits escaped

### M.C.'S ALL OUT OF B-K

Frankie Masters Quits Chi Circuit Which Started M. C. Stunt

Chicago, March 22.

Frankie Masters, has survivor of the Beankay tribe of mc.'s, last week handed in his notice to the circuit and on April 27 moves into the Terrace Gardens with his own band. Masters has been making the swing of the B & K deluxers without a break tho past five years. His last stand for the chain will be the Tivoli, where he's currently spotted, with the exit set for three weeks hence.

B & K to cast his professional, future with radio, Figures on getting a name.

professional future with radio, Figures on getting a name build-up and introduction to radio fans through the nightly NBC hookup out of the Terrace Gardens.

### RKO TO RE-ESTABLISH CHI BOOKING OFFICE

All or most of the present Willie Berger-booked RKO time will be returned to Chicago shortly by Tom Carmody, Martin Beck. RKO's Chicago manager, is due in

Martin Beck. Tom Carmody, RKO's Chicago manager, is due in New York this week with details to be worked out here.
Whether Berger goes west with the theatres or remains in New York on another book is yet to be settled. Also not decided which of the houses will be sent out.
Berger is booking Ft. Wayne, Grand Rapids, South Bend, Detroit, Madlson, Sioux City, Des Moines, Berger and the Chicago booked towns were transferred jointly to New York: about a very and a half ago. This witually dissolved RKO's Chicago booking office, although Carmody remained as manager and Dick Hoffman was kept on the book for any local time picked up. Move was estimated to have saved the facility around the Nepotlations are reported under way to have, Sam Kahl come out of retirement to head the Chicago of-face,

### Kind-Hearted Manager Adds Coffee and Cake

The life of a vaudeville actor being tough enough as it is these days, David Weinstock, operating the Carlton, Jamaica, L. I., is adding refreshments and coffee to the

ing refreshments and cones to suppay envelope.

House plays five acts Fridays and Saturdays. Coffee and eats provided by Weinstock are there for all the artists on the show every

### Act's Advance Man

Los Angeles, March 28.

Los Angeles, March 28.
Leon Friedman, one of the beat
known advance agents in show
business, will be ahead of Vic MeLaglen and Charles Judels who will
do a comedy sketch for RKO.
Friedman has preceeded numerous
Follies' and George White shows
into many a town. It's unusual for
a vaude ant to carry an advance.
Wictor McLaglen's opening RKO
vandeville 'date will be week of
April 2 in St. Louis, booked through
Curtis & Allen.

### MURRAY-BRIAN'S \$4,000

MURRAY-BRIAN'S \$\$,000 Ken Murray and Mary Brian, as a team, play the IRKO Palace, New York, the two weeks of April 2-9. They're salaried at \$\$4,000 km. With the hooking offlie expecting to pay for stooges and extras during the Palarie engineering the Salaries of the Sal With the booking office agreeing opay for stone and the properties of the following state of the salary here, plus commission, will omount of around \$5,600. Curtis, and Allen gented.

Samuels Back
Likes hands feturated to the Mickey and Minny for a sequel to the Mickey Monse rise where the terms of the Mickey Monse rise where the terms of the Mickey Monse rise where the Minny for a sequel to the Mickey Monse rise where the Minny for a sequel to the Mickey Monse rise where the Minny for a sequel to the Minny for the Minny for the Minny for the Minny for the Alpha Cambridge the Minny for the Minny for the Alpha Cambridge the Minny for agented.

### **Political Names Only Surefire** Applause Aces

Los Angeles, March 28,
Bert Levey, vaude concomist, returning to the stage in a Fanchon &
Marco unit, after five years of retirement in Hollywood, has discovered that the public is not interested in the big names of thecountry's industrial world or pieturning to picture the properties of the country of the contribution of the country of th

ture.

Jimmy Walker, supposedly more
or less unknown on the Coast, got
a break-in at Long Beach, the
world's most conservative city. The
world's most conservative city. The
reception kept him in the act. The
Coolidge.
Gov. Rolph, California's showman
executive. Is the act.

Gov. Rolph, California's showman executive, is the act's outstander to Coast cities.

### ROSENBLATT CHI DATE: MAY RETURN TO VAUDE

Chicago, March 28.
Cantor Josef Rosenblatt may go vaude again, following a transcontinental concert he has outlined at present. The Cantor is being han-

thrental concert he has outlined at present. The Cantor is being handled by Renowned Artists, Inc., of New York.

Cantor Rosenblatt stopped off here for a guest appearance at the Yiddish Lawndale theatre. Depression has hit the synagoues, too, according to authorities who know all about it, with high priced captors now a thing of the past. Rosenblatt's last stage appearances were for Publix and Loew some five years ago. He also worked in the Jazz Singer picture for Warners.

### Palace Jumps Act From \$100 to \$600 Final Day

A last minute change gave 'Glad' Rugs,' nine-people flash, \$600 in-stead of \$100, for its week at the RKO Palace, New York. Salary change was sent through Friday (25), closing day. Previously tho \$100 figure for the nine people at the RKO circuit's principal vande

ville theatre created considerable comment in and out of the trade.

### Roscoe's \$1,500-M.C.

Los Angeles, March 28.
Roscoe Tatty' Arbuckle will do an mc. at the Fox theatre in St.
Louis, opening April 22.
Eingagement is for, three weeks at \$1,500 per stanza, with Leo Morrison having arranged the booking.

### 'EDDIE ROSS, JR.'

John Jenkins, Iocal bauk, player, has secured from the father of the late 123de Ross, the right to use Eddles blackface monolog. He will use the mome Eddle Ross, Jr.

### VARIETY

### **New Tabs List** Forkins' 2 and **Ratoff-Aarons**

More activity in the musical tab oducing line includes entrance of Marty Forkins Into the field with two proposed shows, one of which may star Leon Errol, and a new may star Leon Errol, and a new reduction partnership embracing regory Ratoff and Alfred A-arons of Aarons & Freedley, Forkins is contemplating an our's version of 'Sally,' with Louise rown and Paul Frawley, besides

### DENNIS WHITE and GIRLS

(Formerly Zastro and White)
EN ROUTE RKO
Dir.: Weber-Simons - Nick Boile

### HERB TIMBERG

My kid brother Irwin, age 13, is taking accordion isssens. Dad and I are maving out next



or cell,
Permanent Ware, \$5. Awarded Prise
Cup at Beauty Show
CARMEN'S—Hair Experts
128 West \$2nd 8t. | Dag. B.218 & Plight Up LORG. 5-2156

**BRyant 9-7800** 

Erroll, in the cast and a tab of 'Suns o' Guns.' Latter may be played by Hal Skelly, Louise Groody and Bill Frawley.

Groody and Bill Frawley.
Ratoff closed his deal with Aarons before leaving for Los Angeles March 22 Hils Girl Crazy, current 22 Hils Girl Crazy, current 22 Hils Girl Crazy, current 24 Hils Girl Crazy, current 25 Hils Girl Craz

White.
Anatole Friediand and Joe Milit's Follow Thru, which opened in New Haven last week, is booked at Warners' Maethaum, Philadelphia, week of April I. Publix is dickering for the tab following Phility. Friediand-De Milit's second production, 60,000,000 Frenchmen, is casting.

### Osterman's Sunday Nites At Carroll for \$2 Top

RKO's Palace and Warners' Holly rood, New York, may have Sunday night opposish from the Earl Carmusic opposis from the Earl Car-roll theatre. Jack Osterman is dick-ering with the 755 Seventh Ave. Corp., owner of the theatre, for the purpose of starting the Sunday night variety concerts on April 2.

night variety concerts on April 2.
In addition to supervising the polley, Osterman proposes to book the
shows and m. con the stage. The
Sunday concerts would go on regardless of whether the house is
open or not the rest of the week.
The Carroll has been dark since
Vanities' moved.

Osterman's venture involves a \$2 top, which would bring the Car-roll \$1 under the Palace and Hollywood on Sunday nights.

arcus Loe

**DOKING AGEN** 

General Executive Offices

160 WEST 46™ST

J. H. LUBIN

SENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGES

**NEW YORK CITY** 

### BECK CHANGES MIND ON OPEN HOUR POLICY

RKO's vaude bookers will getplenty of fresh air during the summer months, but it won't be through
the open door. Martin Beck appears to have changed his mind
about throwing the booking office
open to the entire agency field for
an hour a day.
The space in the center of the
Palace building sixth floor, in which
carpenters have been working for

carpe carpenters have been working for more than a week, was intended for use as an open forum for actors and non-franchised agents. Instead, the RKO bookers will be moved out to the newly painted

spot.

Beck last week described the hour daily reception idea as a sort of 'public service,' stating it would provide outsiders with an opportunity to state their case or sell their wares. To interpret that the hour daily plan would swing the booking office door wide open to all agents, and practically dissolve the value remaining in an RKO agency franchise, was putting it a little too strong, Beck declares.

2 Vears Old

### 20 Years Old

20 Years Old
The franchise system has prevalled for more than 20 years to the
exclusion of non-franchised agents
in the Kelth and RKO booking offices, and will continue, says Beck.
Almost everybody in the booking
office, including bookers and agents,
interpreted Beck's previous re-

office, including bookers and agents, interpreted Beck's previous remarks as meaning the office would be thrown open for the 60-minute period every afternoon.

Beck is now more for fresh ozone for the bookers than for letting in the bookers than for letting in the bookers are the former of the bookers and the leaves the independence. Which leaves the independence are still outside looking in, and RKO inside agents looking in, and RKO inside agents looking in.

ing in, and kku instite agency field was hopped up over Beck's open door intention, although the more reserved and experienced indies refused to get excited about things with or without an RKO 'in.'

#### LOPEZ FOR LOOP

Chicago, March 28.
Vincent Lopez orchestra arrives

vincent Lopez orchestra arrives April 8 for a session at the ace Publix-B. & K., Chicago, Marks first time Lopez shows in town for a local picture house, his former Chicago dates having been legit and vaudeville.

### NOT DUVAL

Duval, the magician, was errone-ously identified as an act cancelled after the first performance at the RKO Albee, Brooklyn. Duval is vacationing at his home in Lincola, Neb., and goes to Los Angeles shortly to open in a Fan-chon-Marco unit.

### TELLEGEN'S 'SHOWING'

TEMERCE S SERVING
Lou Tellegen Is going RKO, opening in an act at Trenton Saturday
(2) for a showing.
He is booked for the Madison,
Brooklyn, April 15, and may play
Paterson, N. J., in between.

### Berns' Del-Ray Bookings

Detroit, March 28.

Sol Berns is transferring his booking offices to the Del-Ray offices and is handling all Del-Ray bookings.

Berns is the oldest booker left in Detroit.

### Ellington's Publix Week Between Colored Dates

Duke Ellington closes a six weeks' tour of RKO houses on the Coast at the Orpheum, Los An-geles, March 31, and opens at the New York Paramount April 8. Publix booking is for one week

Publix booking Is for one week only.

After playing the Par, Ellington's band goes to the Pearl, Philadelphia, followed by the Howard, Washington, both colored houses.

Baron Lee and Blue Rhythm band are also booked for the Pearl, Philadelphia, and the "Howard, Washington, on alternate weeks. Lee's band closed at the Cotton Club, New York, March 27, when Cab Calloway came in.

### Shubert Tabs Too

The Shuberts are talking about The Shuberts are talking about reviving some past revue material under the 'Artists and Models' title for tab playing, with Lyons & Lyons as the producer.

It is said to depend on the signing of James Barton for the lead this week.

#### OAKLAND'S ACT

OAKLAND'S AUT
Will Oakland, who has his nitery
in downtown New York as well as
the Hunter Island Inn, Pelham, is
coming into vaude with three girls
in his support.
He has been booked to open at
the RKO 88th Street, opening
April 8.

Jarrett's RKO Showing Art Jarrett's RRO Showing
Art Jarrett, CBS singer, will show
for RKO the week of April 2 at the
Colliseum and Fordham, New York.
Radio singer, laying off this week,
just completed five weeks with
Fanchon & Marco, four of them
played at the Fox, Brooklyn.

### Freeport First as Probable Schwartz Vaudeville String

A. H. Schwartz, Century circuit in Brooklyn and Long Island, which has blown hot and cold on stage shows for some time now, will try again with Freeport, L. I., the first spot to order vaude. It will try five acts on a split week, booked by Arthur Fisher, starting April 9.

Flushing experimented with vaude a couple weeks in December, later throwing in the sponge. Other houses in this chain which formerly played vaude or may play it now, are being figured out for a steady diet of stage shows.

#### SINGLE AND NOW 250 SUN - RAY HEALTH LAMPS DOUBLE FOR OUR QUESTS **'4**°°° further proof that The Edison is New York's best hotel value. 1000 rooms, each with bath (mi and a shower), radio, circulate ing ice water, large closes.

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**CONLIN and GLASS** 

**Enroute RKO** 

Direction, TOM. J. FITZPATRICE Palace Theatre Bidg., New York City

### TO BROTHER AND SISTER ARTISTS!

I wish to take this means of thanking the Management of the HOTEL CHESTERFIELD, New York, for the won-derful way they have treated my company of forty people and myself.

Never in all my years in show business have I been accorded such wonderful treatment—and I heartily recommend the Hotel Chesterfield and its efficient crew from the manager down to the doorman.

This open letter is echoed by all the members of my

GOOD OLD HOTEL CHESTERFIELD

AND

"Enemies o' the Blues" ENROUTE RKO CIRCUIT NEXT 40 WEEKS Direction BLONDELL & MACK

### Frank Richardson

THE TALKIES' SMILING SINGER

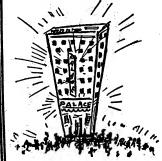
On the Bill AGAIN With His Pale

**OLSEN and JOHNSON** 

At RKO PALACE, CHICAGO, This Week (March 26)

Direction: BOGER MURREL

"THAT'S NEWS"



**DICK and EDITH** 

PRESENTING THEIR ORIGINAL NEW ACT FOR THE FIRST TIME, WERE IMMEDIATELY SELECTED TO PLAY THIS WEEK, MARCH 26,

RKO PALACE,

Direction TISHMAN & ONEAL

After Three Years With Radio-Keith-Orpheum

# E. M. OROWITZ

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### PARAMOUNT, N. Y.

The usual Broadway tip-off of screen weakness, an extra heavy stage show with a 'name,' is Indicated double here this wock with a presentation that beats anything white. The excellence production effects, making this practically a straight specialty or vaudeville bill.

After about four changes Fet.

atraight specialty or valuerine unitable and After about four changes Friyaday, the billing outside was hardy as a statisfaction, George Jessel, Bing Crosby, Burns and Allen and Lilling Crosby, Burns and Allen's stage shows, predominates in this steatre has ever drawn so many laughs, Giving croft to Jolson for the idea, Jessel uses the runway over the Crosby and m. c. work. Durns and Allen's cross-fire was picked up by an ingenious electrical system, with mikes planted all over the place of the show. During his introduce of the control o

mits suicide.
Rubinoff's away, so no overture
Bige.

### ORIENTAL, CHICAGO

ORIENTAL, CHICAGO

Chicago March 28.

This is the second unit in the Loew parade into this town, and Louise Faxenda added on the siage and the second unit in the Loew parade into this town, and Louise Faxenda added on the singer and the second of the sec small noty day attendance. Miss place that of skillful staging, something fearends (New Acts) represents a perturn to the old order of personal personal

most any of the B. & K. mc.'s. Other dance turn was Berinott and Chierio on Chierio on Chierio on Charles on C

#### ROXY

New York, March 25. Two days, summing up Lent, will probably shoot holes into chances of a start, but from Easter Sunday when the lid lifts business ought to spurt along Broadway. It will not do much for the Roxy, however, with a western, 'The Gay Caballero'
(Fox) on the screen. If the house
average is reached that will be as

much as is to be expected.

This deluxer is not the spot for westerns, but the house is forced to

westerns, but the house is forced to play nearly everything Fox delivers to it, hence this type of product gets the biggest playdate in America. It's not on merit or through the product of the product gets the biggest playdate in America it's not on merit or through the product of the product of the product of the product of the fill the product of the country. It's both timely and diverting, with several high spots, notably the Frank and Milt Britton act, which tops for laughs and sock.

Bockground of the stage portion act, which tops for laughs and sock.

Bockground of the stage portion act, which tops for laughs and sock.

Bockground of the stage portion act, which tops for laughs and sock.

Brockground of the stage portion or the stage portion and the stag

### PARAMOUNT, L. A.

(90 Clock Revue'—Tab) 3.

One risk involved in transposting legit op in volved in transposting legit on the result of the result

Band, have become assumed to coast.

The Broken Wing (Paramount), feature, and business was quiet opening day.

Not an important contribution to the picture-house tab cycle.

Bang.

### CAPITOL

CAPITOL

New York, March 25.

Next to advertising a \$5.59 musical comedy at \$5 cents as is the luring device of deluxers playing the condensed versions, the best bet is to have a \$5.59 musical comedy at \$5.50 musical comed

### NEWSREELS

### **EMBASSY**

Evacuation of Shanghal by Chinese troops, 'Alabama tornado, Senate's beer vote, Briand funeral, Dublin sweepstakes, Agua Caliente track, rubber fire in the Bronx—these are considered outstanding news events by all newsreels, and they are to be seen at both theatres.

these are considered outstanding news events by all newaresis, and they are to be seen at both theatres. Programs from the point of view of news are about closest matched of news are about the policy, fans from now on coming from the north can save leather by it not considered to the news highlights, Luxe's editing of Shanghai and Alabama is shorter and better, being contined to human interest. The sweep-ferent, Embassy scoring in this respect by seeking out a Broadway bootblack. Both houses have the talk with the Broodlyn woman, whose knowledge of sucker matched human interest. The sweep-ferent, Embassy scoring in this respect by seeking out a Broadway bootblack. Both houses have the talk with the Broodlyn woman, whose knowledge of sucker matched in the Saturday programs about the Saturday pr

has selected for comedy his cafe scene, the medicine show routine and the Ferris Wheel corchestra, all of them first rate for this pur-pose and all of them getting prompt and abundant returns, building up a slow opening to a capital finish on the versatile juggling and acro-batics.

### TRANSLUX

Azide from the conventional news coverage to be found in both theatres Luxer's outstanding continuities of the storm off Bermuda in which the storm off Bermuda in which the storm off Bermuda in which the storm off Bermuda in the transparent of the storm off Bermuda in which the storm of the

### IMPERIAL, TORONTO

IMPERIAL, TORONTO

Taronto, March 28;

Colorful setting and ardent work of ballet factors elevating current Imperial stage prez. above medicority. Bill opens in 'one' with Harriet Mortine warbling. Girl in hoop skirt and white wig las range Traveler parts on full stage set, before plush backdrop. Line-up of 14 girls emerges from pluk attin-lined depths. Initial duo into a tap number, quartet into high-kicks on toser, a semi-classical and entire line-up into a high-kick finale. Girls work hard and go over nicely.

Five Decardos in barrel tumbling. Five Decardos in barrel tumbling stage of the production of the production of the stage o

eye. The work hiely synthesis eye. Earl La Vere and Mildred Byram on in one for chatter with girl into songs and La Vera doing planomore and the synthesis eye and La Vera doing planomore hields and the synthesis eye of the synthesis eye of

# alow opening to a capital finish on his versatile juggling and acrobatics. A final ballet seems to have inspired the after-thought that this is Easter week, the idea having occupied the agent of the seems to have inspired the after-thought that this is Easter week, the idea having occupied sufficiently. Or maybe it wrent an Easter idea at all. Anyhow the dancing girls are all on in pretty fluffy short dresses for a springtime number, girls waving factors of the seems FOX, BROOKLYN

presents and the suppliest opened by a first class specify mixed dance team, going into a comedy interlude in one for a change of pace, and then spotting Cook for an 13-mixtle session of his unique presentation off. Nothing intricate about that.

And there was nothing intricate about the staging or conception of the profession of the

### STANLEY

STANLEY

Pittsburgh, March 25.

It's all Benny Rubin and Jack
Halcy this week, with comedians doing the stuff they had recently at
the New York Palace and giving the
customers a run for their money,
seads burges of language and
the New York Palace and giving the
customers a run for their money,
seads burges of language
the stuff of language
state of

### NEW ACTS

LOUISE FAZENDA Talk and Song 10 Mins.; One Oriental, Chicago

LOUISE FACEUMA
Talk and Song.

10 Minn. Chicago
11 Minn. Chicago
12 Minn. Chicago
12 Minn. Chicago
13 Minn. Chicago
14 Minn. Chicago
15 Minn. Chicago
16 Minn. Chicago
17 Minn. Chicago
18 Minn.

### ALBERTINA RASCH Dancers (9) Girl Act 18 Mins.; Full

ALBERTINA RASCH Dancers. (9).

Girl Act
18 Mins.; Full
Out of the 'Follies' and into the
Palace, the eight-girl line of this
nine-pcople act seems to have been
picked more for looks than dancine-pcople act seems to have been
picked more for looks than dancine-pcople act seems to have been
picked more for looks than dancined they probably didn't rate with
the show gai beauts, in line in a
vaudeville theatre they're quite
above the average dancing troupe in
less quality here than in the precision average line.
Out-looking the others is the
turn's ninth member, a prima donnaverse line.
Out-looking the others is the
turn's ninth member, a prima donnawell enough to get by on the combination of comeliness and voice.
Name 'is Josephine Huston, and
Miss Huston's present fault is that
two solo appearances out in 'one.'
Cutting down in that way and
dropping the introductory lyric,
which is too faut to be distinguishwould help a lot,
Line's three numbers are an Arabian drill, toe dance and a finale
coch to Tionkin's Frankango'. Latt
vaudeville consumption, with the
lookers not so heavily dressed. It
brobably seemed more at home in
the Follies and at the Palace than
Doubltful for vaudeville permanency, due to the shortege of real
dancing merit. After all, most lines
manage to look good back of the
first few rows, which limits this
troupe's eage to close-ups of y

LETA WALES (2)

### LETA WALES (2)

LETA WALES (2) singing. In Mins.; One Coliseum, N. Y.
Miss Wales is a looker, has personality and a pleasant voice. Despite all of which she's not a good vaude act. She just doesn't make the grade on her own, with the Early probably in the material: an easy better the she ought to the she will be she will be she will be she ought on whether in vaude or legit. Alone, as a songstress, without some build-up backfround, she registers as weak.

Bob Hamill, at the plano, does okay finger work between costume changes.

### BEN BERNIE'S SEPIA NEPHEWS Musical, Dance 9 Mins. Hollywood, New York

Musical, Dance

§ Mins.

Mollywood, New York

Colered quintet features a
monotonous instrumentation of
strings—ukes, guitars, etc., permitling no instrumental novelty destrike. There's little booting and
mugging in between, but for nine
minutes it becomes rather tiresome.

If bolled to five mins. or under
it might do, but there's no reason

to the control of the control of the control

Berniel endes his name to a dubious proposition which really recuires re-routining and staging.

DONALD KERR and ANN FAY Comedy Dialog, Singing and Comedy Dialog, Dancing 12 Mins.; One Kedzie, Chicago

It's a far ery from Kerr and Wes ton to the present turn Kerr is do ing. That the comedian has gone haywire on his material is the most

ing. That the comedian has gone hawvire on his material is the most obvious thing about this act. In its present shape it's oke for night. No reason why Kerr can't hop into a spasm and turn what he's got inside out for bigger and better results. No one need tell Donald Kerr how to do a vaudeville act, but said, and why his material is all ga-ga. This Ann Fay is probably the best thing that could have happened to Kerr. Here's a pert youngster with literally everything. Looks galore, the country of the said is a superior of the sage of the said in around New Orleans and played some of the Sagner houses or the same of the sagner houses or the same of the sagner houses or the sagner houses or the sagner houses of the gags which are objective, he should be all means revemp the turn and pay particular attention to some of the gags which are sure of the sure of the gags which are sure of the sure of the gags which are sure of the sure of

### HITE, RENNIE and CASEY (3) Dancing 7 Mins.; in One 86th St., N. Y.

Two girls and a man, not listed in the files, but evidently no novin the nies, but evidently no nov-ices. Make a nice appearance in brown trousers and marcon sweatbrown trousers and maroon sweaters with the performer's initial on each sweater. Miss little is the sweater was sweater with the sweater with the sweater with the sweater with the sweater well with some acrobatic work and Miss Casey dances on her hands in what is a dance and not just a handstand, he routine is in unison, with some of the solo bits handicapped the opening day through the failure of the spot to plek them up promptly. Nothing out of the ordinary, but a well routined act, which makes a nice appearance and wastes no time stalling.

### HAPPY SPITZER and PETE Comedy Mule 8 Mins.; Three (Special) Orpheum

An agreeable mule that bucks and kicks on cues, wresties with his as-sociates and in other ways amuses the kids and some grownups, forms the basis for laughs in this one Pete is apparently the mule in the

way.

While one man plays straight, the other does blackface.

Char.

### GRACE and MARIE ELINE Comedy, Singing 13' Mins.; One Orpheum, New York

13 Mins.; One
Orphoum, New. York.

The Eline girls formerly headed
their own revue, but the reverse their
their own revue, but the reverse their
their own revue, the reverse their
their own revue, the reverse their
ment has resulted. They've got a
comedy act that's next to closing
for any neighborhood, though they
didn't get that up here where a hit
when caughtwo from start to finish.
They carry an unbilled man who
works into bits, Xes the stage, etc.
Morsels of sock comedy occur
nearly every other minute. Strongest
by Grace for a finish. It's one of
the best by any woman, on stage or
screen, and eveh includes falling
into the orchestra bit. The Trader
Horn' and recketeer-and his-girl
bits are also need for laugh
Char.

### SAMMY FAIN Songwriter-Pianist 5 Mins. Hollywood, New York

Hollywood, New York
Sammy Pain has a personal rep
on the radio and as a songwriter.
This is fortlind by a shy stake personality which someholders as
that young Fain stopped the show
cold and had to encore a new ditty.
First he reeled off some of the
novelty stuff previously fashioned,
all of its getting salventh of coming from a relatively unknown
source.

Holtz foiled for Fain, but his brie Holtz folied for Fain, but his brief five minute speciality, vocality, and through a mike scored on its own. Fain, combining his radio and songwitting rep, can go into im-portant stage money if properly de-teloped.

#### PALACE

Despite holdover of most of the meat from last week, the current layout is pretty weak. Chiefly responsible is a first part that's as spotty as a leopard with measles. The draw riddle must be solved by the Whiteman hand and name, if at all, for there's not much else to at-

all, for there's not much else to at-tract. Last week's advantage was a good show around Whiteman. This week's best entries are both holdovers, Whiteman and Trahan. Jay C. Flippen, and Weber and Fields are h. o'ing also. Depending on two first-week hits for the sec-

Jay C. Filippen, and Weber and Fields are h. Oing also. Depending on two first-week hits for the second week's value, without contributing much help, is no booking trick much of a miracle either.

The error was in relying solely on the Whiteman band, closing, to put a bad show over the line, and cailing on Trahan and closing, to put a bad show over the line, and cailing on Trahan and control of the control o

recent training, but it was the mixture of hokum and class that made
ture of hokum and class that made
day.

Weber and Fields and Trahan's
return sketch completed the first
section. Former in tails this week
interpretation of the control of the
pool table bit. Back into one, they
again finish on the hoof after some
reminiscing. Big hand fore and aft
for the veterans. Assisting in the
who hasn't been around in a long
while, and a girl programmed Charlotte Winters.

Billing for the Shack the house of the
pool table bit been around in a long
while, and a girl programmed Charlotte Winters.

Billing for the Shack the bit
sion, is entitled Reunion in Moskow' and probably intended as a
take-off on Lunt-Fontanne's Vienna, but would be easier to recoge
raran under the name of Amuse McSome heavy but hokey suff by Trahan and Miss Cameron on a bed,
with Trahan getting laughs on his
mugging against Miss Cameron's
on the material. It finishes with the
comic pulling a lampshade off, a
a radio mike and going into Blue of
the Night? An extra pre-intermish
touch was added by Filippen, who
paula Howard, after French-maiding for Miss Cameron in Moskov,
takes the contents of a solter bottiew while bending over to pick up
a. The Moskow' bed saw more servtee later on the revival by Filippen

The Moskow' bed saw more servtee later on the revival by Filippen

The Moskow' bed saw more servtee later on the revival by Filippen

The Moskow' bed saw more servtee inter on the revival by Filippen

The Moskow' bed saw more serv-

### HOLLYWOOD

Second edition of Low Holtz's vanderille-revue at Warners' Holly-wood its apparently benofining from the impetua given the new Holtz in-timate vaude policy from its initial five weeks. In its development of this intimacy' there is now on display a type of show that depends the control of th Second edition of Lou Holtz's

dreary by monotony of their jazzology.

Gioraton, stated to reopen
Gioraton, stated to reopen
was handleapped by rorse choice of
numbers. As when in the shortlived Neville Fleeson act at the
Falace a fortnight ago, she looks
impressive and lissome on the
Falace a fortnight ago, she looks
impressive and lissome on the
Falace a fortnight ago, she looks
impressive and lissome on the
Falace a fortnight ago, she looks
impressive and lissome on the
Falace and fleet ago
type for light vamp roles.

The backgammon penehant of
Holiz's started with Lyda Roberti,
solo holdover from the first bill.

Holts for her performance in 'Daneers in the Dark' at the Paramont
last week. She vocalized Minnle
the Moocher.' As ever, her personIn between thereafter the show
was punctuated by a sequence of
blackouts, with all the skits of dull
value and questionable timbre. One
from a bedroom seene with a bingfrom a bedroom seene

Holtz, in eccentric yogi get-up, got some laughs. Sammy Fain (New Acts).

Finale was the Club Richman in 1927. It could have been the Club Richman in 1927. It could have been the Club Richman in 1989. Meant little sawe for the reprise stuff. Aaronson's root of the reprise stuff. Aaronson's no specialised. But also again, but no specialised. But also got in the first show, also doubles into the pit. Julius Lenzberg is the baton-wielder, Aaronson directing solely on stage.

hatton-wielder: armson directing, solely on stage.

At the interval, Richman and Hotz double in a hokum candy and novelty. Butcher routine, vending sundry articles designed for laft returns. The gag takes on a Minsky hura from the start and winds up ver Apollo (125th St.).

Very high class' losses its, blook being very high class' losses its, bumor at \$2 for a family audience.

#### PALACE, CHICAGO

Chicago March 26

Chicago March 26.

This theatre for the op the forefront as the boarders are most consistent box-office where of this burg. In the past month the grosses have not only stuck close to the high-water line, but once it has consed the boundary into new box-cossed the boundary into new box-findications that another high-money mark may be established. It's the only vaude theatre in all metropolitan Chicago; and it's strictly the new part may be stablished box presents from the rest of the look reness from the rest of the look possess.

construction of the constr

Co. and Frank Richardson to get the show going. They did a neat job of getting this crowd in the right humor. The property of the street of th

### DOWNTOWN, L. A.

DOWNTOWN, L. A.

Miniature musicals at Loew's State and Pantages have been such as the state of the State and Pantages have been such as the state of th Los Angeles, March 24.

(Continued on Page 44)

#### STANLEY

(Continued from page 42)

(Continued from page 42)

two wind up strong with a classy challenge flash. Powell is behind them, but his mc. duties end here, with Rubin coming on, telling Fowell to Skatew, and then pulling his to Skatew, and then pulling his with the hall of the time, Haley singing, Rubin doing a bit with the band and then his sure-fire comedy dance, both of the company of the Hollymood, where she worked the Minsky bit with Lou Holtz. Mass Norris sings ons number done and answers and Fowell work on tull stage with chorus in a production number. It's a neat job, mc. warbling through a mike six the striking red-head does a natty dance specified in the company of the Hollyman of the company of the compa

hame a cts.

Bernie - Armstrong's - organiog a community sing of light opera ballads, organist telling audience through a mike that he wanted to get away from the popular stuff for a change. Customers apparently liked it, for there was an excellent response. Dave Broudy's organiog an appropriate Easter medicy, with Margaret Daum, air singer here at Euches okay and pretty much of a surprise for Good Friday. Cohen.

#### STATE, L. A.

STATE, L. A.

Los Angeles, March 23,
With the Ethel Meglin kiddles as the chief draw, Exotique Idea as the chief draw, Exotique Idea as the chief draw, Exotique Idea are going out Sunday and badie to school (27) after five days and the Ghezzi brothers take their place, which ought to strengthen the unit considerably. Unit will play Loew's considerably. Unit will play Loew's considerably. Unit will play Loew's ling its opening day from Wednesdry to Saturday, and running its present show ('Heil Divers', Metro) through next Friday (ontract and financial tieup with Fanchon & Marco calls for an Easter week local booking among other annual date, usually brings so many kids date, usually brings on many kids date, usually brings on many kids date, usually brings in the chief of the considerably to the interest in the Juve taleut she did display. There, were calculated she did display. There, were calculated the did display. There, were statict, although the beloomy was feet to the control of the control

stairs, although the balcony was feeble.
Exotique' Idea showed here first with 'Hell Divers' at the Chinese. Only the scenery and girls are left, all the acts being new. Eddle Folgy and Lea Lettre, comedy couple, and the control of the control of

Man.'
Ramon and Virginia didn't show anything in the way of adagio, but girl balances nicely on one leg on upstretched palms of her partner, the ton ton rumba in which the girls work with 15-inch drums, stood out. Unit lacked pollsh but will, probably show more when finally set for the road. It ran 37 minutes, but will be 33 on the road. Newsreet completed: the program.

### DENVER

Denver, March 23.

Fred Schmitt and his orchestra
observed St. Patrick with an Trish
Rhapsodles' overture. Grutain
fedded with green lights while
musiclans played Irish numbers.
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Irish Byes Are Smiling and doing a close.

Reflections, a Fanchon & March Clee, is strong on the flashes and not so strong on the flashes and not so strong on acts. This settings and kome startling effects are created. Opening shows three huge trames, appearing to be mirrors. Part of the line does a routine in Grant Charlie Hart in Act and the strong of the frames. After the routine of the frames. After the routine of the frames. After the routine flose in back shove salde the black serim and step to the front and the

sixteen line up and do a smart rou-tine.

sixteen line up and do a smart routine.

Grand Heas and Vales, with
Contagious smiles tap dance in duo
contagious smiles tap dance in duo
gible waching red sult while
boys sport brown suits, a cross between a belinop and a chorus man.
Their slow-motion fight is capital,
the slow motion even extending to
the facial features, showing all
grades of pain, surprise, triumph
and other emotions. The sirit, an
interested specials with the lada,
showing her at times separating
them when they transgress the rules
of the ring.
The second lineup routines before

showing after at times expanding them when they transgress the rules of the mean time them then they trouble the second lineup routines before a drop pleturing a huge flower garder with whits blooms, and Don Neece, looking almost like an undertaker, sings thataway also. Marietta, with her bushy head of black hair and flowing skirt, duned too much so for a picture house. Line does a bit more routine and on comes A. Robbins, the walking must store. The scene for the closing number was a big flash, the rear being a large number of sill-sloping and made of the same material. At each side of the stage two theatre boxes, in which performers att while not acting. The line, assisted by various of the acts, does a fast and hard routine on the sloping floor. Must have no the incline. Marietta closes the Idea with a dance number.

#### CHICAGO

CHICAGO

Chicago, March 25.

Good Briday and this big Bear A.

Thous stooks, and this big Bear A.

The stooks are an experied of the first show. For the same period of the day the Chicago was 'way shaad of its contemporaries along the street. And the reason undoubtedly appeared to be the screen's femme favored leading man.

Nagel switches to Publik from out of Detroit after completing a round tour of eastern houses for Low, which originally arranged the Nagel act for its stages in a deal with its act or its stages in a deal with its act or its stages in a deal with its man and a stage of the stage of the stage of the stage in a deal with the stage of the stage in a deal with the stage of the stage in a stage in a deal with the stage of the stage of

by lat man most or the other screen celeba who have come through here as a constant of the stage.

Anyway, the 29 minutes Nagle does is sufficient proof of his ability of the stage.

Anyway, the 29 minutes Nagle does is sufficient proof of his ability matte way. Ruth Marsh with Nagle looked very good from a local view-point, with N.-gle no doubt responsible in a good measure. His trailer is another novelty, presenting him dent that the screen player has tucked away plenty of work with this act. Its smoothness and polish shows it is mothers and polish shows it was necessary to sandwich Stuart Barrie's organiog between this and the F&M unit. Limebouse Nights, which preceded. Latter is not up to standard, although it has Val and oget the only laughs in the show. It was tough sledding though for the brothers, even the old ones muffing. Other specialties in the lineup ware to the special test in the lineup ware to the special test in the lineup ware to the special test in the lineup ware to the preformers; Don Carroll, vocalist; Armanda and Lita, dance team, and a lized ensemble. It seeks in the latter of the first preformers; Don Carroll, vocalist; Armanda and Lita, dance team, and a lized ensemble. It seeks in the latter of the first preformers; Don Carroll, vocalist; Armanda and Lita, dance team, and a lized ensemble. It seeks in the latter of the first prepared to the last.

Con the series "Alias the Doctor Control of the screen "Alias the Doctor Control of the last.

Will Harrie East Chicago, March 28.

### Will Harris East

Will Harris East
Chicago, March 28.
Winding up his affairs here after
leaving the Publix-Balbana & Katz
production department, Will J. Harris left for New York Saturday (26)
taking his wife and family with

#### DOWNTOWN

(Continued from page 43)

them strong. Their finish, a series of flying wings, are pretty hot and get them away to strong returns. Manuel, Mexican wire walker, next. This former standard act has been on the coast all winter and is set with Selis-Floto for the coming, season. His 'drunk' bit is the high-scott.

season. His drunc bit is the high spot.

Lee Mason and Sunny, another standard, followed. Miss Mason is standard, followed. Miss Mason is standard, and the standard standard

spot with a usual line of flying catches.

Joe De Jeer and Co, latter being and continued that the second of the second continued that the second co

will all collowed. Hall acts with a spirit and satisfies a subdued mo. throughout the bill, being content to introduce the acts and no more, which is as it should be. Gabbed for a few minutes with fair material. Just on both the spirit and the sp

#### LOEW'S STATE

Pictures making the big difference at the box office, it looks like Loew's Broadway vaudinimer is in for a fine week. With 'Arrowsmith' (UA) on its screen, house had 'em packed nearly to the rafters early Saturday afternoon, with more standees in evidence than in a long time.

a long time.

This is quite unusual in view of
the \$2 run on the picture, plus recent pop five-weeks' stay at the
Rivoil. A lot of people must have
been waiting to see it when vaudeville is included in the bargain.
Thus stage shows are an important
element.

This is included in the bargin, colement.

A fairly strong vaude bill supports the picture. It's cut to four acts due to length of the feature, but still runs 10 minutes over an hour. This is partly due to about still runs 10 minutes over an hour. This is partly due to about still runs 40 minutes over an hour. This is partly due to about still runs 40 minutes over an hour. This is partly due to about still runs 40 minutes over an hour. This is partly due to about still runs 40 minutes over a section of the still runs 40 minutes over a section of the still runs 40 minutes over a section of the still runs 40 minutes over a section of the still runs 40 minutes over 40 minutes over

a strong consety bit with Bruce,
take smits we girl in the act doing
Kate smits we girl in the act doing
Kate smits with a strong we good.

The Ann Seymour act ahead also
ste up a lot of running time for an
attraction of its type, doing if minweakly, only getting anywhere near
an impression on the drunk character, specialty. In this she deftly
draws the picture of an lith avenue
that's where the act should end.
A tandem bike number follows instead for the close. It could subsitute entiler in the act for one
of the other numbers, preda view,
man-and-woman stuff. Miss Seymour took light hand Saturday afternoon
of the close. It could subsitute entiler in the act for one
of the other numbers, preda view,
man-and-woman stuff. Miss Seymour took light hand Saturday afternoon.
At is Cardini, who's as,
adopt as they come with cards, cigarettes, golf balls and other objects
used in his alick, sleight-of-hand
performance. This is one of the
smartest deuce apot acts in the
working. Cardini is clever with his
palming to begin with, but he's also
a shrewd showman.

Norman Thomas Quintet opened
up very nicely, dence team standworked faster here than it has in
other houses when caught. That's
part of its punch.

part of its punch.
A trailer on Esther Rals.on, com-

ing stage attraction, didn't work so wall Saturday afternoon. Coming on top of a lot of other trailer ma-terial, with house overdoing it this week, it had the lolks flagety when amplification failed. Usual Hearst-Mstroton News. Char.

#### KEDZIE, CHICAGO

What delayed them doesn't mat-ter, but Panto and Zarett, two boys, finally made a belat'd entrance and were rushed on by their agent be-fore they even had time to put on their blackface. Result was pathetic, with the boys not so much to blame as the agent.

#### **ORPHEUM**

Denver, March 23.

Denver, March 23.

New Orpheum bill is one of the best since the opening, Feb. 11, but heavy snowstorm Sunday, making it sloppy for a couple of days, held gross below what it should have

servince tree opening, Feb. 11, but increased the control of the c

### RKO Hillstreet, L. A.

Regular RKD unit of four acts lacked with the state of th

Deno and Rochelle's terps have the advantage of a new slant; the execution of their ideas is smooth and showmanly. Over to fine re-

Sacution of the resection of 17 minutes of seal antics doesn't sound anywhere near as
encouraging as the Ray Hulling act
turns out to be. A natural, with
the seal's warbling in tenor and
base scories of the sain outcome,
Nelson of the sain outcome,
Nelson still doing the same type
of act as before and is supported by
Maria Naicha, local girl, in a torrid
hula. Plenty of hokum laughs and
over to a pleasing reception. Nelson eases into the Closing act
and over to a pleasing reception. Nelson eases into the Closing act
participating in several fake tricks.
The tumbling troupe evokes plenty
of palm-smacking with their footto-foot catches.

Feature was 'Nice Women' (Universal) and 'A Molon Drama' (Racwowed 'em with its slapsticky situations. Hous well filled.

### 86TH ST.

Harry Delmar's Review of 1932 fills about 56 minutes of the vaude section at the 86th Street, which of other acts and only two others are employed, a six-minute dance trio and the Princess Wah Let Ka, Indian mentalist and singer. The dancers are Hite, Rennle and Casey (New Acts), who get the show off to a brisk start which the show off to a brisk start which the trouble with all mental turns, It's impossible to build up to a finish of any sort. It doesn't seem possible to put a proper sock into-advice about the future. She gets herself over, but leaves them cold for the finish.

possible to put a proper soci intoberself over, but leaves them cold
for the finish.

Delmar picked them up quickly
once he worked into the comedy,
with Chas. Kemper, but it is not
a speedy getaway, working in the
in which the entire seven glies
scarcely raise volume enough for
one regular voice. When Kemper
comes along he starts to jazz
moothly at this supper show, with
the laughe coming more steadily
than is usual here. It doesn't take
much of an effort to get the point
of the starts of the starts of the
moothly at this supper show, with
the laughe coming more steadily
than is usual here. It doesn't take
much of an effort to get the point
of the start of the start of the
moothly at this supper show, with
the family trade.

The three Martine Sisters do a
little harmonizing that is passable,
see into a tap with the line in smart
military costumes of black and red
to spell them. Later the boys
stooge for Delmar and Kemper but
full the start of the start of the
war hos in a thin, high voice and
Leta Wales roles up a better score
with a comedy song followed by a
dancing bit. Olive McClure does an
outstanding bit in a
doctated the start of the start
war better the start of the start
with the comedy song followed by a
dancing bit. Olive McClure does an
outstanding bit in a
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with a comedy song followed by a
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### HIPPODROME

HIPPODROME.

Tirst three acts are slow, but thereafter layout papa up and aodds to the pace. Gue Edwards 'New Stars On Parade' takes to, builting and consumes 31 minutes.

Radio's 'Lost Squadron,' featured, and the orchestra Saturday matines was capacity. Woather probably helped, being rulny, waster probably helped, being rulny, waster probably helped, being rulny, when thrown, boomerang back. For finish, and for a few laughs, hats are thrown among the audlence to be thrown up on the stage, whe eone of the duo attempts to catch them on his head, when the control of the

duo a tempts to catch them on his head.

Henry J. Kelly, Irish tenor in a Mexican outif, deuced with a slow act. Kelly's patter is very weak and majority of his time, a. times is indifferent. A girl is used for two brief dancing bits. Should be used more. Kelly is not of a calibre to support an act alone.

support and act alone.

support and act alone.

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### Variety Bills

### NEXT WEEK (April 2) THIS WEEK (March 26)

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

### RKO

REW YORK CITY Care Constitution of the King Co

GAGS? Do DANCE ROUTINE? You Need SPECIAL SONGS?
Consult HARRY PUCK
Tallor made song and dane materal written especially to your style
Boom 1914, 1969 Broadway, N. Y.
Phone Bifyant 0-5746

glivetto & Boys
pay Whiteman
pay C Flippen
Al Tribing Pay
L Flippen
Al

Corellia 86th St. 1et half (2-5) Neal Sie Jimmy Coughlin Johnny Perkins Rose's Midgets 2d half (6-8) Glad Rags

ATTRITES & RYN'10s
(Three to fill)
2d helf ((30-1)
2d helf ((3

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN

### BEN ROCKE

BEOADWAY AT SOTH STREET

Booder Levery
Babo Bgan Orch
Class Foy Co.
La Foy Co.
L Jack Henderson

Donovan Sis & B
Britt Wood
Youngsters Y st'rd'y
2nd half (6-8)
Zelda Bros
Collette Lyons'
Mitzl Green
Gracella & Th'od're
2nd half (30-1)
Nelson's Co
Galii Rini Sis
Buster West Co Samuels ALBANY

Palnee
1st half (2-5)
Carl Emmy's Pets
Queenle Smith
Dave Harris Co
2nd half (6-8)
Eddle Garr Eddle Garr Stars on Parado (Ono to fill) 2nd half (30-1) Camel Hour ATIANTA Keith's (2) Earl Lindsay Rev Sld Marlon (26)

### CHARLES V. YATES AGENCY MATTY ROSEN, MGR.

Dooking with Loew, F. & M., Warner, Publix, Radio, Talkies, Productions. Suito 701 1619 Broadway, New York Plione Columbus 5-0033

Lester Cole Co
Harry Savoy
Roney Tr.
(26)
Moran & Wiser
Genry J Kelly Co
Tarzan.
Ceriton & Ballew
Hond Tr.
Bddle Garr
Batar on Parado

Cerlion & Ballew Hand To The H

Kramer & Boyle
Rimaes Orch

BOSTON

BOSTON

MORTON

Morton Dawney

Tony Wons

Jacques Rinard Or

Neal Sis

Gidna Fry Co

Johnny Perkins

BUEFALO

(Intielansen)

Rao & Harrison

Bob Hope Co

Meyers

Allen & Hoover

Jordan & Woode

Asincy Jungs
Alone, Alo

Rita Royce Co
Frank Richardson
Jone & Johnson
CINCINNATI
Rita Royce Co
Bdgar Bergen Co
Violat Carleson
Alice Whito Co
Klutin (28 Animals
Ann Greenway
Medley & Dupree
Dorothy, Mackaill
CLEVER AND
Falace (2)
Ortone

CLEVETAND

CFAIGE (2)

CFAIGE (2)

Frank Richardson
Medicy & Dupre

Trenk Richardson
Medicy & Dupre

Medicy & Dupre

Lyons & Snyder

Mixi Green
Lyons & Snyder

Mixi Green
Francolla & Thidore

Tostah St. (2)

Madcline In atrice

Harry J Conley

Pearce & Cyclie

Wilson Kopple & Boby

Boby Rose Marie

Day Richton

Day Richton

Lie half (2-6)

Keith's

1st half (2-5)
Hilton & Garron
Danny White Co
2d half (6-8)
Bob Noison
Roy & Romero
Boyle & Della

### BLACKSTONE

Booked Solid for RKO
Dir.: Wm. Diamond, James Plunkett Office

2d half (20-1)
Swan Luclile & Seed Q Austin Co.
Flaher & Gilmore Structure Seed G Austin Co.
Flaher & Gilmore Seed G Austin Co.
Fla Ada Brown
Toto
DALLAS
Keithi's (2)
Chas Carrer
Geraldino & Joe
Irene Vermillon
Jack McLallen
Latimer & Hudson
Anita Case
Brems Fitz & M
Ladova

Latimer & Huder

Frems Fitz & M
Ledo'DENVER
Rethir Calle & Mary
French Calle & Mary
Fr

Marions Review of the Control of the

Weaver Broe & (26)
Yoki Japs
5 Honey Boys
Wills & Davis

### JACK SIDNĘY

HEADLINED
In F. & M. "Manhattan Idea"
Dir., CARGILL and DOBSON

A and DOISSON

Mercella F. Draces

Keith C. S.

Keith C. DETROIT
Downtown
1st half (2-5)
Betty Jan Cooper
2d half (6-8)
Swan Jucillo & C
Ada Brown
2d half (6-8)
Geo McKay Co
Marle Decoma
INDIANALISIAS
Marle Decoma
INDIANALISIAS "NDIANAFOLIS Lyric (2) Maxon & Wood Victor McIngled Victor McIngled Seed, & Austin Jimmy Burchill, Co H'b't (26) Maxon & Hake Betty Jane Cooper Mary Ann Jackson Lander Bros. Lander Bros. Lander Bros. KANNAS CITY Keith's (2) Yoki Japa (2)

KANSAS (ITY
Voki Japs
Honey, Boys
Wills & Davis
Marcell Bros
Yorke & Coldie
Emil Force
Billy Wells & 4 F
LOS ANGELES
Hillstreet (2).
Fort'ne'lo & C'i'no
Hope Vernon Fort ne lo & liope Vernon Marty May Janet May Bobby Gilictte

### ROBINSON & DeWITT

Now on RKO Intact

Friedland Co
(26)
4 Casting Stars
Chas Melson
Treck Murioek Co
Len. Lee. L. & L.
LOS ANGELES
Outpleaum (2)
Duke Ellington Pd
Larimer & Hudsen
Anita: Case
Irems Fitz & M
Ledova
(26) Babby May Henry Bergman Frank Swance Sidney Palge ROCHESTER Kelth's (2) Loc. Loc. L. & L.
LOS ANGELES
Dropheum (2)
Dropheum (3)
Dropheum (3)
Dropheum (4)
Dropheum (5)
Pulaski (2)
Lariner & Hudgen
Antia Chee
Antia Ch

Ray Holling
Sunkit Nelson
Royal Uyenos
Van Collo & Mary
Billy Parrein Co
Ches Abary
Billy Parrein Co
Ches Ahears
ANN FRANCISCO
Mangean Girle
Fred Keating
Howard Fine & H
Bob Stickery
Maker
SAN FRANCISCO
Mangean Midgels
SAN FRANCISCO
Holling And Holling SAN FRANCISCO
Holling And Holling SAN FRANCISCO
Howard Janeton
Holling And Holling SAN FRANCISCO
Howard Janeton
Howard Janeton

SAN FRANCISCO
Orphem. (28)
Orphem. (28)
SCHENECTABY
Kriths (9)
HOD Albright (9)
HOD Albright (9)
SAMMY WAKING CO
IND MAIT (6-1)
SAMMY WAKING CO
IND MAIT (6-1)
Abbott & Robey
Millo
Emmy's Pets
2 nd Phalf (30-1)
Chevalier Bros
SAN (10-1)
Chevalier Bros
S

Ruiz & Bonita

Ruis & Horita

J Oranto & Grayce

J Oranto & Grayce

Don Zelaya .

Laving Jawelry

Laving Jawelry

Living Jawe

2d halt (30-5)
Erline Sis
Williams & Cryor
Ray Shannon Co
Raymond Wilbert
Russia Revels
TROY
1st half (2-5)
Chevalier Bros

HARRY SAVOY

### SMILE SERVER

(16)
Chappice & Carlton
Krugel & Robles
Krugel & Robles
Rulz & Bonita
Hilton Siarnee 2
Si Carlton
Let hilton
L

Ifeith's

1st half (2-5)

Swan, Lucille & C

Ada Brown

Gresham & Blake

'Tota

ST. LOUIS Kelth's (1) Keitl's (1)
Crystal 3
Bernard & Henry
Will Aubrey
Carol & Stuart
Stewart & Lash Co.
Jack Randall Co.
Raymond Baird
Edgar Bergen Co.
Violet Carleson
Joe Laurie JT Co.
Keith's (2)
Rosette & Luttman

Jackson & Gardner Nell O'Day & A & Bert Whole & A & Bert Whole & A & Gaster & Gaster Gracie Barry Bob Albright Co Samny Watkins Co Samny Watkins Co Williams & Rogers Don Galvin Sammy Cohen Yong Kam Tr WASHINGTON Kelth's (5)

Keith's (8)
Seller & Wille
King Bros & Cully
Harry Fed'r Welch
Roxy's Gang
Mille & Robinson
Johnny Dove Co
(26)
Homor Romaine
Brooks & Wynne
Hunter & Percival
Jack Whiling Co
Welst & Stanton

Welst & Stanton
YONKERS
Proctor's
1st half (2-5)
Sherman & Martin
4 Hiltone
Bobby May
(One to fill)
2d half (6-8)
Warren & Inman
Carrie & Eddie
J & K Lee
Alex Morrison

### JEROME MANN

ow with Oscar Loraine, interpreting for Gentiles at Leu Heltz's Show, Week April 2, Hippodreme, Baltimere, Md.

Bud Harris
Lita Grey Chaplin
Lita Grey Chaplin
Devite & Denny
Gloria Lee & H 2
Victor Oliver
Nan Hackt & O
XYRACURE
Kiths & M
June Carr
Nick Lucas
A June Carr
Lee K K
Lucas
A T A COMA
K Keith's (2)
Lucas
Chappele & Carl'in
Frank Libuse
Frank Libuse

2d haif (30-1)
Enoz Frazere
Lorraine & Digby
Lorraine & Digby
Lorraine & Digby
Lorraine & Weet
Alian Manny & Weet
Alian Manny & Weet
Alian Manny & Weet
Lorraine & Lyona
Mizi Green
Gracella & Tuhuro
Gracella & Tuhuro
S Lordens & B
Donovan Ris & B
Bob Hope Co

### Loew

NEW YORK CITY | Chris Charlton from to find to the first charles from the first charles fro

### RYAN and NOBLETTE

Next Season-New Act
By AL BOASBERG

G D'Ormonde Co

By AL BOT ALL BOT ALL

Freda & Palmes
Trained

Street Singer Ed Lambert Co Vanessi Co Vanesis 100

Jat half (2-5)

B. B. Harstow

Jat half (2-5)

B. B. Harstow

Three to dilight

2nd half (1-6)

Happy Spitzer & P.

Vandarde P.

Vandarde P.

Vandarde P.

Jat Philosophic P.

Jat Philosophic P.

Jat Philosophic P.

Jan. Half (1-6)

Jan. H

### Picture Theatres

Broken Wing'
BH FFAIO
BuffaiO (23)
He Train Save Child
Vinema Save

Mornis For Wom'n Mornis For Wom'n Mornis For Wom'n Mornis Fred William Mornis Fred William Mornis Mo

NEWARK.
Sinte (2)
Lubin-Larry & A'
Irving Edwards
John & M Mason
Allco White Co
(One to fill)
FITTSHURGH
FITTSHURGH
CO-Child Colling (2)
Colling (2)
Lock Reid
Cilling & Marlon
ROCHESTER
Locw's (2)
D Appalon Rey

ROCHESTER Leew's (2) D Appolon Rev SYRACU'SE State (2) Bob Murphy Co Johnny Hyman Al & R Samuels Dave Tannen WASHINGTON Fa'ace (2) Jean Harlow Don Barelay Bert Frohman Oscar Rogiand

NEW YORK CITY

CHICAGO
Orleafai (1)
Burna & Kissen
Pasquall Bros
Coles-Dake & Brown
The Coles of the Coles-Dake & Prown
Chicage of the Coles of the Co

centre Riddon feno Dupont 3 White Flashes DETROIT Michigan (2) Darlene Walders Bernoft & Charlo (To fill) JERSEY CITY Locw's (2) Buck & Bubbles

IKE ROSE'S MIDGETS MARCH 23, EARL, PHILADELPHIA DIE, WM. DIAMOND JAMES PLUNKETT OFFICE

Ivan Triesault Mary Miles Olivs Sibley Maria Rio MONTREAL

Loew's (2) 3 Kitaros Calvert-Irving & F Besser & Baffour Emily Von Leosen W & J Mandel

Bob Pitkin
Raymond Edy
YONKERS
1st half (2-5)
Per Pater
Pitkind & Million
2nd half (6-8)
Floyd Sis Co
Grant Withere Co
(Three to fill)

Ray & Harrison Geo Beatty Rosc's Midgets Mastbaum (2) Follow Thru. (26) Collins & Petersor Fails, Reading & Yacopi Tr May Joyce

### WARNER

BAYONNE Dewitt (26)

Dewitt (20)
Dauntiess
Geo P Wilson
Smith Rogers &
Irving Newhoff
Christensen
CHESTOR
France (26)
France LaPell
Jos Young Co
Mildred Chaplin
Bob Carney Co
Doc Baker
ELIZABETH
ELIZABETH

Bob Carney Co
Doc Baker
ELIZABETH
Ritz
1st half (2-5)
Will Oakland
(One to fill)
2nd half (6-5)
3 Little Sachs
(To fill)
2nd half (30-1)

PITTSBURGH
Stanley (2)
Kay Hamiln & K
May Joyco
Rubinoff Rubinoff (26)
Ethel Norrie
Benny Rubin
Lorraine Manners
Jack Haley
Loomis & Senna

CHRISTENSEN BROS.

AND CO.

"Peers of the Dance"
Dir.—Reger E. Murrel Agency

Persista Cachite Cachi

Astor

Int Duit (2-5)
Renoff Renova & B
(Five to fill)
2nd half (6-8)
(To fill)
2nd half (30-1)
J & B Pago
Bonhoo & Rubyatte
(Two to fill)

READING

(Two to fill)

WASHINGTON
Earle (2)
4 Spiders & F
Cliff Crane
Rob Chisholm
Adler & Hradford
(26)
Monroc & Grant
Gloria Lee & Sit B
Roslia Duncan
Yorke & King

WATERBURY Strand (26) Robbina 3
Julia Gerrity
Cail Nixon Co
Barry & Lanesste
6 Saxoneties
Harry Stanley Co
Tom Monobaa Co Tom Monohaa Co WHEELING Capitol (26) Edwards & Senio Ch Blossom & J Jimmy Lucas Farina

### DR. JULIAN SIEGEL

1500 Broadway This Wk.: Clark & Verdi, Kendali Capp

NEW LONDON

NEW LONDON

OF THE CONTROL OF THE CONTR WILMINGTON Queens (26) Pileer & Douglas 4 Spiders & F (Two to fill) King & Burnett June Under Co King & Burnett
Jack Fister Co
Levan & Bolica
Renoft Renova & B
STORK
STORK
Whitey Roberts
Fiscen & Fore
Greene & Fore
Greene & Fore

### Fanchon & Marco

NEW YORK CITY Ist (2-5)
Nursery Rhymes I
Tom Patricola
Lucille Sis
Schichtle's Co
Novelty Clinton
Barbarian Co
Sunkist Institute
2nd Audulon
2nd half (6-8)
Nursery Rhymes I
Tom Patricola
Lucille Sis
Lucille Sis
Audulon
Sunkist Co
Novelty Clinton
Barbarian Co
Sunkist Ens

nkist Ens BROOKLYN BROOKLYN

KORO(2)

'Stage Door' I

BOD Hall

Webster & Marino
Constnnce Evnns

Harney & Connors

Vina Zolle

Sunklat Ens

ATLANTA

Fox (2)

Montmertre' I

Ann Codeo

DALLAS.
Abdales (2)
Abdales (2)
T & & Waldman
Mox & Cu
Paul Olsen
Joe-Passes
United States
TEXTOT
TEXTOT
TEXTOT
TEXTOT
TEXTOT
TEXTOT
TEXTOT
TOTAL
TOTA

Matt Brooks
Sunkist Ens
HARTFORD
Capitol (2)
Aloha' J.
Ryan & Noblette
Briants
Gordon's Dogs

### SYNCOPATED STYLE

of RHYTHM That Defies Duplication JACK POWELL Dir.: LEDDY & SMITH

Roy Rogers
Duval Sis
Julian & Marjorio
David Robel
Henry Phillips
'B deValery Ens
BILLINGS

BHILINGS

2nd half (6-7)
Ren buff (6-7)
Retty Compson
Retty Compson
Retty Savago
Retty Savago
Retty Savago
Anna Chang
Anna Chang
Anna Chang
Lillian Frice
Julian Hall
Earl, Judy & Ch
Alabama (2)
Cozy Corner I
Retty Retty

Rector & Doreen
3 Jays
BOSTON
Metropolitan (2)
'Tintypes' I
Presslar & Klaiss
Christy & Nataro

Kibatas D. Ra'ne
G'itena & D. Ra'ne
HOLLWOOD
D'adantages (31)
JENSEY CITY
JENSEY CITY
Ta. Plant
Les Gelle

### Frace Eline TOILETRIES

Are Available at VANITEE MAKE-IF SHOP, 160 West 46th St., New York Try My Essential Oil Cream-\$1.75

Aaron Sis Harry Moore Oscar Taylor Marie Remington Oscar Taylor
Marie Remington
Sunkist Ens
BRIDGEPORT
Fox Poli (2)

Co-Eds' I
Busse & Caso
II Dyer Co
Grimth & Westo
Robhins 3
Dayle 4

Grimth & Westo
Robbins 3
Dayle 4
Jack Front
Lois & Tudy
Accordion 6
Sunkist Ens
BUFFALO
Siliufialo (2)
Siliufialo (2)
Siliufialo (2)
Tom. McAuliffo
5 De Gardoe
Froda Sullivan
Torncy Ens

Torney Ens
BUTTE
Fox
1st half (31-3)
'Star Night' I
Retty Compson
Roy Bradley
Steve Savage

Prances Lee
Wilfrid Du Bols
Wilfrid Bols
Wilf

'Greetings' I

### SMILIN' THRU

on the Loow Circuit SID WHITE Placed by LEDDY & SMITH

nanny Beek
Anna Chang
Consulo, Gonzales
Consultation
Consultation
Consultation
Consultation
Consultation
Consultation
Consultation
Consult

Lamberti
J & H. Griffith
Busier & Hrown
Duster & Hrown
Duster & Hrown
Duster & Hrown
Duster Have
NEW HAVEN
Farmanner
Sheldon & Frayne
Mignor dates
Mignor dates
Mignor Brown
Mignor House
Sankist Ene
Live House
Editor ("amphell
Sankist Ene
Sankist Ene
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Live House
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Live House
Live House
Sankist Ene
S

Crawford & Cashey Sinkly: Eng. PIHLADELPHIA Fox (2) Stay Vlepna! I Duel de Karckiarte Onudsmith Bros Rena & Rathburn

(Continued on page 70)

### **Ex-Trouper**

By Joe Laurie, Jr.

Helio! Don't you remember me?

Hello! Don't you remember me?

Luce by the way you're looking
at me you don't. I'm Ethel Blotz.
of the Blotz sisters, we played with
you on the bill in Dubuque about
six years ago. Yeh. I thought
you'd vermember me. Remember we
all used to go to the speakessor
you'd vermember me. Remember we
all used to go to the speakessor
if nand the leader of the house used
to go with us. Yeh. I though you'd
remember. Yeh, I did get a little
stout. Home cooking does that.
I always look in the papers to see
who is at the theatre and when i
any you're name! I said to myself
I'll have to run in and see you for
old time's sake. Oh, I've been out of
the business man. When me and my
slater played here, he got kinda
etuck on me and followed me to
the next town and asked me to
marty him. Well we didn't have
anything booked and the season was the next town and asked me to marry him. Well we didn't have anything booked and the season was terrible and I always wanted to get out of the business so I figured I may as well marry him. He is a dandy man and we get along great

My sister is still in the business with a tab show. She ain't doing much. She writes me he time that I did the wise thing. My hubby has a nice radio business here in town. We have a nice little home and I always was

business here in town. We have a nice little home and I always was crazy to have a home of my won and cook. I don't have a girl and I do all the work myself.

After all the dumps I've lived in I'm tickled to death to do all my own housework, and anyway you wan't get girls today that you don't rich but we live very comfortable. I'd love to have you out to the house and have you taste a real home cooked meal, but I have to help Popsy out at the store—I call him Popsy—he is a lot older than I am, but a lovely man. Things haven't been going so good in his business so he had to let a salesher and salesgirl when he is called out to fix some machine. With all the training I got in show business talking to managers and orchestra leaders I know how to handle people. We're eating down town most of the time now or else I would have loved to had you out to the house.

#### Never Go Back

No. I never get a hankerin' to go back on the stage. Honest. This is about the second time I've been back stage since I'm out of the business. It seems all the acts the business. It seems all but of the business. It seems all but of the lused to know never c.me through here at all. This ain't a bad town when you get to know everybody. We have lovely neligibors, Mr. and Mrs. Robinson. They live next door to us and we're in each others' houses all the time. She's an awful good soott, she used to be a manicure and hair dresser in Cedar and the control of the lower of th

ter than what you got before prohibition.
You see Mrs. Robinson's father
used to be a watchman in a brewery,
and so sile knows all about how to
make the real thing. We had a
bunch of stuff in the basement but
we had a bridge party last week and
they drank it all up, or slee I would
be drank it all up, or slee I would
be drank it all up, or slee I would
be drank it all up, or slee I would
be drank it all up, or slee I would
be drank it all up, or slee I would
bad you're not bere
'cause I would have had a new
'cause I would have had you wand
'defenses isn't so very good now, and
'defenses would have had to be a compared
'defenses isn't so very good now, and
'defenses would have had to be a compared
'defense isn't so were good now, and
'defenses isn't so very good now, and
'defenses isn

We're never longsome Sometime we're never ionesome. Sometimes we drive to the city and see a couple of shows. Pop's brother is in the show business, that is he is an usher in the Publix house there and he gets us in. All it costs us is the is used to use the control of the control of the control of the gets us in. All it costs us is the is

gasoline up and back. We have dinner at this mother's house. I'm crazy about his mother. She's a fine woman and very refined, At first we didn't get along so well they don't understand show people, but now that she's moved from our house we get along fine. And I belong to the T. P. A.'s... that's the women's circle of Pop's lodge and when they give entertainments I do a turn for the did weight but I still can dance and my volce is better than ever, they all think I'm the greatest actress in the world in this town. Sometimes when I hear the applause I would kinda like to go back in the business, but you can't pay me to do it. I like my home too much. I thought of opening a school of dancing here and help out Popsy until his business gets good, but he don't want me to work. Occupied to be the wind of the don't want me to work. Occupied to be the wind of the control to the myself and pay for a lot of little things with the money, but it's an awful lot of work and you gotta get a good location.

But dust For a Change.

but it's an awful lot of work and you gotts get a good location.

But Just For a Change
Well I guess you're going on in a little while so I won't bother you any more. I know how it is when anyone is in the dressing room before show time. Anyway-Popsy is waiting for me. I'm awful sorry I couldn't get you to see the house. But next time you play her woll a work of the couldn't get you to see the house. But next time you play her woll a want you not neet the Robinsons, they're so jolly you'll have a million laughs with them. She tells some of the greatest stories I ever hoard, just between us married folks of course; I don't know where she gets them all. And her hubby does card tricke better than the magiclams I used to work with. Ill look for your the work of the work with the work of the work with this of the you're going to play here I could have everything set and you can live out to the house with us. We got plenty of room.

Well I'm awfully glad to have seen you sgain. You better take aross someone that might want a woman of my type to sing or dance or to be a stooge. I'd just like to do it for the devilment of the thing, I know Pops would raise hell but he's a great scout and lets me do almost everything I want to... and It would be a little change, just for a few months, I don't want any the work of the work of

### Paris' Vanity

(Continued from page 1)

continued from page 17, chamber immediately after the showmen got together with Tardieu on the terms which calls for a 5% cut in Paris legit taxes and a 3% cut in Paris taxes and re road. Bill also provides a special appropriation of \$480,000 to be divided among picture producers for relief pur-

Also Tardieu promised the show

Also Tardleu promised the show folks to get further relief from the chamber in due time. Coming elections are largely re-sponsible for the government's frantic attempts to avoid a theatre strike. Pictures and legit are stick-ing together and not accepting sep-

#### Refuse to Prosecute

New Orleans, March 28.
Inited States Commissioner Carter and District Attorney Talbot have refused to prosecute the diners halied into court when the Club Forest and Suburban Cardens were raise; by prohibition agents last

Charges against the two night clubs have not been made and it appears the entire matter will be dropped.

### BIRTHS

Mr. and Mrs. Nat Brusiloff, s March 22, in New York, Father the radio musical conductor. Father is

Mr. and Mrs. Sam Mineo, son, in Buffalo. Mineo is planist in the Shea's Buffalo orchestra.

### **RAT A GREEN LIGHT** FOR FARCO EXPRESS

By JACK PULASKI In a slugging match that lost tit 'e

of its furious pace throughout, the ved away another k.o. win, the fight with the sturdy Bat Battaline of Hartford being stopped in the 19th and finel sound . Bot was coty ally out on his feet, a spectacle that made the event gengetional Odds favored Billy a bit better than 7 to 5, with many insiders liking Bat-

talino's chances and for no reason discounting Petrolle's prowess. The Garden was well filled des-The Garden was well filled despite the panning some papers gave the matter of raising the ante to eight bucks top. Only solid empty rows-were noticed in the \$2 and \$3 top loft. Fight had been postponed for two weeks because Petrolle had a sore neck—so they said.

#### Foot Stoot

a sore neck—so they said:

At the bell Petrolle started winging with both hands. Bat came in
with mite shielding his face, but
the Express ripped in and by the
third round the bridge of Bat's nose
was badly out. His face was scarlet and remained that way for the
balance of the bout. Billy was later
cut around the eye-brows but
seemed to take Bat's blows nonchalantly. Outstanding fact about
the scrap up to that fatal 12th was
that both boys took plenty.
In the third and fourth rounds
Battallino showed best and the gang
that came down in a special train
had hopes of a clean-up. Throughout both boys socked with either
hand tirelessly, Bat always boring
in. He had to take Petrolle's pasting in order to deliver, his own
wares, Although Bat was generally
oncoming most of the leading came
from the seventh round Petrolle
The the seventh round Petrollereached the nit of Bat's stomach

In the seventh round Petrolle reached the pit of Bat's stomach with that lethal right. The kid was reached the pit of Bat's stomach with that lethal right. The kid was hurt. That same smash in the 12th was Burts undoing. He was pummeled about the ring and when his arms dropped, Gunboat Smith, the referee, stepped in. Bat did not go down, but he surely would have been knocked cold as he stood leaning on the ropes. Smith was right in stopping it, for which was right in stopping it, for his certain the stood leaning on the ropes. Smith was right in stopping it, for which had been a still wobbly. Petroled draped his Indian bianket apound his shoulders, walked leisurely over to the microphone and told the air kibblitzers something. His manager, Jack Hurley, also spoke, asking that letters be sent Jimmy Johnston at the Garden to the effect that Billy earned the next crack at the lightweight title with Tony Canzoneri. That goes for the wetter championship, too. The Express should take either contest. He deserves both.

### serves both. 2 Rounds Too Long

2 Rounds Toe Long
Battalino erred. In making the
match for 12 rounds. Usually he is
at his best in the later stages of a
bout and he figured the longer distance would tire Billy.
But he
loon man of the sing. Age of the
loon man of the sing. Age of the
loon man of the sing. At 10 rounds
Rat would have escaped the komark against his record. Looks impossible for any little man to take
Petrolle's sooks indefinitely: certainly not the brand he has been
heaving for the past year. That
takes in the McLarnin, if he fighte
instead of pecking away at Billy, as heaving for the past year. That takes in the McLarnin, if he fights instead of pecking away at Billy, as he did when they last the state of the stat

### Berg vs. Fuller

Berg. vs. Fuller
This Friday (1) another draw is
indicated with Jackle Kid Berg and
Sammy Fuller the new lightweight
socker making up the star bout. The
boys are wondering whether Berg
can take it from the rough Boston
kid, who surprised the fans two
weeks ago by knockling Dilly Wallace cold. In any event Jackle
should be careful. The circus opens
in the Garden om April 8 and the
bouts will be out for a time.

### 'Round the Square

While wage cuts and reductions in personnel on estates owned by the wealthy have been widespread, but with little publicity, Col. E. Parmalee Prentice, son-in-law of John D. Rockefeller, went contrary to custom by anniounling that all of the 185 persons employed on his spacious Mount Hope estate, near Williamstown, Mass., had been given a 10% salary slash.

ry siash. creased state and icderal taxes made the move necessary. Prontice

Another Squawk Against Garden
Questionable if Madison Square Garden obtained in acded revenue
what it lost in prestige by raising the top price for the PetrolleBattalino match from \$5.74 to \$8, both prices including tax. Since the
government exacts a 25% on boxing tickets priced at \$5 or more and the
state (New York) gets 5% straight, it didn't work out just right. Established (b. o.) price on the \$5.74 ticket is \$4.99, the federal tax being \$50
cents and the state 25 cents. In raising the tickets to \$8, the established
price was \$6.15, the federal tax \$1.54, with \$1 cents to the state. The
Garden thus got \$1.16 per ticket additional by the boost, while the government's share was three times more than on the \$5.74 tickets (\$1.54).
Mezzanine top of \$3, which carried a state tax of 15 cents (on federal
tax, up to that price) was lifted to \$4.60 and the fans who like to sitthere also burned. That portion of the arona is favored because the nosmoking dicks cannot interfere.
Originally the 25% on fight tickets came as a result of congressional
peeve. The high impost is said to be out in the new revenue act, along
with the 50% thing on theatre tickets which agencies sell at a premium
higher than 75 cents over the b. o.

Friers' Unveiling
An innovation in the Friers monastery was the 'unveiling' of cartoons in color of a dozen prominents in the club; the drawings being spitted in the panels of the Momastery hall. Those depicted James J. Walker, George M. Cohan, George Jessel, I. H. Herk, Bobby Clark, William Morris, Sr., Harry Hershfield, William Degen Weinberger, Fred Block, Penny Piermont and Eddle Bruns, Sr. S. Jay Kaufman was Froilcker. Dean Dietrich drew the cartoons, latter subject to change at subsequent

### The Ghosts of Bryant Hall

dingy rehearsal halls, was dusted off and thus transformed into a and thus transformed into a tionally publicized exploitation unt. The modern audition is a rank affair dedicated to a threenationally

swank affair dedicated to a three-fold purpose.

Talent uncovered at the new-style try-out is pure velvet. The competition serves primarily as a spectacular means of attracting atspectacular means of attracting at-tention to the local personal ap-pearance of a radio star and of plugging the nationally advertised product that sponsors his air pro-grams.

### The Old Tradition

In the old days an agent or producer hired a hall—the dingier, the truer to tradition. He had nothing to gain but discovery of talent. Aspiring actors, directing silent and anxious inquiry toward their judges, went through their routines. If they were acceptable, they were booked. If not they hopped around

booked. If not, they hopped around to another audition.

Those ghosts of Bryant Hall, familiar with the dust, the scampering mice and the shuffling inefficiency of the old fashioned try-out, must have thrown up their hands in amazement could they have hopped over to NBC's studio for the initial N. Y. try-out of the "Youth Contest.

Talent never was so coddled at Bryant Hall. Nor did old-time au-ditioneers ever display the strangey, asorted unprofessional-lam of the microphone-struck lads and lassles who battered at the gates of NBC.

All 800 contestants were ceremoniously directed to the roof studio, each one confident of winning first place and the privilege of appearing for one broadcast with the Paul Whiteman Pontiac Chieftains. Talent never was so coddled at

#### Congressional Influence

Congressional Influence
Some brought letters of recommendation from their Congressman, others from the parish priest. Still control of the congression of the parish priest. Still control of the control

Hell.

From 8 in the morning until 1:30, the contestants filed before the mile, summoned by impersonally tailed numbers, comforted by an accompanist capable of reading at aght anything from Nearer My Garles abowgirl.

Bernard F. Linden to Theims Marie Murphy, Reno, New, Groom to the Mad Scene From Lucia.

Some from with horror confronted by the all-listening mile and a terpitique with the summer of the su

tered in the control room. Others stalked to the mile with pitiable confidence in their little parlor tricks. Some were arrayed in character costumes hoping to Impress the judge if not the microphone. The costumes of others were unintentional bits of exquisite low comedy. But the mike, a well-bred Robot, preserved the dead pan of an ideal Strovich, critic. Description of the street contestants had been reduced to 50, the accompanist was punch drunk from having played 'All of Me' 540 times, and the usually iccumd Paul was morose over numerous vocal descriptions of Danny Deever's matutinal hanging. But by the end of that session the weekly contest had found a winner, a lad from the South with plenty of hot stuff in his brisk, camp-shoutiry voice. The audition had justified to definitely individual talen—no mail consideration, in these standardized days.

4200 Aspirants

dardized days.

4.200 Aspirants

Since the series of contests started, at the inception of his vaudeville bour, Paul Whiteman has listened to 4,200 hopefuls. The majority of these aspirants secured their entrance blanks from the local theatren zero, which the undertain theatres over which the orchestra was routed, making a neat personal-

was routed, making a neat personal-appearance the-up.
In spite of its important advertising aspect, the contest has resulted in jobs for five of its nine winners. Aside from the New York winner-whom Whiteman is adding to his King's Jestera—a mid-west-era boy displayed big-time qualifications and is with the Whiteman the Paleco. The open the wind of the

boys, another from Chloago and a girl from Boston have stepped Into commercial radio jobs as a result of their nike-struck optimism.

And the Jazz King, who sponsored the Rhapsody in Blue, helped develop Ferde Grofe, discovered Downey, Creaby and a host of others, is painstakingly combing the country in search of bigger and better the country in search of b

### MARRIAGES

Bernard Downs, Paramount staff, in Montgomery, Ala., and Catherine

In Montgomery, Ala., and Catherine Jewell Braxton (non pro) were marrated March 20 in that city.

Ivy Shilling, Australian dancer, to John E. Ryan, Harley street medical specialist, London, March 18.

Jane Aldon to Robert S. Joseffy, Marriage occurred secretly about two years ago and just revealed. Bridge is a showgirl.

Lennard F. Linden to Theima Marie Murphy, Reno, Nev, Groom is federal radio supervisor in San Francisco district.

Ren B. Greber to Rose Litman. In

### "I'm Telling You"

By Jack Osterman

1 HOPE YOU LIKE IT. (By special permission of the copyright On to Clamp Lid owner, Ben Bernie).

A wealthy playboy left England by request. To avoid the law his influential family poured him on the boat. According to Al Woods, it was the roughest voyage he had ever made.

was the rougnest voyage ne had ever made.

The playboy parked himself at the bar and never left it during the entire trips are the same and the same every fitting the bar are every five the same every five the same every five the same every five the same take it couldn't take it had never seen. Due to the terrific storm he found the mirrors broken, his articles strewn all over the floor, chairs smashed, etc. Still half tight, he rushed to the purser crying, I'm sorry, and whatever it costs to fix up the cabin, I'll take care of it!'

#### Attention

I read about the medal President Hoover promised to give Vallee for a song that would off-set the de-pression. I haven't the number fin-ished but its title will be, 'Prosper-ity is just around the crooner.'

#### A Coward Speaks

A Coward Speaks

Noel Coward was invited to a
dinner party and was seated next to
Lady Diana. Manners whom he had
just met. During the evening she
looked at him and said, 'Your
name's familiar. Let me see. Coward. Oh, yes. 'Private Lives,' not
so funny.' Noel looked at he
to be trig in the Manner? Oh
yery funny!'

#### A Novelty

On St. Patrick's Day George S. Kaufman had an engagement somewhere on Madison avenue. Upon reaching Fifth avenue, and being in a burry, he decided to join the march for seven blocks and then cut east

march for seven blocks and ther cut east.

His semi-Durante profile caused such a sensation, he says the board of directors have made him an offer to parade next season.

#### Paleeze!

Jay Brennan was telling about a terrific fight his ex-partner. Stanley terrific fight his ex-partner, Stanley (female impersonator) Rogers got into one night. His ilp was badly cut and Jay begged to be excused. I can't bear to see them sew you up, Jay said. To which Rogers murmured, "Sew? They'il have to embroider me."

### So This Is Hollywood

So This is Hollywood Mary Pickford, in addressing in-mates on Welfare. Island, stated that the life of a film star is very quiet. That Hollywood routine consists of watching previews and then back home to dance a while to the playing of the phonograph. What, no radio?

### The Cassar

Irving Caesar was asked the other day why he had stopped panning legit producers. 'Id rather be working than right,' he answered.

#### Easter Gift

Jack Yellen presented Mrs. Bing Crosby with a great Dane. Crooner was not overloyed in having the big dog in his apartment until one night, when he came home, instead of the hound barking, it greeted Bing with a hoo-boo-boohoo-boohoo-

Fair Enough
They could just as well advertise,
Ask the Man Who Owes on One.

Jay C. Flippen was worried about keeping his money in a bank. Jack Haley suggested that he should take it out and hide it in his hair. Jay followed his advice and now he can't find the dough.

Ostermania
Asked Harry Richman if he were
dressing with Holtz. He answered,
No, but I hear everything he says.
The (Wally) Sullivan jaw opens
to say The (Wally) Sullivan jaw open-to say that guys are now trying to get in on bail...I'm suing H. Rose for that gag last week... Found out that those large lipped Ubangi fellows are disappointed imitators .... Someone

### On Reno Gaming Spots

On Reno Gaming Spots
Reno, March 28.

Mayor E. E. Roberts of Reno,
ultra-liberal, is preparing to lead
to peal the Sevent and any antiling awa
and close up the state's great readymoney source.

Opponents of the wide open spots
in Reno are agitating a referendum
at the general election next November. Frank Williams, a member of the board of regents at the
university and a hard-rock miner
from Southern Nevada by vocation,
will direct the anti-gambling crusade. He is being aided by C. L.
Noble, member of the state legislature from Falion, a small town 60
miles from Reno. He and Williams
contend that instead of pilling up
dough for Nevada, the gambling
tand only half a dozen amblers are
reaping any benefit.

In reply to Williams Mayor Roberts retorted with the assertion that
it is better to gamble in the open
with the police looking on than to
have gyp gambling joints operating
under a graft system that corrupts
everyone including city officials.

under a graft system that correveryone including city officials.

### RENO'S \$100 CUT-RATE LAWYERS PUT ON PAN

Reno. March 28.

Two Rono attorneys, names no officially revealed, were put on the pan by the Nevada State Bar Association and after being severely sociation and arter being sociation and area to take a six months' vacation and repent. The two men mimeographed a floct of letters which they sent all over the country announcing that they were prepared, willing and anxious to get divorces for clients at \$100 per

The letters rebounded from East-ern law films into the offices of the other Reno attorneys with sarcastic

remarks.

All of which caused the other

All of which caused the other lawyers, who were asking \$250 and upward but taking anything they could get, to see red and demand redress asserting that the ethics of the profession were being violated by the two brothers in the faith. On promise that the suspension sentence would be reduced to three months the two lawyers agreed to write another flock of letters with-drawing the \$100 offer and explaining that it was all a joke.

### Joe Cunningham, Ribber, Next on Spot at Friars

Next event of the Saturday Nite Boys will be held in the grill of the Friars April 9 at midnight. Guest of honor will be Joe Cunningham, billed as the 'ribber of ribbers.' Cunningham is that Philly rival of Bugs Baer, though they claim to be

pals.

Jack Benny will be m.c. Committee running the blast is Jay C. Filppen, Sld Piermont and Jules Howard.

#### DALE-IRT SETTLE

Fred Dale has settled with the I. R. T., New York subway system, for \$200, in his suit for damages. Dale was injured when caught in one of the subway doors.

### Lucille LaVerne Sues

Los Angeles, March 28.
Lucille LaVerne is asking \$20,00
damages from Lucy E. Jewett fo
being jostled out of condition fo

being jostled out of condition for performing in an automobile smash last month.

Miss LaVerne says she suffered concussion, severe shock and many bruises when the car in which she was riding was forced against a pole by the Jewett sedan. Her physical damage is figured at \$10,000, her professional damage \$8,000 and her medical expenses at \$2,000.

took my overcoat in one of those quick enteries; they should advertise, 'All You Can East and Wear for 60 cents...'And remember, that on Broadway you're just as popular as your last good notice ...'Are you reading?

#### Slant on Salesmen

Amherst, Mass., March 28 A woman speaker at State College here gave a new slant to the old gag about the

to the old gag about the travelling salesmen not be eart into rural homes to sell homemakers small equipment, which finds its way to attic or basement within a few weeks.

### Flyers Strictly On Their Own at **Toronto Reunion**

Toronto, March. 28.
Approximately 500 war time pilots
and observers of all nations are
expected to gather here April 2 for
a reunion that is unique in aviation
history in that no attempt has
hitherto been made for such a
gathering of friend and former foe.
Only stipulation is that fivers must have obtained their wings prior to the Armistice

The Armistice.

Flyers will have the top floor of a hotel and the roof garden to themselves, these quarters to be segregated. There will be no speeches and politicians are out. Not even the Dominion's premier or the mayor of the city will be invited. Gathering is semply an attempt to recapture that spirit of cameraderie that existed in all flying units:

secapture that spirit of cameraderie that existed in all flying units; irrespective of nationality.

Any activity that might lead to racial feeling is being soft, pedaled. This is really the reason for the edict of 'no speeches' and the absence of flags in the banquet hall. The only toast of the evening will be to 'Failen. Comrades.'

Flyers on the local reception commended to the second of the event of the end of the event of the end o

Those attending will wear their uniforms—if they can get into

### **GLASONS IN COURT**

Wife Asks Separate Maintenance Charging Cruelty

Chicago, March 28.

Charging extreme crueity, Helen Glason has filed suit for separate maintenance here against Billy Glason, the comedian. They were narried in November, 1923, and spit Oct. 18, last, Mrs. Glason was previously married to another comedian, William Dooley, of Dooley and

Besides the separation, Mrs. Glason is seeking an injunction to re-strain her husband from removing her geins from a safety deposit box. They have a six-year-old daughter.

### \$1,250 in Fiddles

\$1,250 in Fiddles.

Three Rhythm Gile have presented a claim against Warners' Garde, New London, Conn.; for the two violins which they claim were broken, due to negligence on the part of a stage hand. The fidles are valued at \$750 and \$80c. The fidles are valued at \$750 and \$80c. the seciety of the second of the print of the second occurred March 12, while they were playing the the-action.

### CREEPLESS WEEK

CREEFILESS WEEK
Topoka, March 28.
All dance floors in and around
Topeka were locked Holly Week. All
are under the management of the
Kanasa-Oklahoma Amusement Co.
Charles Sternberg of the company
did the closing on his own and
took advertising space to inform
the public. the public.

### Human Fly Killed

Human Fly Killed
Mexico 'it, March 28.

Mexico 's youngest human fly,
Armilo R. Rugerlo, 16, was instantly killed in a fall from the fith
story of the building of a local
newspaper. His death was witnessed by several hundred people.

Ile was performing for 26 pesos
4/19 donated by the crowd.

### Diary of a Stooge

By Claude Binyon

We just played our last show in Minneapolis and we start acting in St. Paul tomorrow. I feel like quitting and going home. Being a stoge is no better than working in a grecery store. I slept on the floor last night because Scaramouche looked at me

cause Scaramouche looked at me like he would like to try knocking the night before last when he found me necking Quantrelli. I ache all over and I didn't get any letters from the lately and Helen of the Yellow Heads band has steered away from me since since heard about the fight. Even a string of my banjo is basted.

St. Paul—Sunday.

My eyebrow feels lots better now and 1 feel pretty good myself. 1 eerly good myself. 2 eerly paid me off because I am getting 440 a week!

I bet I am the highest paid stooge in the world.

I bet I am the highest paid stooge in the world.

I bet I am the highest paid stooge in the world.

I bet I am the highest paid stooge in the world.

I bet I am the highest paid stooge in the world.

I bet I am the highest paid stooge in the world.

I gave in the world in the stage on account of how she didn't want to make Scaramouche mad again.

I'll tell him that, Quantrelli said, and then maybe he will gult bother.

I didn't say anything but I wish I had kept my mouth shut all along. The least I can do is wait until my eyebrow grows back on before I, kill Scaramouche.

Searmouche.

When I am with her. The minute I me when I am with her.

Scaramouche.

Quantrelli does something to me when I am with her. The minute I see her I think of necking. When I was home and going around with Tillie I would think of her cooking first and then necking.

St. Paul—Monday.

We were a sensation today considering it is Monday and not many people. But I am kind of worried because when we were doing our fight stuff Scaramouche whispered that Quantrelli told him I would kill bim and then he laughed real crazy. He went for the plaster on my eye-

it is almost midnight and I have just come from Quantrelli's room. The house detective is a pain in the

Guantelli is a wonderful girl and Guantelli is a wonderful girl and Scaramouche is out playing pool. I got a letter today from Tillie and one from Mon. Tillie is begin-tion girl in her letters and maybe ti is because I am a stooge getting \$40 a week now. I'll still marry her, though, be-cause I promised.

St. Paul-Tuesday,
Scaramouche is in jail and I don't
care! It is all his fault.
It is all his fault.
The people clapped and laughed so hard I
feit swell, and before I knew it I
was out walking with Quantrelli
again. She kissed me when we were
I almost skipped along with her.
Quantrelli asked me if I knew
where there was a park in St. Paul,
and I sald I didn't, but we would
arm around her and everything was
great.
The Eternal Trianele

arm around nor ann everytuning was great. The Eternal Triangle
We hadn't walked two blocks when someone gave me a shove from behind and I looked around and it was Scaramouche. He looked terrible with his hair standing up and a street lamp shining in his awful yes.

"Kill him!" Quantrelli yelled at me.

but he didn't get away.

"Kill' him!" Quantrelli yelled at me.

Before I could sock him Scaramouche Jumped on me and gravible at me.

Before I could sock him Scaramouche Jumped on me and gravible as hard as I could and Quantrelli screamed, too. Then I couldn't scream no more on account of Scaramouche choking me, but Quantrelli screamed, too. Then I couldn't scream no more on account of Scaramouche choking, me, but Quantrelli screamed, too. Then I couldn't screamed in the scream of the public and gravible scream of the scream of

ing to do with him and the policemen said they were going to put
around tomorrow morning.

Quantrelli and I lett the station
and I feit scared, wondering what
Moe Bowery would do when he
owery because Scarsmouche deserved it and Moe would understand. But I kept right on worrystand. But I kept right on worrytin her room and talk a little but I
said I didn't feel like it.
She acted kind of mad when I said
and kept on worrying.

I am still worrying. Am I worrying!

### WILD CAB RIDE LANDS SPINSTER IN BABE WARD

Los Angeles, March 28.

She is a quite plump little spinster and works for the county charities department. One of her cases was an expectant mother and the welfare worker had arranged for the details at a maternity hospital, telling the unfortunate family to phone her when the event was im-

minent.

One evening the phone in her apartment rang and she was informed that the about-to-be mother had been rushed to the hospital and for her to come immediately. She rushed downstairs and out to the nearest cab stand.

Outlock, she mantad the the Till of the company of the part of the company of the

'Quick,' she panted, 'to the Blank Maternity hospital.'

### No Chances

The driver took one look at her-rotund figure and said: Nothin' doin lady; I had a case like that last year and wouldn't touch an-other for anything.

other for anything.'
So she ran a couple of blocks to
the next taxi stand and repeated
her request. The driver took one the next taxt stand and respect to the next taxt stand and respect to the request. The driver took one look at the woman and got ready for what he thought was a race with the stork. Tearing across town at 60 an hour, he was overtaken by a speed cop, who, upon learning the circumstances, preceded the cab, siren blowling, at even faster rate. The poor little spinster inside became fearful and began rapping on the front window. This the driver when the speedometer kopt climbing, the lady went into a faint. She came to on an operating table as the nurses were wheeling her into the delivery room.

### Bernice Paige Backed Into, X'ing B'way, Sues

Bernice Paige, vaude actress in Hollywood Star Devilse, is suing Elizabeth B. Chalmers, claiming serious induries as a result of Miss Chalmers car backing up into the actress while the latter was crossified the serious of the serious constitution of the

### Check Cop Salesmen

York, Pa., March 28.

This city's new mayor, Harry B.
Anstine, is going to restrict solicitation for the annual policemen's ball.
No cop in uniform is to be permitted to soil tickets.

### **News From the Dailies**

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

### East

Jeanne Cohen, of Chester Erskin e, planning to be a producer on or own.

Ernst Vadja in town from Holly

Theatrical press reps plan their annual show May 22.

Guthrie McClintic plans to revive The Truth About Blayds with Pauline Lord and O. P. Heggie.

Peggy Frears gives Dorothy Hall contract for two years. May star

A. P. Kaye has sold London unch' a series of characte 'Punch' a series of character sketches based on the part he plays in 'Cynara.'

Elizabeth Miele has bought the American rights to 'Am I Intruding, comedy by Geoffrey Hale. Will give it a summer tryout.

Metropolitan opera stockholders told by Paul Cravath that the sea-son just closing is in the red \$56,000 and will practically wipe out the reserve funds. Unless some-thing is done, N. Y. must go with-out its opera season. Probably will move to Rockefeller Center for backdraft.

'Shovers' putting out about \$2,000 a day in phoney \$10 bills. All banks warning customers against Federal Reserve note B27723496A.

Bobby Connolly, Lewis E. Gensler Russell Patterson and Norman B Anthony plan 'Ballyhoo of 1932' for Broadway this summer.

Doris Rankin, former wife of Lionel Barrymore and now Mrs. Malcolm R. Mortimer, operated on for thyroid trouble. Reported out of danger.

R. C. Sherriff, author of 'Journey's End,' arrived last week and will shortly go to Hollywood for Uni-versal.

Dorothy Deer Horn, Indian actress, in Bellevue following her third attempt at suicide. Her last effort followed failure of "Thais, production she had backed."

Max Gordon signs Wini Shaw fo

Frank R. Teller, accused of sell-ing tickets for a phantom benefit dismissed when his name did not appear on any checks paid for tickets.

Paderewski gives \$6,000 to N. Y Philharmonic school of music.

Mrs. Dorothy Caruso Ingraham removed from guardianship of her daughter, Gloria, when she falled to make an annual accounting to the court. Restored two days later. No American assets to report on.

Eve LeGallienne to hold auditions in April for apprentices to Civic Rep Co. Group has been increased from 30 to 50.

Supreme Court gives Mrs. Mabel Manton a \$40,000 decision in her suit against Marjorie Rambeau for allenation of affections of her husband. Trouble has been pending since 1925, when Mrs. Manton claimed to have found them in Miss claimed to have found them in Miss explained he had been reading her cues to her as she studied a new role.

'Animal Kingdom' drops Monday rformances. Will offer Thursday

Title changes: "The Danger Line to "The Border Line." Crane Wilbur's new production.

Two men who bound and gagged Marjorie Ardell, actress, and stole her jewels, sentenced to Sing Sing as second offenders.

Statement of Pathe Exchange for 58 weeks ending Jan. 2 shows a loss of \$392,523.7, plus income taxes, etc., bringing the total to \$428,889.55 Profit from operations was \$132,243.4 with other items on the black side of \$526,986.40. This is the old Pathe and not the RKO-Fathe.

Sol Lesser, of pictures, and Frank R. Wilson, of Talking Picture Epics, have formed distrib corp which will handle T. P. and other product. British handling will be through M. A. Dent.

firms lower court decision in the case of the Windsor, Stillwell and Rugby theatres against picketing by Projectionists' Union 306 for employing Empire State operators. Finds Empire to be a bona-fide union. Picketing by old line union, union that the object was to break contracts of Empire men. Found against 306 with costs.

Richmond, Va., will see 'Scandals' t its Mosque auditorium April 4-5.

Jacques Cartier, American dancer sturns to this country April 15.

returns to this country. April 15.

Last fall, in a magistrate's court.
Int. Broadcasting Co. charged with airing an advertissement for an insurance company not registered to do business in N. Y. state. The case was dismissed at that time, and the country of the country of

Folies Bergere, the former Clut Richman, on fire Thursday (24) nost of the damage being to scenery and costumes on second and third floors. Water damage on lower

Rosa Ponselle tells the A. P. she wants a husband. Prefers a tall blond.

Display 'The Theatre in Art' is the benefit of Actors' Fund star March 30 in New York. More the 100 artists are exhibiting work various media relating to the the

Henry Hadley quits leadership Manhattan orchestra, declaring th future of organization he founded too uncertain to warrant his co tinuance,

Diana Bori, Italian actress, took out first citizenship papers last week. First to act since Congress passed allen exclusion law.

George Jessel, Bing Crosby, Lil lian Roth and Burns and Allen sol tickets at the N. Y. Paramount firs hour of the new show Friday (25).

Talk of merging N. Y., Philadel-phia and Chicago grand opera troupes, the trio to be backed by John D. Rockefeller, Jr.

Laura Smith, of Toronto, actress and model, leaped from the apartment of P. S. P. Randolph, Jr., early Thursday morning. She died in Mt. Sinai hospital a low hours later. Ascribed to brooding over her fallure to win stage engagement.

Equity is preparing a survey of alien actors in current casts for use of Representative Dickstein.

Police magistrate fails to hold Max Rudnick on a charge of conducting an indecent performance at the Eltinge. Held that while a double meaning may be read into the jokes submitted in evidence, the dialog itself is not within the meaning of the law.

Smalley theatre, Norwich, N. destroyed in a fire ascribed to bomb explosion.

James Stanley, radio singer, being sued for \$20,000 for alienating at fections of the former wife of Aifred Hamilton, asking leave to amend his reply and to void examination before trial. The former Mrs. Hamilton, now Mrs. Stanley, is also engaged in radio work as Margare Olsea.

A. P. Kaye, of 'Cynara,' has com-pleted his book, 'Stage Mirrors,' to be published by London firm.

Florence Anderson of Astoria suing Martin Levy, ticket broker, for \$100,000 breach of promise, claiming that he is the father of her son levy enters denial.

Ziegfeld celebrated his 60th birth lay March 23.

athe and not the RKO-Pathe.

Sol Lesser, of pictures, and Frank
Killson, of Talking Picture Epics.

Wilson, of Talking Picture Epics.

Ave formed distrib corp which will
andle T. P. and other product.

Siritish handling will be through M.

Lent.

Appellate Court in Brooklyn af
refused, since that covered dancing,

and the Sevilla had no dance floor Judge decided that it was not a cabaret and dismissed the case.

Newest is stockings without soles o go with new pumps which show he toes.

No. 179, drama of N. Y. life, bought by Irving Lande and Wm. Stephens for spring tryout and pos-sible fall production. Lew Levenson the author.

Some indie picture exhibitors con-idering use of cigar store profit-haring coupons to bulld business.

sharing coupons to build pusiness.

Seabury committee, in its investigation into New York City active station into New York City active years of the property reverts to the city.

Izeita Jewel Miller, former actress but now in politics, held on con-tempt charge in Schenectady, N. Y., when as Welfare Comm. she fails to reinstate a dismissed employe on a court order. Has run for vari-ous legislative offices; but never caught one.

Government has completed a pictorial recording of the Indian sign language for preservation on film for the benefit of posterity. There are about 1,300 signs which are intelligible to all Indians, no matter what their tribal language. Sign talkers gradually dying out.

Irene Franklin forced to cancel er bookings because of flu.

Mrs. Aedita Fisher, estranged wife of the cartoonist, gets a ver-dict of \$5,000 against 'Charles of the Ritz' because he burned her ear. Says complications followed.

White Plains worried over opera tatus, but Metropolitan assures ubscribers that performance will be given there April 6 as promised.

Group of actors plan a two weeks run for Ben Johnson's 'The Alchem-ist' for benefit of the Actors' Dinner Club.

Ernst Lubitsch confirms report he will return in fall to make a stage musical production with Albertins

Metropolitan stars offer voluntary slash to preserve the opera.

Mrs. Fiske was writing her memoirs for a magazine when death took her. The first and only in-stallment will be published.

Roy J. Pomeroy announces au-other new film production associa-tion to be known as a co-operative movement. Harold Schwartz will be associated with him. Will make at least 12 features yearly on the Coest.

Day Tuttle and Bernars Simon will run the Westchester Playhouse this summer. Arthur Sircon will direct the plays and use same productions and casts at his own house at Milibrook, N. Y., about 50 miles distant.

Florenz Ziegfeld planning a sum er production of 'Follies.'

Harry Askin, veteran manager will conduct Hudson theatre fo Emigrant Savings Bank, which re-cently bought it under foreclosure House will be renovated.

Chas. Washburn has a play, Invisible Ink, which he is trying to sell to George M. Cohan. Action opens with the suicide of an undertaker.

Simon Lake, submarine inventor, using local swimming pool for ex-periments on undersea photography, aided by Paramount. Expects to try and raise the Lustiania next sum-mer and Par interested in the news-reel shots.

Steeplechase park opens the season at Coney Island. Open only Sundays until the middle of May.

Longacre theatre held up for \$300 last Friday. Thief escaped. Might have gotten more, but approach of a ticket buyer scared him off.

Connie's Ill, in Harlem, spattered with bullets when a gang sought to spot a victim in front of the place. One woman killed and a man in-jured, but the target got away.

Arthur Dickenstein and Jos Greenberg now backing Will Mor-rissey in his show rehearsing at the Carroll. Greenberg is atty, for the corporation owning the house.

Rubinoff off the Paramount bil y order of his physician, Will take two weeks' rost.

his office at Washington, Kidney

Deborah Beirne, who wrote and staged 'Park Ave., Ltd.,' in a jan with Equity over unpaid salaries.

Sidney Reingold of Theatrical Enterprises, in General Sessions on a charge of conducting an unliconsed agency. He booked a pair of acrobate into the Strand, Osweso, N. Y., collected his \$12 commission and the team claims it paid \$30 transportation only to find there was no booking.

Robert Rossen directing The Tree, play, to open in New York April 11.

Mme. Ernestine Schumann-Heink reported improved after an attack of grippe.

Lecture courses Equity will give new members, supposed to have started April 1, postponed until next fall. Took longer than figured to write advice for the neohybric troup-ers. It'll be required, when the course that the proposed covering the fundamentals of Equity, etc., before becoming full fledged members.

Trene, first of a series of musical comedy revivals Milton Aborn's Musical Comedy Co. is producing, opened in Newark Monday (28) and will be brought to Broadway. Be-diversely to the company of the Majestic, Boston, Shubert house Aborn's recent concretts ravivals Aborn's recent operetta rev were booked through Erlanger.

Adams Broadcasting Service and Arthur Hurley to product 'Coast to Coast,' radio satire, with Joseph Santley in the lead. Latter is pro-ducing 'Life Begins' at the Selwyn, N. X., March 28. 'Coast' written by Herbert Polesie.

### Coast

Kenneth Harlan acquitted of drunk driving charge. Actor was arrested Jan. 2 when his car struck a milk wagon.

Frank Murphy, electrical engineer at WB, sued for \$250 monthly for support of his 5-year-old child Donald by John P. Nagel, the boy's present guardian.

Mae Murray ordered to pay \$785 judgment to a local clothing con-cern when she failed to appear to combat the claim.

Dolly Jarvis, actress, posted \$25 bail to insure her appearance in court April 15 on a speeding charge. Bail was posted when actress falled to appear at an earlier date.

Doris Deane Arbuckle, former wife of 'Fatty' Arbuckle, has filed notice to wed Elmer Hartz, local banker.

Estelle Taylor sued Frank Joyce, agent, for \$150,000 damages she alleges she received in an auto accident last Christmas. Actress charges that Joyce's car, in which she was riding, driven by his chauffeur, crashed into a palm tree.

Leslie Fenton sued for \$250,000 by Gladys Freeman, actress, for breach of promise and betrayal.

Ernst Lubitsch, Jr., son of direc-tor, had his driver's license revoked for 30 days when he pleaded guilty to speeding.

Raquel Torres ordered to pay \$20 judgment to L. A. Lambert for vocal

Mary Finch, actress, sentenced to 30 days in jail for reckless driving. Defendant also had her license re-voked for four months. Estelle Walker (Mrs. Esther Wargin) sues her husband for divorce on grounds of non-support. Actress has a four-year-old daughter.

Clara Kimball Young ordered to pay \$31,018 for income tax owed on her account of 1917:

Ramon Novarro credited reau for over assessments and in-terest in 1928-29. Star was re-funded \$4,063.

### Mid-West

Amusement tax bill has been passed in St. Louis by a vote of 15 to 10. Measure comes up for final action before the legislation committee April 8.

St. Louis Symphony orchestra has taken a 10% cut for next season as part of a measure reducing the budget by \$30,000. Of this amount \$20,000 will come out of the wage slashes, the other \$10,000 to be obtained from advanced seat prices.

Symphony orchestra, reported stolen a week ago, has been mysteriously

Gayety theatre, South Chicago, one of the oldest houses, swept by fire causing damage estimated at \$15,000. Believed started from crossed electric wires.

Suey Welch, Akron, O., fight pre-moter, surrendered voluntarily to federal authorities on a warrant charging him with operating spak in connection with his sym. Pleaded not guilty at the arraiga-ment and posted a \$2.500 bond pend-ing hearing March 29.

Widow of Charles W. Nugent, op-erator of the Hollywood theatre, St. Louis, went into bankruptey follow-ing action brought by creditors with claims totaling \$2,969 for work done in remodeling the house.

done in remodeling the house,
Harry Molt, Jr., in the law's way
for transporting a stolen car. He
was released on \$2,000 bond.

Attempted settlement out of court,
in the divorce action of the Capt.
Billy Fawcetts, of Minneapolis, having failed, Mrs. Fawcett is now
ready to fight the case all the way.
Fan mag publisher is charging infieldity pub his set, and or crossbill,
alleges inhuman treatment.

Chi Civic Opera will not merge with opera companies of New York, Philadelphia, or anywhere else, ac-cording to Herbert Witherspoon, di-rector of the organization.

Newspaper reporter of editor is not a 24-hour employee and therefore not entitled to workman's compensation for injuries received while not actually on duty, state industrial commission at Raleigh, N. C., ruled in the case of William K. Saunders, the control of the control of

Conchita Montenegro, film player, had a would-be song writer, Raymond Twadell, arrested in Chicago for annoying her. Offender claimed all he wanted to do was sing one of his songs for her, but she wouldn't listen.

Lita Grey Chaplin had plenty of squaring to do in Dayton, O. before her trunks were released at the Union station. Van Cleve hotel at-tached her stuff on charge she stopped \$300 worth of checks cashed at the letter.

### Loew-RKO Musicals

(Continued from page 39)

year limit for material and revive nothing of more than that vintage unless the policy proves so success-ful that a material shortage forces it to dig further back.

### For \$4,500

Loew's, of course, figures its advantage in producing its own shows on a cost basis. While musical tabs produced independently to date have needed from \$7,000 to \$8,500 a week

produced independently to date have needed from \$7,000 to \$\$5,000 a week to operate, Loew's estimates it can turn out the same type and grade of musical for around \$4,500. That figure is about \$1,000 higher that the average price of the regular Loew units now playing dings to the Loew units now playing dings to the Loew with now playing dings to the Loew with the look of the regular Loew units not the middle man or independent producer and his profit. The independent tab producers have found it necessary to charge off at least \$500 a week for production costs, whereas Loew's thinks that weekly charge can be reduced by at least half if spread over the Loew unit route of 10 or 12 weeks. While the indie producer finds it necessary to regain his investment in at least to regain his investment in at least the indie producer finds it necessary to regain his investment in at least six weeks, Loew's can allocate the cost over a period of three months. On actual production expenses Loew figures it can operate cheaper than the independents through wholess of purchasing, while the production of the production of the control of

affect buys on talent in the same manner.

Leew idea, as also Publix, is that the principal sales point of review and the principal sales point of review and the principal sales in the same sales are to boxoffice is the same sales are sales as a sales are sales are sales as a sales are sales sicals may become on the Loew unit route, it isn't likely that they'll be used more than once in four

Congressman Sirvvich collapses in stein, concertmaster with the Chi

### Broadway

Walter Fleischmann boating. New froile at the Cotton clui New froite at the Cotton club. Cutest collection of secs is NBC's. Sam H. Harris back from Florida. George Leffler about again after

Charlie Washburn finished the play. From now on its 'Judge' Bob Sparks. Arthur Lubin moved his office up

Barthur Lubla moved his office up no flight.

Mrs. Gabe Yorke and family in Mrs. Gabe Yorke and family in Mrs. Gabe Yorke and family in Mrs. Gabe Holland Holl

The Bills Haver) will wade in the Pacine unsummer. Duke Wellington responsible for those Chevaller masks at the Rivoli and Riatlo. Mrs. Nate Blumberg underwent an operation at Fifth Avenue hospital hast week with the first week when the first were out.

pital last week aw the electric sign that have been those when the first we letters were out.

Attorney Harold Goldblatt's wife had left arm amputated at the New York hospital last week.

Marquee at the Paramount had to be changed four times Friday to see the property of the property o

signed.

Louis Silvers has been supervis-ing the Russell-Bennett orchestra on the last few Fleischmann air

ing the Russell-Bennett orchestra on the last few Felischmann air periods. Weschner is the istest of WB exces to get a title. New Jersey has made him a major in its National Guard.

Day after Bing Crosby palmed off his dog on Charlie Yates, Charlie His dog on Charlie Yates, Charlie Bengamin Sonnenberg after exploiting Eity Culbertson all over the front pages is no longer handling the period of the period of the period period period of the period period

at his Tavern Saturday night in appreciation of his generosity during the depression.

In Fordal same and the same and the

sil per fellowship in an anti-proin campaign.

campaign.

Eddie Jackson of the Three Schnozzles gets a testimonial dinner April 3 at the Commodore. Argonne club of Brooklyn is tossing it; pro-ewiting the state of Brooklyn is tossing it; pro-ewiting the state of Brooklyn is tossing it; pro-ewiting the state of Brooklyn is now called the world?

Some of the state of th Series a seneral manager. Circle British. Variety,' the London office pash two proposed by the proposed by the

### CHATTE

Bostick to open girl show at Star-iand. Coghill and Needham comedians.

rank Wade announcer for Western Broadcasting.
Cynthla Foley, local giri, late of Fred Stone's show, played at Uptown.

Fred Stone's show, played at Up-town. which man walks down the street with a sign panning the Bijou theatre as non-union.
Stage shows enjoy a mild comeback. But the showmanship is not so hot and many close.
For the showmanship is not so the shown of the shown and foring many other favors, raising funds to get the 'Sinbad' company back to England.
Native Sons to try another play Native Sons to try another play Native Sons to try another play so well. This time it's The Strangier, built around a famous criminal case here.

### London

Llonei Faik ill. Moliy Lamont has gone blonde. Sam Warner around. Just look-

ng. John Paddy Carstairs writing ad copy. Adolphe Menjou at his film first

night. Clive McManus bought a round of Harry Rowson closed a deal with D. C. Janet McGrew filming for Jerry

Jackson. Arthur Dent's mother-in-iaw dled

Arthur Dent's mother-in-iaw dled this week.
Bobby Cullen piaying down to a steady 115.
Steady 115.
Dorothy Bartlam with a new book coming out.
Culfford Whitley to Huddersheld Charles Tredman and Sol New-man at outs.

man at ou as Bentley still cails every-

on a cup tie.

Ernest Fredman and Sol Newman at outs.

Thomas Bentley still caiis every
the Kit Cat doing aimost standee trade at funch.

The Swanson baby expected at the Dorchestere.

The Swanson baby expected at the Dorchestere.

Censor trouble predicted for 'Arent' We All?'

Ideal buying a French form of Sunsities Sues.

The Palladium.

Dodo Watts opened a hat shop near Bond street.

J. C. Warbis the filcker trade's beginner with the palladium.

Dodo Watts opened a hat shop near Bond street.

J. C. Warbis the filcker trade's beginner with the street.

J. C. Warbis the filcker trade's beginner with the street.

J. C. Warbis the filcker trade's beginner with the filcker trade's beginner with the street.

J. C. Warbis the filcker trade's beginner with the filcker trade's begi

kim, now make-up sub on The People.' Sidney Bioch handling the singers for the big Gaumont presentation

houses.

Alan Williamson has gone to
Australia on business for Gaumont
British.

'Variety,' the London office pash
greyhound, won twice in last three

Dolln is negotiating with Charell for 'Casanova.'
'Entirely Between Ourseives,' farce, will be produced at Brigh-ton, May 9, with the West End in

view.
Mrs, Jeffery Bernerd travelied from the States with a temperature of 106, but made wonderful recovery on landing.
Lawrence Howard asking Jack Buchanan to go to Hollywood for Paramount, but contract with British & Dominion bars the way.

### **Paris**

Frank Tuttle coming over.
Ina Claire to Monte Carlo.
Helen O'Brien cabling Hollywood.
Stephanie Zagaski reading scripts.
Oprothy Smith doing solo stories.
Carlyle Blackwell to the Riviera.
Carlyle Blackwell to the Riviera.
Rex. Ingan. to to synchronize.
Phillippe Heriat has a big buil now.

Victor MacLagien is expected over. Lacey Kastner III with flu in Al-

Marle Doro still being sought for parts arts. Odette Picard opening her own ncy. f Thee I Sing music getting

around.

Jack Warner coming over from nce Dahi singing at the Col-

lege Inn.
Ariette Marchal starring at the Embassy.
Gordon Poliock off to California with Mrs. Marcei de Sano in Parls to see

Dissolution of the control of the co

Clifford Harmon-may back some theatricals. Johnny Mackiln staying until September.
Nadja gathering together a few more dancers erican publicity men at Paramount.
Marion Harris may do a couple of weeks here.
Dora Maugham expected over in May for season.
Kathleen Key puts French liquor in May Christians, around after year in America.
Gilbert Millers at the opening of new Gultry show.

new Gultry show. Keith Trevor off for Central

Keith Trevor off for Central Europe with Osso.
Jack Connoily telling the newest Hollywood stories.
Pearl White coming back from Eventral State of the Connoil of the Connoi

Glorified. In town.

Glorified. In town.

Edward Robinson wants to do

Tomino' on screen.

Wilhelm van Loon has one of biggest studios around.

Raquel Mellen.

Refor decilling it might as well

Reformation propositioned for several shows in Paris.

Izzy Perduri and mamma off to 
London then Hollywood.

Valerie Boothby over from Berlin.

Alfred Savoir kidded at Para
mount about his new play.

Simone Cerdan overweight as a 
star on Hollywood and star on Hollywood star on the sevent of the seven of the sevent of the sevent of the sevent of the sevent of the s

at opening managerians plays.
Francoize Roxay getting over a flu attack in time to open in her new show.
The story goes that Joe Zeili brought back a gangster to be a

brought back a gangster to be a bodyguard.

Djuna Barnes finishing 500,000 words of her new novel and only in the first climpters. Achard at the opening might of a machine in the front row and the second of the second days to recover from the party Jennel Dolly threw for sister Rosic.

The smart thing to do at the American Express now is to Sign.

Lious Hays suddenly propositioned by all producers, and signing with Camille F. Wyn for Five Star Final.

gang to stay over here and not try
Hollywood.

Hollywood.

Hollywood.

The stay of the sta

Saint-Oranier reducing newspapermen to tears with his earnestperment to tears with his earnestperment to tears with his earnestdary Cooper surprised that now
he is speaking French in 'Olty
Streets' just as he did Italian in 'Morocco' last year.

In Morocco' last year.

Georges Ricou, former manager of
the Opera Comique and aiso long
connected with the comedie Franco' last year.

Cole Porter throwing a huge dianer party for Moss Hart; and playling over the 'Facc the Music' soore,
while author interpolated the
Rome; aliar, the most international
minded of all directors, is made the
subject of a highbrow international
minded of all directors, is made the
subject of a highbrow international
minded of all directors, is made the
subject of a highbrow international
minded of all directors, is made the
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minded of all directors, is made the
subject of a highbrow international
minded of all directors, is made the
subject of a highbrow international
minded of the morocomic of the subject of
minded.

The morocomic of the morocomic of the subject of the laglon of Honor, the honor
will be handed by one actress to another. In this case Beatrice Dussane will receive the order from the
hand of Julia Barfet, last r being
Honor.

### The Hague

By M. W. Etty-Leal

After death of Edgar Waliace his ays in the fore again, especially n the Spot.'

Blggest department store in Eu-rope, just opened at The Hague, belongs to German concern of Bren-

ninkmeyer.

Dutch budget big deficit, which probably will be found in raise of surtaxes on cigaretts of 20%, on wine of 66%, on sugar 10%, while cranges, which were free of duty, will be taxed 10%.

Performance of company of Comedie Francaise producing Henri the comedie Francaise producing Henri which were the company of the company of

oranges, which were free of duty, will be taxed 10%.
Performance of company of Comedie Francaise producing Henti at Theatre Royal, The Hague, visited by entire royal family, which happens very rarely.
Carnera arrived within half hour of Eihiopia's special ambassador to ever, caused more trouble as cops had to protect him against crowds eager to shake hands with him. Much fuss over former wonder-child, Schneiderban; alleged he was must new be 18, but now called 16. Solution is that as labor laws of Holiand prohibit kid under 14 appearing in public, he was really 12 in 1928.

in 1928.

Mob of foreign artists here: Ottorini Respighi, who had to cancel part of tour to rush across Atiantic to conduct instead of Toscanini; Cellist Enrico Mainardi also an Italian; Russian violinist Moskowsky the famous violinist Jascha Heifetz German singers Adelheid Armhold and Fritz Clausen.

### Baltimore

Len McLaughlin Broadwayed It over the week-end. The First Lady of the Land will come to Baito, for the Met. On sea-

Katherine Cornell and her troupe pened at the Maryland Monday a cliout.

opening a tries maryiani asoniany a soprenic a trie maryiani asoniany. The cops arrested a blue law viociator Sunday. He was peddling Bible stories. University Players struck camp at the Maryiand and headed back to Cape Cod.
Keith's, is holding his own in the stiff publicity light by the local combos for space.
Local musicians' union held their annual pow-wow last Friday and annual pow-wow last Friday and S. Oden'hal got the vic-pres. position.

Testimonial dinner being cooked up for Jules Levey, RKO's general sales manager at Sherry's (Balto, Wednesday night (30). Governor Ritchie and Mayor Jackson are to be on hand

Wednesday night (30). Governor Ritchie and Mayor Jackson are to be on hand.
"The Spirit of Light, by Franz C. Bornschein, Feabody Conservatory faculty member, copped a \$300 prize in Philly. The Treble Clef club of that city sent the cheek and guar-anteed a performance of the can-tata next season.

By Max Magnus Anna Sten back from Paris Guido Bagier back from Vienna. Thiide Foerster back from Hoily-

Berlin

Gitta Alpar and Gustav Froehlich dld wed. George Canty studying film situ-ation here.

cuon nere. Chariotte Susa's picture, 'Under False Flag,' a hit.

Mr. and Mrs. Fritz Kreisier off to Cap Martin, Riviera. Paul Morgan boasting of his Hollywood experience.

Seymour Nebenzahi and Fritz Lang to visit the States. The Roumanian comic Tanase orking in a short here.

Hans Albers to guest-play in Vienna in Molnar's 'Liliom.' Thea von Harbou had to be operated upon for appendicitis.

Werner Krauss to play in the next Ufa picture, 'Count Zeppeiln.' Georg Aiexander off to the Bal-ans doing personals with his pic-

Duke Jussupoff's claims against the Rasputin's picture have been ig-

Max Reinhardt to go to Rome end of April for an audience with Mus-solini.

Maria Landeker gave a dinner to Bruno Walter on his return from America.

Norman Kerry gave a farewell party at the Eden bar, for Julius Bernheim,

The film theatre Tauentzeln-Paj-ast to become theatre with a whole-day program. day program.

'Circus Alme,' a piay by Kurt
Goetz, opens at Easter at Metropol theatre, Berlin.

Rudoif Neison, operetta composer, gave up his Frankfurt theatre and moves back to Berlin.

moves back to Berlin.

Kommerzlenrat Hugo Bock, senior partner of the publishing company, Bote & Bock, died 84 years old.

Kari Opitz, chief of Universai's press department, to take over Ufa's foreign press department.

Max Palienberg making a tour thru Europe, under the management of Borkon and Leonidoff. Ends.

nent of Borkon and Leonidon. Ends n Paris. The planist, Ilja Livschakoff, was tttacked in his flat by a burglar. Le flattened the crook and had him trested.

arrestedeeve to crow and man imperation of Negro picture 'M', by Fritz Lang. Tobis making an English version of Negro picture 'M', by Fritz Lang. The English director Barnett to direct English disalog."

Fritz Lang negotiating with Corrict Lang negotiating with Corrict Lang negotiating with Corrict Co

### Riviera By Frank Scully

Topaze' in town. Roses blooming already Duke of Connaught coughling. Rosie Doily has la grippe, too. 'Congress Dances' nosedived in

Billy Arnold reading Mac's 'So-

Robert W. Service quiet this winter. Emma Goidman lecturing among

Kay Boyle's baby called 'Pomme,' not after a dog, but an apple.

Winchell Smiths back in the banqueting stride at Monte Cario.

Betty Compton won \$8 in Cannes' ping pong tournament and biew the roll on a trip. Mike Arien says he and Aga Khan are the only two typical English-men left on the Riviera.

Mike Arien says he and Aga Khan are the only two typical Englishmen left on the Riviera. Fire in Sporting Club, 860-seater in Cannes, cost 48 grand and all the clothese of a Paris cast of Nations. Is mobs in native contumes singing and dancing on the Promenade. Ferenc Moinar, 70 and monocled, looks the Cannes gambing tables over with a detacled air nightly. Milton Hayes novel, writing in Nice, while his ex has opened a cafe in Nice, while his ex has opened a cafe in Nice, while his ex has opened a cafe in Nice, while his ex has opened a cafe in Sich Cannes gambing tables over with a detacled air nightly. Milton Hayes novel, without a cafe in Nice, while his ex has opened a cafe in Sich Cannes gambing the Sich Cannes and John the Cannes and Castel.

Ed Baudoin, Frank Gould's ringmaster, has dropped managing the in two year.

Distributers can't even figure their losses any more. Importation of American pencils have been put on a quota basis.

Oppenheim doeren't know how to spell La Muyenne Corinche (main road to Monte Cario) in the Red Book, though he's lived here for years.

Wissers say these batties of flowers have an inside tleup between beers are always staged outdoors is pneumonia weather.

VARIETY

Toronto 400 Ciub reopening. Roy Greenaway aeroplaning Tom Marks has had a stroke. Mary Brian's mawma is with her

'Star' puts burlevene pix on sport Jean Harlow in fashion show here pril 15.

Gordon Brydson to wed Dorothy Beamish

Claire Wallace back at her chat-er-writing. Myra Hess, planist, to the Eaton next month.

Eight orchestras sign up for Sick Children benefit.

All liquors up a dime. New gov-ernment stamp tax.

Herman Dupuis, Can. rep. of Waldorf-Astoria, in town. Toronto frish Regiment switch from pants to kilts.

awitch from pants to kilts.

Ray Steele traveiling by air from
Calif. to meet Londos here.

Tito Schipa will return to Italy
and raise 'millions of eggs.'

Uptown (FP-Can.) to stage early
nusicomedy-talker revivais.

Pink Goudy out as Sunyside
p. a., with G. G. Garrette angling.

Hilda Sexton did those eye-filling window-backgrounds for Eaton's. Warren Stevens will be the new football coach at University of To-

ronto.

The Great Nicola admitting he is really a Scotsman named Willie Nicols.

Gloria Foy passing up the Big City and giving Flushing as the home town.

Nicols.

Gloria Foy passing up the Big City and giving Flushing as the bound of the Big City and giving Flushing as the bound of the Big City and giving Flushing as the bound of the Big City and giving Flushing as the Big City and Giving Tunney's story in 'Collier's (Says he isn't interested). There was a fire at the King Edwarden dancers didn't know to Garden Giving City and City and City and City and City and City and City a

### Houston

Stage shows still out.
Freak weather keeps showmen

Freak weather keeps showmen guessing.
Brief case men in town for Loew and Publix.
Saturday midnight previews gaining in favor.
Will Horwitz' bureau still battling.

Will Horwitz bureau still Datum, unemployment.
Mickey Mouse Club launched by Fred Patterson, Women like the Kirby's new smoking balcony.
Home town expects Howard Hughes any day.

mothing balcony,
Home town expects Howard
Hughes any day,
Home town expects
Howard
Hughes any day,
Home town expects
Howard
Home to the town expects
Home town expect
Home town expects
Home town expect
Home town expects
Home town e

n Cafe.
vo months tour of small houses
exas for vaude attraction sent
by Lillian McCardell.

### Reno

fight. Wally Rusk, ex-Nevada grid star, who turned professional boxer, and Bachman, for five years manwho turned professional boxer, age of the Fox Crown, and before 
Reno gets first spring break when manager of the Spanishes to become 
Reno gets first spring break when manager of the Spanishing Hotel 
3500 excursionists come from San Japaviments.

### CHATTER

Francisco and way points to spend | Easter week-end on low raliroad

Easter week-end on low faircour rates. Marriage license bureau doing rushing week- d business for California couples as roads over mountains now in good shape for anto trib. trip.

### Loop

Max Winslow visiting here.

At takey blew in all of a sudden.

Charlie Correll doesn't miss a celebrity nite.

Eddle Voynow finally wandered back into town.

Joe Lewis has gone for a new spring wardrobe. Herbert Rawlinson became a native around here.

Herbert Sawlinson beckme a native around here.

Tom Maloy has decided to walt for that new buggy.

De. Wolfe Hopper around and looking plenty spry vert.

Decided plenty spry vert.

Looking plenty spry well become to be loop the arrival of spring.

Ann Teeman, a home town gal who made good on the stage.

Donald Kerr's new partner is Ann Fay, a looker with a lot of s.a.

The Brothers Horwits, Sam and The Brothers Horwits, Sam and Couple of days en route west for RKO.

Lou Pollock parked in town for a couple of days en route west for RKO.

Milt Weil moving his music setup back to the other side of Randolph street.

back to the con-street.

Winter Garden cafe going for heavy stage names for its floor shows.

shows.

Roy Bell is checking the Selwyn for the legal reps of the property owner.

owner.
Lodi Loder makes air jumps here from Detroit, where the Stone show is playing.
Jake Adler was turned out of bed several times last week to attend

several times last week to attend court trials, Frankle James keeps in touch with show biz despite her City Hall

Frankle James keeps in touch with show bir despite her City Hall College of the bird of the college of the coll

Cago Small-watter,
Cary Norman will try again.
Mort Singer gave the old home town the once over on his usual labor inspection tour.
Cary again will be again to the same try again try again to the same try again to the same try again to the same try again try

Scheep oscie to his farm, but Sam of it. Is a trying to talk him out of it. Is Billy B. Van, now a soap magnate, took a fock of bows at the Advertising Council's latest luncheon and spiel fest: General the spiel fest of the spie

### Montreal

Leon Edel banging the city desk Bob Lipsett by-lining from Ot-

Herb Newman turns up at 'Star copy desk.

John Bird caged at last in editorial room.

l room. orge Rotsky back in the picture Maurice. M. Garfield claims Lent made

George Rotsky back in the picture with Maurical diclaims Lent made no difference.

Sunday closing suit appealed to Supreme Court.

Elmer Ferguson rating a medal in Morgan telling Lions where to get off—for the tatres.

Jimmy Adams getting ahead of circus at Loew's.

Leelle Monthan whooping 'em up at Rialto Gardens back from West Indies Friday (1).

Leelle Monthan whooping 'em up at Rialto Gardens.

Palace, Capitol, Princess start new programs Friday (5).

Howard Conover trying his luck gardens and the control of the control o

Thursday's papers to boost Good Cordiday gross. Camillion House out for re-elec-Camillion House out for re-elec-Camillion House out for picture as far as he can be in this town.

Both local hockey teams jamming Forum three nights a week in play-offs, making it tough for main stems. Operators picketers fined \$200 and two days in jail writes finis to campaign against United Amusement

### **New Haven** By H. M. Bone

Fox-College dark.
John Grinold hosted the flu.
The Howard goes in for foreign

John Grinoid hosted the flu.

The Howard goes in for foreign films.

Savin Rock coming out of hibernation.

Savin Rock coming out of hibernation.

Savin Rock coming out of hibernation.

April 15.

Roger Sherman vaude folds

Thursday (31).

Where will Roy Ward play pinocle
after March 31?

Expansion of WICC will keep

Expansion of WICC will

Expansion o

Providence College Dramat Club ducked in for a single performance. Frank Metrose says he should have been credited as a roller and the collection of the col

sprained ankiè trio—Beth Stuart, See Suitivan and Virginia McGlynn.
...If Evelyn Kindier ever needs a vote in a good-lookers contest, page this column... When Hugh Cameron talks his listeners need an umbreila... George McKay and his trick carnation... Kay Cameron is one inch shorter than Carnera... When you hand Joe Penner with the Market McGlynn and the farewell scramble Thursday night.

### Cleveland

By Glenn C. Pullen

Eddie Dinnerman advancing for Mitzi Green.
Don Kaylor, planist, to wed Irene Chase in July.
Chase in July.
Chase in July.
Chase in July.
Charles Affect off for 'Grand Botel' at Hanna.
Sylvia Froos. 18-year-old torch waiter, is WHK's new hit.
Ed East, once a lawyer, will tell you his first client is still in fail.
Charles Aiden Seltzer, Cleveland writer, is a striking double of B. A.
Roife.

Roife.
Rocky Austin quits Peoria station to become WHK-KJAY announcer to become WHK-KJAY announces again.
Em Gill to make music for Gen-eral Motors show, leaving Lotus Gardens.
Bob McLaughlin won't say wheth-er he'll organize local stock for sum-

er he il organiss and mer or not.

Dick Pope at Keith's 105th switch-board passed the haif-century mark

Boo McLaughill won t. say, whener hell organize local stock for summer with a party.

With Ohlo cale to Lambs cits for rest of season.

Harold Perrin doubling for Corwin collins, alling, assistant manager at Keitze being patched up in June 1997.

Harold Perrin doubling for Corwin Collins, alling, assistant manager at Keitze being patched up in June 1998.

Tammy Dykes falling down State's slevator, shaft, and state in sevential state.

George Paderewski missed hearing his famous uncle play, due to eastern waude date.

Twenty local firms oo-operating in State's industrial lobby display, from mails to model zeps.

Twenty local firms oo-operating in State's industrial lobby display, from mails to model zeps.

Erryl Rubinstein succeeds.

Mildred Land says she's quitting lift in six weeks to put on a coll lift of the state o

### Hollywood

Sam Coslow over KHJ thrice

Sam Coslow over KHJ thrice weakly now.

Sam Coslow over KHJ thrice weakly now.

Cago on business.

Charile. Murray will visit the cago on business.

Charile. Murray will visit the form of the control o

trom ave to six columns some bore press is being installed for the purpose.

Seven-room suite fixed up for Constance Bennett's dressing quarters in the writers' building at the average of the United Artists theatre held a wake and dance at the house after it closed last Tuesday night.

Employees of the United Artists theatre held a wake and dance at the Buff of Panalles and partial and the Buff of Panalles and a Radol, has written the title song for the picture.

Countess Rina de Liguorox, who was the original film Messailha, will give a piano concert at the Pius producing and acting in the third of his fishing novelties, Mack Sannett will also be his own back-of-the-screen announcer in the current one.

Artists p.a. received his closing nontice along with other house employees, a Cadillac salesman tried to sell him a custom built car.

Hollwood laundry started a daily supposed and then degenerated into plugs for nearby stores and its own washing specials. Each Hollwood Competition to the point wheel alundries are giving curb service and staking out bundle-deposit trucks. Just mal& the secuture of carrying your own bundle and it's 28% off the delivery rate.

### Washington

reared and enter a spot opening on old Willowick cith site.

Fred Becker planning to reopen defunct Music Box in fail under and the state of the sta

### Saranac Lake By Happy Benway

Frank Garfield now 51 and knows Jack Flaum New Yorking with Write to those you know in Annamae Powers is one year older and wiser.

Lilly Leonora has four pet turtles time kiliers.

time killers.
Sign in speak: 'No T. B. (Terrible Booze) here.'
Edith Cohen received orchids on her birthday.
Dan Astella shot back to bed via

Dan Astella shot back to bed via the cold route. Bert Ford is on unlimited exercise and nearly olwy. George Harmon operated on. Suc-essful, and he's oke. Lent dampened the Pontiac with

-up on week ends. ck Hirsch sanning it for week-

end, good cheer boying.

Thelma Meeker, newcomer, now a seasoned curer, up for mild walks.
Fred Buck back from the Big street, added spats, cane and iron

Fred Buck street, added spats, cane and number street, added spats, cane and number street, added spats, cane and number street, and number street and confined to large spatial spati

street after a munus ozoning. Jack Lewis, who did the trick here, now big-streeting and 100% on

Jack Lewis, who did the trick here, now big-streeting and 100% on the otes side.

James Trussic got a semi-oke to result the side of the s

abed.

Ethel Clouds getting ready to escape from the bed thing. Been there for four weeks with cold. Holding her own.

Tommy Abbott, after six weeks of

weeks with cold. Holding Tommy Abbott, after six weeks of absolute bedding it, about ready for walk around. Looks like mild excise soon.

Lillian Zegler greatest comeback than bedding it; 100% on reports. LY. C. soon. Dolly Lewis with three counts for the companion of the compa

and nothing at 100% on terminal and nothing at 100%. N. Y. C. soon. Dolly Lewis with three meals in downstairs dining room now at her best. Soon downtown talkers with mild exercise. Manager Spears of the local Tavern now featuring N. V. A. nights; specials for all showfolks. Soup to with at a cut.

mild exercise.

Manager Spears of the local Taven now featuring N. V. A. nights: specials for all showfolks. Soup to specials for all showfolks. Soup to Walter McGovern (son-in-law of Geo. Jinks of Jinks and Ann) here for the cure at a downtown cottage. A 100% comeback.

Joseph Parker set the one meal of the come a week. First time out for Joe. All done in three months.

Jeanene LaFaun, formerly of the Ben Hamid troupe, is a new arrival body. Run down from week. First time out for Joe. All done in three months.

Jeanene LaFaun, formerly of the Ben Hamid troupe, is a new arrival body. Run down from week. First time out for Joe. All done in three months.

Jeanene LaFaun, formerly of the Ben Hamid troupe, is a new arrival body. Run down from week for the fore the sound of the control of the set of the set

chas, H. Bioomina and the lodge; run down, needs rest the lodge; run down, needs rest at the lodge; run down, needs rest many constructions and the long rest of the long rest and l

### CHATTER

He is sharing his curing lenry Hudson, a first-nighter street. with He

50

with Henry Hudson, a first-nighter (Brooklyn). Raybrook Sanatorium, Raybrook. N. Y., has many showfolks curing the state of the Roxy theatre. Frondy Stockman, burlesquer; Rita Nolan, late of Good News' co. and the La Guinan trouge; Marilyn Moran, chorister; Francis Evens, a front end man, left cured.

### Oklahoma City By George Noble

Cecil Hall forgets to eat.

First mocking birds here. Pies now 5c a cut instead of 10c. Charles Lutz takes a walk after

inch. Joseph Huckins, Jr., likes to keer

graphs.

Col. Zack Miller of '101 Ranch'
reported ill.

Cecil Hall has recovered from his
rheumatism.

Cecil Hall has recovered from his rheumatism. Howard Savage transferred as the savage transferred as the savage of the savage sa

### **Oakland** By Wood Soanes

By Wood Soanes

Three theatres reopening.
The American opens on April 20.
Pincus & Rosener taking over
Roxie for foreign films.
The American opens on April 20.
Pincus & Rosener taking over
Roxie for foreign films.
The Charles of the second
Colleen Moore clicked with the
natives in The Church Mouse' at
the Fulton.
New little theatre group headed
towntown women's club.
With these three theatres added
to the list-in Oakland, the managers
seem to fear no depression.
Roy Harrison Danforth, vietran
munical control of the control of the control
Charle Carroll bowing out of FoxSenator and reopening the American, indie, with local financing.
Nancy Barr Mavity, local newspaper woman, has disposed rights of
book 'Sister Almee' to Charles Hoplike Henry Duffy renting Fulton to
Henry Duffy renting Fulton to
Henry Duffy renting Fulton to

three is added Polinades Averaged phase three is a super woman, has disposed rights of the Most of State Author to the Charles and overhauling; incipient case in the lodge; run down, needs rest and overhauling; incipient case that the lodge; run down, needs rest mad overhauling; incipient case break properties. The movement of the Charles are the Charles and the Charles are the State of the Charles and the Charles are the State of the Charles and the Charles are the State of the Charles are the Charles ar

### Seattle

By Dave Trepp

Slade Taylor now in Chi.

Slade Taylor now in Cni.
Club dates scarce and many chiselers.
Slouras brothers here looking a Cutting down on the usherottes in saving drive.
Wondering when and what of Slouras' visit here.
Wondering when and what of Slouras' visit here.
Henry Francis Farks going oke at the saving was selected by the saving of the saving of the saving was selected by the saving was saving

him as soon as highways open for through motor travel.

Hi Hat club operators pay small fine for gambling wiren common gambler' charge falls.

Fannie Bries, Phil Saker and Ted Tannie Brob Bender takes boat for Juneau. Alas, to become cditor of The Alaske Empire' (daily).

Another \$4,600 gato at Greater A, Reynolds grappled with Peralli.

Fox theatre front locked like an art gallery with plenty of seminudes for 'Crazy 'quilt,' but no strip, show inside.

nudes for 'Cray Quilt,' but no strip, show inside.

Alla Axiom, mentalist, opens March 20 at Capital, Yakima, and more baby? stumps him.

Six recis of Kodlak (Alaska) bears in their native habitat, held by Superior Court while dispute of the court of lack operating neighborhood houses in Seattle couple years and her of fack operating neighborhood houses in Seattle couple years are. here

m. Bruen, who made a pot of incommental pot of incommental pot of the pot of

### Canton By Rex McConnell

School teacher's pay days uncertain. Circus agents make their appear-

ance. Rival stocks for Akron, both to open soon.
Twenty-cent sheet music at five

open soon.

Twertty-cent sheet music at five and dime stores.

Twertty-cent sheet music at five and dime stores.

But open in evenings.

George Riester, Canton Warner mariager, is an adept drummer.

Mary Lou Girard, Indianapolis rohestra as sololist.

Canton musicians, playing in pit band at Grand for co-perative stock, made \$13 apiec.

Ed Clarke Lilly will head new stock, made \$13 apiec.

Ed Clarke Lilly will head new to open sometime in April.

Eastern Ohio and Western Pennsylvania park managers to convene in Canton April 4s. with snappy new uniforms, but as economy move reduces their number.

Eastern Ohio park men are exerting every effort to add attractions that will help draw this sum-

mer.
Lyric, Warner house in Ports-mouth, closed and Dick Cruisger shifted to Alhambra, Warner house

mouth, closed and Dick Cruisinger shifted to Alhambra, Warner house in Canton.

The Dear Repository railo colling bear and prints his comeback the following night.

Lenton season hard, blow to Akrond dance halls, East Market largest down own going in for dime Dick Cruisinger, new Warner Alhambra manager, likes dance bands, and spends his spare moments improving his dance technique, the season of the property of the control of the colling of the colling

port says.
Little Twig, Indian, former pro-fessional football player with Jim Thorpe's Canton world champions

of several years back, is member of Canton police department. of Canton police department,
F. C. Lohman, in charge of Henry
Busse's band on tour of one filers,
says his Castle Farms, Cinchinati
night spot, padiocked about a year
ago, will reopen about middle of
April.
Circuit, at Akron, many years

### **Minneapolis**

By Les Rees

Zero weather ushers in spring.
Poll shows state 3 to 1 against
prohibition.
Betty Compson in person at Minnesota week April 15.
Gordon Greene making progress
and the state of the state of the state of the state
Two weeks lopped from school year as economy measure.
Kay Green still seeking bookings, for his "Mystics of Melody".
Clyde. Strock, Publix personnel manager, sick abed with flut.
For exchange maying the state of the state

always recurred biz.

Kiddie revuss at Publix neighborhood houses during Easter vacation week.
Joe Garrison, Universal exchange manager. bereaved by mother's

death.
Inga Hill, home town singer, solo-ist with Minneapolis Symphony orchestra.
Williard Mapes trying to raise funds for local Olympic games con-

"Willard Mapes trying to raise tunds for local Olympic games conticatants.

Fawcetts considering removal of publishing offices from here to Louisville.

'Crazy Quil' newspaper and billing of the second of daring.

Bootlergers complaining bitterly about poor business. No drop in prices yet, however.

Eph Rosen, handling Columbia shorts, out of hospital. Autumobia secident. Second of the secon

glimpse Ben Meroff act at Orpheum. Bounties for wolves and rewards for apprehension of horse thieves cost Minnesota taxpayers \$15,000 leads for apprehension of horse theves cost Minnesota taxpayers \$15,000 leads for apprehension of horse thieves cost Minnesota taxpayers and the following the fol

### Pittsburgh By Hal Cohen

Armida Wardell baby of the Stanley chorus,
Mrs. George Tyson and her appendix have parted.

Mrs. Johnny Harris goes for gum drops in a big way.

Hugh Sinclair came to town with a pooch on the leash.

Pat Haley doesn't shoot pool very often, but when he does!

Local hotels replacing those two bit-in-a-slot radios for all day

rentals.

Harry Harris gets plenty of newspaper friends screwy with his fake
phone calls.

Billy Washington Burke, old

Häury Harris gets plenty of newspaper friends screwy with his fake phone calls. Manufacture of the call of the cal

Boat, with Buddy Rogers' musickers.

Two sets of sisters in the Stanley chorus, the Bushes, Jeanle and Dorothy, and the Strangs, Babe and Madelyn.

Bevorldge Webster, ex-Pittsburgher but in Paris for five years being accidimed abroad as plans sensation.

Due the proper parameters are also been accommended to the plans are plans sensation.

beling accidimed abroad as, plans sensation.

Benny Drob, the prop man, wrote Benny Rubin in Viddish to tell him he had rounded up all the necessary props.

Benny Rubin in Viddish to tell him he had rounded up all the necessary props.

Broadway role, second lead in 'A Few Wild Oats.

Red Purcell and Janet Smith, both of the Press' staff, have been married since last August, they've just let it be known. June have sought of brothers who, they expected, will boost Tulane's football fortunes in the next couple of years.

Regia Toomey has promised the Pitt Cap and Gown club, where he got his first taste of the stage, that settles are possible of the stage.

got his first taste or the stage, the he'il be on from the coast for The Silver Domino's opening April 18.

### San Francisco

Skourases finally here. The Mel Hertzes divorced. Foreclosure facing swank Clift Hotel. otel. Cilff Work and Bern Bernard in

again.
Wayne Haney, dance band musician, died.
NBC's fifth anniversary in the West is April 5.
Ramon Novarro up on one of his

West is April 5.

Ramon Novarro up on one of his occasional jaunts.
In from Hollywood: Jack Archer in from Hollywood: Archer charle Carter doubling from KFRC to the Warfield.
Heavy advance sale for two weeks of Jolson at the Curr.vi.
To Jolson at the Curr.vi. and the winner, chanting on KPO.
Jimmy Joy's orchestra gets good

Ted Roy, Atwater Eent audition winner, charting on RePo. sets good opening at the Bail Tabarin.

Joan Bennett and Gene Marker, honeymooning at Del Monte.

Hap and Jack, KYA. song team, which was a set of the s

David Wayne Kennedy, NBC technician, marries Marlanne Louise Sinclair.

Those transcentinental broadcasts making Coon Sanders' work popular out here. Moore's new hubby, Al Scott, still in Noo Yawk, and the bride's retting lonesome.

Bun Milligan, in hospital with pneumonia, blood transfusion from Ray Nelson and Al Hixon. Page 17 Howard Milliolland, Eva Garcia and Lloyd Yoder latest to buy nacs.

A. J. Schrader, Columbia Phonograph local manager, to Honoiula for six wocks to establish a branch for six wocks to establish a branch standard of the control of the control of the new control of the control of the control of the control of the new work, also a pappy.

Rence Chemot, symphony violing list, and Ann Edwards, accompanies, citals. On Sane Deat were George Sanciet, writer, and S. Yamanaka, Japanese actor.

Hartford By M. H. Hammer

Princess reopens with foreign ftims.

Jerry Callahan booking changes
twice a week.

Frank Movin back at his old thea-

Frank Morin back at his old thea-tre-managing.

Hartford's first motorboat show on at Auditorium. Admission free. Cruzen gets Publis New England managership. Will remain in New Hayen.

Hundreds lose picnty of dough when Battaline, local, loses to Billy Petrole. Petrole.

Loew's, with George E. Landers managing, celebrating second anni-

managing, celebrating second anniversary.
Olham completes oils of local celebrities during spare time painting the second of the

club. 'Warrior's Husband' gets pub-licity when former Hartford girl Katherine Hepburn, star, wise-

cracks.

A. Schulman returns from Washington convention glad that independents had a chance to voice

A. Schulman returns tror; wasnington convention glad that Independents had a chance to volce "Hundreds sign petition to abolish municipal store operated by city, cialming the charges exceed those of any private establishment. Evening schools to close for lack of money. "McGluley and Keane southern training camp. Shubout insists this is the way to spell his name." City to discharge 197 men from street department. "All the java you want for a nicket. "What's greyed to be a supplementation of the control of the co

### Atlanta

By Ernie Rogers

Installation of WSP's new 50,000waft transmitter to begin soon.
Ike Cohen, of Bromberg Attractions, on the job after illness.
Harry Rathner assigned to division managership of Universal
Treaks, barred from Fox by
board of censors, played community
house to calm business.
Eert Wellborn, Fox electrician,
bum amplifies in sound apparents.
Franklin D. Roosevelt took every
county in Georgia in recent Democratte presidential preference priman of the property of the property of the preference primorner georgia Tech Stockholf for southing the control of the present of the preference primorner georgia Tech Stockholf for southing the present presidential preference pri-

cratic presidential preference primary.

Former Georgia Tech football favorites being ballyhooed in wrestling bouts here. Doug Wyooff and the properties of the properties of

### Oueens

By Henry Willson

Gene Greenwell, radio singer, has moved to Jackson Heights. E. A. Mason, Forest Hills bridge expert, signed up with NBC. Barbara Collyer won bridge cup at West Side Tennis Club tour-

at West Side Tennis Com om-imment. Bennis's sikt. Creat. Ralph Will be the feature at Gar-dens' Varieties show. The Gardens Players, who won Belasco cup in '29, will enter Little Theatre tournament this year, the com-tended of the companies of the com-manager of Kew Proest Life.' She was formerly with Great Neck 'News.'

manager of Kew Forest Life. She was formerly with Great Neek. News. Pot of flowers for admission for one case of the state of the state

### CHATTER

flat. He repaired the damage. She will frame the tire. will traine the tire.

They still tell the story of the back slapper who accidentally pushed Charles Farrell against a fire alarm handle, causing the engines to arrive and the hero to be arrested. That was when the star lived in Kew Gardens.

### Kansas City Will R. Hughes

Baseball season opens April 2 with the local Blues vs. Detroit. Harry Stockwell visited the home folks while the 'Vanities' was laying off Holy Week. Wallies' was laying off Holy Week. Wallies of Stockwell visited the home folks while the 'Vanitring Becomes Electra.' Although announcements were made that the Orphieum would remade that have not to the Atras. Although a week's work for a lot of the XITAS. It was the Week's work for a lot of the XITAS. It was the Week's work for a lot of the Atras. It was the Week's work for a lot of the Atras. It was the Week's work for a lot of the Atras.

tion of the local daying a serious lan.

Rumored that all racing books will be closed in town during the Riverside racing season. Intimated that this will help attendance at

that this will help attendance at the park.
With Jan Garber's band broad-casting over WDAF from the Hotel Muchlebach and Bert Lown and his crew doing the same thing over KMBC from the Bellerive the stay-at-homers are sitting pretty.

### Fort Wayne By Robert Baral

Dallies trying film reviews at last. Freak show on main street draw-

Frealt show on main street drawing them in.
Ing them in.
Harry Switt back and playing
with local band.
RKO vaudeville at Emboyd in
again, out again.
Arthur Frudenive.
Dessile Roberts doing series on
historical hot mamas.
Fredric Peters, brother of Carole
Lombard, film star, visits relatives.
Indiana University's annual campus revue not to play here this
year.

pus revue .... year. Dr. Gordon Hammond has nearly all of the old Wright Player's

Dr. Gordon Fannisch.

all of the old Wright Player's
photos in his office.

Ben Bernle will broadcast his
regular Blue Ribbon Malt program
over WOWO when he plays date

over the Wolfer of the plays date here.

Isham Jones coming for spring sorority dance. .expect new scales at downtown theatres. .Stage Door Froile set for early May... Kathryn Lemiy is cousin of Noel Francis, film player. .Rilatio gets prancis, film player. .Rilatio gets before the play of Edna Hodell has composed her own theme song for the ether, Wanderling. .Fred Tangeman out of El Patlo. .basetball tourney brought some extra biz during Lent.

### Cincinnati

By Joe Kolling

Bill Clark never sans clgar.
Maurice White spotting pictures at RkO houses.

The New Fall blazing for Dorothy Mackatill.
Cliff Boyd's chows took a flock of prizes at local dog short.
Fall Harrington, tenor, becomes read the standard of the standard thream of the standard thream and son Bobby are both members of Pirates Club.
Cops halt window and inside displays of race tips at newsyshops.
Continuity writer at nations startion.
Towners making common use of

continuity writer at 'nations' station.'

Towners making common use of Ford Rush's radio signoff, Good Greystone ballroom, where Josef Cherniavsky's hand played most of season, went dark Easter night. Gibson and Notherland-Plaza hotels both profiting by oppositioning with Thies and Heldt bands.

Barkiey Schroedes, Crostey's pushing with thies and Heldt bands.

Easter Schroedes, Crostey's profit of ex-Governor Myers Y, Cooper, Ufa, German chema, to offer Damaged Souls' and Frenks'. Latter film to be exploited with 40 24-shoets.

ter film to be exploited with 40 24-sheets.
Happiness Kids played three the-atree dates on first-money deal without hitting split and are think-ling about changing nature at think-ling about changing nature. Ralph Haburton found hush fountain in Wapakonetta, O. was be-cause ine didn't have a restaurant license.

Local slicets constantly remind-ing folks that Mirlam Hopkins is likew Garden's girl. Her sister, Ruby, sells real estate in Forest Hills. Thert Acosta, Incognito, went to the research of Patsy Renaud at Mitchell Pield when her thre went liketies.

### Connecticut

Manchester auto show draws 5,000. Plekwick, Greenwich, cuts admis-sion prices. Alhambra, Torrington, used for

Sion prices.

Alhambra, Torrington, used for sion prices.

Alhambra, Torrington, used for mariope at Wilton.

Cooking school on stage of Palace, South Norwalk.

Falace, Torrington, reopened in response to protests.

Royal James Ballroom, South Norwalk, reduces scale.

Moryalk, reduces scale, Capitol, Dawley, dring new cores to jaff for 30 days at Middletown.

Fire in cellar of Capitol, New Britain, does little damage.

Falace, Danbury, holds fashion, Four girl dancers seized-in-raid at Norwalk smoker. All released.

Town owned and operated film house at Norwalk smoker. All released.

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Arnsperity mances, with duarter advances, soins over big at Water-order. The statement of t

### Rochester By Don Record

Bill McCallum renewing acquain

Bill McCallum renewing acquaintanessign Dave Nolan of Loew's
Rochester recovering from flu.

Vassar Club sponsors first night
of Irish Players at the Lyceum.

Magiclans of Ring Four to meet
Magiclans of Ring Four to meet
City to build a monker island as
draw for picnickers at Genesee Vallety park.

draw that one of the bears is that
way now.

way now.

Abe Harris, Rochester salesman for Metro, has been ill at the Hote

for Metro, has been ill at the Hotel Rochester.

Rochester.

When the Metro is a simple some show.

Max Ohley, song writer, won notice of Benny Davis, here with Loew's stage unit. Heinic Clune of the D. & C. on Jean Harlow during her stage appearance here won autographed photo and thank notes.

Lois Gerling, ballet dancer in Eastman troup and later the Metro will be a simple stage. The simple stage is a simple stage in the simple stage is a simple simpl

ropontation of the control of the co

season instead of nign samoun-First in theatre this year drew 2,200 at 25 cents.

Rochester Gannett papers reduce payrolls, but promise no salary cuts considered to the papers of the graph of the papers of the papers Elliott, Bill Christopher and Robert Burns let out by the T.-U., Arthur Reed and University correspondents by the 'D. & C.'

### Birmingham By Bob Brown

It's a girl, says Ben Creel, futher. All the second runs are going in for doubles. Lewey Robinson is now city edi-

All the second runs are going in for doubles.
Lewey Robinson is now city editor of the Post.'
Vernon Reaver has been unable to get Pantages open.
Stock at Jefferson enters the third was a protein the second of the Centry Brothers circus opened Thursday (24) at Mobile.
The weekly hotel guide is making money and is now in its eighth week.

money and Is now in its eight week.

The outdoor field will just have to struggle along without Tom Allen as scringle along without Tom Allen as scringle along with year. At Montage of the total with year and the section grain this year. At Montage of the total with year and the total and hometown boy, visiting relatives before the scasson opens. Rumors of this and rumors of that going around. Every time yande is dropped a new crop grows.

The boys at WAPI worked over-time covering the cyclone but the local papers beat them to the news. Pearl McKinney and Eunice Foster have taken on a new air period each Sunday night at WBRC. Walling Keilth, who started After Walling Keilth, who started After ils doing a column for the 'Adver-tiser.'

Talk on opening the dog track this year.

Toledo to be without a fleen show after March 25.

License fee cut approved by coundard the March 25.

License fee cut approved by coundard the March 25.

Ohlo censors did not citle One Hour with You.

Passing of stage shows at Parleaves Toledo fleshiess.

Leaves Toledo fleshiess.

Leaves Toledo fleshiess.

William Delahanty, chief of police since Feb. 2, died last week.

Dwight Van Meter succeeding Ed Reseandine as mgr. at Princess.

Jungle pictures this week.

Woof.

Rivoli going to Friday openings making it unanimous for first runs.

Biggest snowfall of the year cliptied The Jack O'Connell, president.

leaving the Pantheon with the only fearmes.

Affect to woodway all a burnup be a fearment of the critics werent to be a likely of the critics werent to so kind to fure MacClyy.

Loew's will be Loew's Valentine again. The name was there for 37 stars. Now it is back.

The Silver Silper, niter, pleaded guilty to a federal likker rap, fined \$100.

\$100. Haide Barber, white wife of the late Pearl Barber, internationally known colored gambler, died last

Yo with series of contests.

The Empress yanking out old sound and installing Western Electric.

J. Sheuerman, KOA orchestra tender, proke 80 at soif for the first time.

RKO exchange won February playdate contest in western division. Prize \$500.

Erown Palace hotel opens \$40,000 leaves the series of the production of the series of the production scheape.

Jerry McGe succeeds Jimmy Duggan as manager of Certified Productions exchange.

Howard Tilotson, assistant distorted to the Denver March 31 in the same job.

Denver theatre broadcasting Marriott on organ Sunday noon and talent from stage show Sunday ever the series of the production stage show Sunday ever the series of the production stage show Sunday ever the series of the production stage show Sunday ever the series of th

ent. Valentine using male ushers, eaving the Pantheon with the only

known colored gamble, died last week.

Week.

Benson, manger Avalon,

Ken Benson, benath After

tweling 5,000 miles two weeks,

decided to come home.

Bernie Lustig, p.a. for Loew's and

the Empire for 25 years wrote a

control with Milch Woodbury last

Milch Woodbury last

of Loew's.

### Denver

.. ( F. J. Barry, Col. auditor, to Cleve-

land.
City puts ban on ballyhoo trucks
with loud speakers.
News attempting to revive YoYo with series of contests.
The Empress yanking out old
sound and installing Western Elec-

Duluth By James Watts

Public dance admissions down to

cents Duluth-Twin City rall fores cut to one-laif over week-ends.

one-half over week-ends es cut to one-half over week-ends of the process of this spring. Tallors announce cuts of about one-third in prices for this spring. All business halted from noone 3 p. m. Good Friday. An old Duluth custom. now with Princess Players in Des Moines as leading man and director. Many men given emergency work on new highway quit jobs to return to city for handouts. Call editor of the 'Herald,' sported an ording its of Strick's Day without casual tes.

the 'Heraid.' sported an orange is on St. Fatrick's Day without casual-ties. The state of the st

cound to have \$3,541 in sock at his death.

Minneapoils direct relief committee backs move to secure 20,000 acres of land near Duluth to protect the secure 20,000 acres of land near Duluth to protect the secure 20,000 acres of land near Duluth to protect the secure of Marguerite de La Motte, film star, who lived here many years before for father, an attorney, monya Sahlin, Duluth violiniet studying at the Juliard College of Music, made leader of second violus section of National Women's Orchestra in New York.

Who Riko vauleville opens at With College of Music, and the Sulfard College of Music, and leader of second violus section of National Women's Orchestra in New York.

Who Riko vauleville opens at With College of Music, and leader of second violus section of National Women's Orchestra in New York.

Who Riko vauleville opens at With College of Music, and leader of the first floor. Al Anson, district manager for Publix, hopes to offer vaude bills about every three weeks, alternating with pix.

### Long Island By Joe Wagner

Fake bills flood the Island. Kew-Forest 'Life' to be a weekly. Crowds at the Rockaways week

nds. Fed men sweeping all over the Island. Pro baseball season opens in

Jsiand.
Fro baseball season opens in Queens news hawks rorming their own club.
Jamaioa Press' has a radio critic, John Colwell, and the grant of the

E. M. Orowitz and Harry Rich-nan townspeople over in Becch-

hurst.
Sixty extra cops will patrol the Rockaways this season. One ex-

Sixty extra cops will patrol the Rockiaways this season. One experience is enough manager of the Roosevelt in Flushing, used to play on many instruments.

Viola Elizabeth Gillettee of Douglaston will play the lead in the Warner version of Blessed Evention. The control of the Rockia of the Rockia

### Newark

By C. R. Austin

By C. R. Austin

Henry Linterkohl, treasurer of the
Little, is going to Germany and will
try to pick a few films.

Texas Guinan was mild in deportment at Proctor's until Friady
in the state of the state of the state
Louis R. Brager is now spending
all his time at Montclair busy with
Warner's stock at the Montclair,
headed by William Faversham.
Al Zimballst is running the new
Al Zimballst is running the new
All zimballst is running the new
Mushington to success
James Lundy has come from
Washington to success
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### Lincoln

By Barney Oldfield

Mumps at Art Bablch's house. Boots and hc. Buddies back home.
Wills Given cashier at Capitol b.o.
Stuart would have a good week at

Synchronized 'Hur' and 'Parade Fight game gone cold, Eddle Paul

State BB tournament in town for three days.

three days.

Overtures in memory of John
Philip Sousa.
Only six inches of snow on first
ay of spring.

Two gunmen shook the Capital
Hotel safe for \$300.

Lincoln theatre housing week of
mid-Lenten services.

Lincoln theatre housing week a mid-Lenten services.

usa 6c per. Muny and corp. stations still scrapping.
Youngclaus suit against protection set for April 18.

Bank Case involving Hando bolng revived.
Dozen eggs free with buck of process at some stores.
City Editor Clifford, gone paternal. It's a boy.
Margaret Anglin in Green Stockings: the Oliver, 26 years ago.

BUDDY

ROGERS

with his

CALIFORNIA

CAVALIERS

### Elmira

By J. Maxwell Beers

All theatres using more space in dailies.

National Gilder meet to be helere again, last two weeks in Jun Elmira will not adopt daylight saving time this year. Managers

saving time this year. Managers pleased.

pleased. to convert Majestic (WB) into bus terminal abandoned. For sale or rent.

Midnight shows at Keeney, Capitol and Strand Friday and Saturday nights increasing.

Several minister of Keeney, at a private showing of "The Man Who Played God urged attendance.

Harry M. Watts, local representative of Warner Brothers, has been made a member of the Rotary Club and. been placed on its entertainment. Been placed on its entertainment of the Rotary Club and.

THE BOY HIMSELF

Have you heard the news? We've brought Buddy Rogers and his California

Cavaliers to the Grill. Miss

Jeannette Loff is here too.

They're all working over-

time to make this the merriest spot in New York.

Buddy plays rhythms that

are rhythms. Miss Loff raises

her charming voice in song.

Dine! Dance! Be entertained

No cover charge at dinner

-at dinner or supper.

and that's something.

for an elephant he bought from Otis L. Smith in 1930, according to a Supreme Court decision. Original price \$1,000 with \$509 due on sale and interest.

#### Indianapolis By Gene Haynes

Lester Huff back at the Indians

rgan. Municipal golf courses late in

Municipal goir courses late in opening.
Only one night club has survived the winter season.
Lyric and Apollo still giving away an automobile a week.
Dessa Byrd went over to the other Public hone-retuiners from WFBM and WKBF are playing the nabs now.

now. Wally Middlesworth may be the new Butler University football

new Butler University football conch.
Fred Stone booked in at English's for two nights and mat (23-20) atter.
Herkell Players at Keith's presenting 'Uncle Tom's Cabin,' and it includes the ice scene. Dogs, too. Charile Davis band started his four of the Publix houses outside of son...napolis (23), opening at Anderson.

son.

Encore night at Circle helps open-ings. Customers at last show given opportunity to stay in and see an-other picture.

opportunity to stay in and see another picture.

Accordion contest staged last week on Lyric stage was sponsored by Galia Rini, the "Star" and a piano Theatre managers looked in wonderment at the attendance at the annual high school basketball tourney. Fifteen thousand tickets at 43 a throw were sold for the two-day tomers were from out of Indianapolis, and that helped the theatres tremendously.

### Salt Lake City By Phil Lasky

Weaver Brothers and Elviry headlining R-K-Orpheum bill this week, made two appearances over KDYL.

Wally Stewart put in new Harlem and the Stewart put in new Harlem and the Stewart put in new Harlem and the Schow Boat Revue gang from L. A. Cover charge, fec. 75c, on Saturday. ZCMI, world's oldest department store, staged gala evening fashion Tacked to capacity for two nights, being forecd to carry over the second day.

being forced to carry over the second day.

Playhouse (stock) opened again
after two weeks shindown, with
after two weeks shindown, with
after two weeks shindown, with
after the stock of the shindown of the
Ceorge Barnes, leading man, is managing.
House has closed and opened so
often count has been lost.
Cocy Threstment Cove, who last
Cocy Threstment Cove, who last
coverting old minnle golf pasture
into Covey's Cocoanut Grove, and
who recently took over money-matiing Hinbelty hall, has completely
remodeled the latter, hastalling
and and running contest for name.

### Milwaukee

By Frank J. Miller

'Ben Hur' at Davldson-with

Little Symphony gave last con-ert of season. Strand closed for Holy Week, re-

Masked marvel at WTMJ turned out to be Scott Moore. Philharmonic giving two concerts for unemployed musicians,

Pink Hawley, once a big league pitching star, living in Beaver Dam. Marcya Balsley Hill on Theatre-goers' program at WTMJ formerly on 'Sentinel' art staff.

Nolan R. Barrows is the new manager of the new Oakton Club on Pewaukee Lake, Came here from Oklahoma City.

Julanne Pellatier, formerly on 'Journal' station, now with WKZO, Kalamazoo, Michigan, Hugh Aspin-wall at WBBM, Chicago.

#### Spokane By Ray Budwin

'Chronicle' has cut editorial staff 10% following drop of half the force in past year.

n past year.

Robert K. Murray, New York, here to conduct classes in recreational programs.

'Crazy Quilt' did about \$7,000 at the Fox (pix), with two perform-ances. Only fair.

ances. Only fair.
'Emma' is being held over for full week at the Orpheum. Pix has broken all house records.

Tommy Olsen has taken over management of Liberty (pix) for Finkelstein & Rosenberg.

Natatorium park, midway, con-cessions and dance pavilion to open April 1. Louis Vogel, manager and owner. Swimming pool to open about May 7.

owner. Swimming pool to open about May 7.
Waiter Hampden, booked for April 18, has cancelled 'Cyrano'. Green Pastures' next road show scheduled for Poot Street theatre, three days, April 28.
The American Legion is planning a bi-sentennial pageant and celebration of the street was a sentence of the sen

Merlin Nagler, formerly with Lefty Hunt, for reares Milwauker ball team's mascot, now getting a trial as first sacker, and all reports indicate another Al Simmons, who comes from our south side.

Living Music Day put about 350 do no riginal score for Fanchon and the standard of canned music to the public stead of canned music and the public stead of canned music to the public stead of canned music and the public stead of canned

#### NEW YORK THEATRES

GILBERT MILLER presents

III DEST MARSHALL

There's Always Juliet A Comedy by John van Druten Uttrij delichtful. - John Mason Brown, Pe EMPIRE Theatre, Broadway and 40th 8 Eves., 8:40. Mats. Wed. and Sat., 2:30 loves the Henry Miller's The. Mon., Apr.

### HELEN HAYES THE GOOD FAIRY

-Gilbert Gobriel, N. Y. American. HENRY MILLER'S Thea., 124 W. 43d St. Evs. 8:50. Mats. Thurs. 4 Set., 2:40.

Ev. 830. Mats. Thurr. & Sat., 240.
In PHISLIF HOMARY New Comedy
THE ANIMAL KINGDOM
THE ANIMAL KINGDOM
Percy Hammond, Herald Tribute
BOADD Masked by Gibbr Miller, & Sy.
Eve. 8-40. Medicat week, as & 88., 240.
MOVES to SENTIFIE Thes. Tacs.
Omitted
3. Mats. weekly, Wed.
Thurs. and Sat.

### TEE CAT and THE FIDDLE

By JEROME KERN & OTTO HARBACE "Broadway has not heard lovelle music in its "its." "Galviete, American, 6LOSE THEATRE, B'way-66b St. Eye, 53% Mathress Weinselmy and Katues 53% Good Sais, Jost 1 Co. Office it 5 1.50. ALEXANDER MCKAIG presents

### ERNEST TRUEX WHISTLING THE DARK

"VARIETY" 1890 "BEST MYSTERY PLAY IN YEARS"

### "TRICK for TRICK"

GEO. COHAN Theat. Blung & 15th. Rich.

MARY BOLAND J. HAROLD

### "FACE the MUSIC"

A MUSICAL COMEDY REVUE By Irving Bertin & Moss Hurt NEW AMSTERDAM Theatre, W. 42d St Eves. 8:39. Mats. Wed. & Sat. 2:39.

Tarzan the Ape Man Greater than "TRADER HORN JOE COOK Revue-Bunel Orehestra



MAYFAIR Brandway and

"GIRL CRAZY"

RKO-Radio Picture, with EDDIE QUILLAN DOROTHY LEE MITZI GREEN

BERT WHEELER

86th ST. Bet. Lex. 4 3d Aver ANN HARDING

GEORGE OLSEN
AND HIS MUSIC
Other RKO Acts

81 ST ST. On Breadway Centiaueus Shows d. to Friday March 30 to Apr ANN HARDING

in "PRESTIGE" WITH ADOLPHE MENJOU MELVYN DOUGLAS

DOXY SEVENTH AVENUE

The Gay Caballero
The Goorge O'Brien, Veltor Metaslen, Conchita
REVUR Mentenero-On Miase, May "ASTER
Title, Salier Incaysten, "Peptien," Patricks Broman-FRED WARING'S Orchestra. Doors open

Seglaning Friday, "The Devil's Lottery."





The Grill

HOTEL . PENNSVIVANTA

Who Lives at The Park Central?

> MONG guests at The Park Central A 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 patios for private functions.... Swimming pool....Golf... and other features equally unusual and desirable.

Largest Single Rooms in New York

PHONE CIRCLE 7-8000

56 St. at 7th Ave., New York City H. A. LANZNER, General Manager

### Going Places

By Cecelia Ager

The Instructing Lubitsch

The Insinuating Lubitsch
Lubitsch luxury, that extravagance that expresses itself in obvious richness of fabrics and exuberant detail, should not be dismissed lightly merely because its content of taste is triffing. Lubitsch luxury is doing a great good in this land. It's serving a splendid cause—even though indirectly, in helping Herr Lubitsch free the American picture public from the bondage they determine the late of th behaviour might well appear not at all nice. It is necessary to cover

their aberrations from conventional behaviour might well appear not at all nice. It is necessary to cover them with fuxury in order to establish their right to be bitthe, and Lubitsch fuxury meeds no time to get its point over. Its lush expensiveness was not more an expensiveness when the second point over the second point over

#### It's Easter at the Roxy

It's Easter at the Roxy. Easter, the children's week. The Roxy al-ways hollday-minded remembers and provides for the little ones such a party as even the most alarmist of mothers must admit is eminently proper. Straight through the stage show and right to the end of the feature, there is nothing to give the kiddles ideas or troubled dreams. Pretty ladies dancing, bunnies scampering, clowns, funny men falling down and breaking violins, animated Easter baskets, and on the screen a noble rancher who is in love in between his good deeds only because picture rancher convention demands it. The Perhaps, it they weren't laughing smuch at the time, some small some convention that it is spiendid out from ractic law. It is a spiendid out from ractic law when they got hote, but luckilly so much happens to distract them that violin teachers need have no fear.

The Roxyettes and the Ballet

have no fear.

The Roxyettes and the Ballet
Corps are toe and toe this week for
the grace honors. The Ballet Corps'
'Manhattan Serenade' is one of their the grace honors. The Ballet Corps' Manhattan Serenade's one of their finer things. They divide into two groups, one in white sath lectards with misty skirts appended to represent the preity melodies of the control of the same of the control of t

comparison with any of the smart rovues.

The Roxycites for Easter show that they can dance daintily as well as throbbingly. Not a footfall is heard as, in white chifton long skirted dresses with chaste high necks, they whirl about waving huge pluk fans tipped with red. Of course their ians demand grouping

in flower, pinwheel, and what-you-will formations, which the Roxy-ter of the control of the control of the theory of the control of the control of the property of the control of the control of the Bailet Corps yellow feather chicks snugsling beneath gay Easter bask-ets, the Roxyettes white sath leo-tarded Easter bunles with white maribou trimmings and pink lined ears.

### Here's a Demure Senorita

Here's a Demure Senorita.
Conchita Montenegro's Mexican accent in 'The Gay Caballero' could have been every fetching, if it had been allowed to peal alone. Its soft warm tones might have explained the instant fascination which the story doggedly maintains she wields. However, struggling to the Monte Mexican accents crackling on the sound track the deciphering of it becomes just too much trouble. There will have to be some other basis for her charm.

There will have to be some other basis for her charm.
It is not rare for a Mexican Miss to photograph enticingly. They all have incredibly large black eyes, beautiful white teeth, riotous dark halr, ripe young figures. Miss Montenegro possesses these attri-

(Continued on page 71)

... 10 10

8

- 8

9

Alben Sisters

(Radio Revue)

Kay Fayre...... (Radio Revue)

#### Did You Know That-

Stanley Pascoal left for California, Monday, to see Inez Courtney... Wanda Lyons was In Jaekel's the other day, trying on her new spring coat... the former Gladys Smith (now Mrs. Fred Lewis of Diamond Bar ranch), pays a flying visit to these parts... Phylis Haver was beautiful at a dinner party in a black crep gown with a high necked cape effect... Jack Whiting's stouter these days... that was a lovely broadtail coat that Mrs. Phil Glemby wore to the Larue for lunchers... Horse Braham, of Left Bank, does interesting paintings in his spare moments... that was such a cunning the standard of the spare moments... ings in his space moments...
that was such a cunning
brown tailored suit that Helen
Menken had on the other day
with a yellow blouse and red
for scart...John Hundley and
his bride salled, in high glee,
on the Saturnia last week...
the little niece of the Saturnia
wyns is plenty cute in those
monded in Irish cronet at the
same with the salled saturnia was
made in Irish cronet at the
ing worn...Fay Marbe always wears that same modelshoe with the ankle strap...
Mrs. Paul Munt sings very
well...Dorothy Brenner's condition is improved.

### **Uncommon Chatter**

By Ruth Morris

Crawforde Argue—Mrs. Wine
Mr. and Mrs. Jesse Crawford,
given, to musteal arguments, are reviving the well known production
debate, 'Classicism vs. Jazz.' In
George Jessels' Joy Jamboree', they
settle for all time their conflicting
views on the Hereafter.
Heaven, says Mr. Crawford, is
the Hereafter of the Hereafter of the Hereafter
Heaven, says Mr. Crawford, is
the Just's 'Liebestraum' to
whose lingering melody the Bines
Giris dance beneath eerle blue spot
lights.
Mrs. Jesse disagrees. A modern
gal, she interprets Heaven as a
for pantomime that, true to Parathe Bines Girls must be tulle-covgread angels, says style-conscious
Mrs. C, they should be bathed in
rose lights, which every woman
knows are more flattering. Mrs.
Grace Allen saves her jeune flie
Grace Allen saves her jeune flie
Messrs. Burns and Jessel, and
precision routine. Mrs. Crawfords
which to make her first gwith
which to make her first gwity
which to make her first gwity when it uncores.

In all precision in Emilia to make her first gwity when it uncores.

Grace Allen at waist and shouldgray with clearly ensured and brightened at waist and shouldgray with hinestone cips. Mess Roth
with clearly represent the and brightened at waist and shouldgray with hinestone cips. Mess Roth
with clearly ensured at waist and shouldgray with hinestone cips.

Mrs. Jesse disagrees. A modern
gray her hinestone cips.

Mrs. Jesse disagrees and behard at waist and shouldgray with hinestone cips.

Mrs. Jesse disagrees and behard at waist and shouldgray wi the Bines Girls must be tulle-covered angels, says style-conselous Mrs. C, they should be bathed in rose lights, which every woman knows are more flattering. Mrs. Crawford wins the argument because her musical conception is more appropriate to a good finale precision routine. Mrs. Crawfords provided the second process of the sec blue chiffon. Lillian Roth chooses a long, deep-

Coquette-Proof Cagney

Ladles who play opposite Tames Cagney face solid contempt for all their little tricks and devices, Easily ensnared, the screen's hard-bolled boy cannot be held by a smlle, a tear or any of the other-wiles customarily fatal to picture

source, boy cannot be need by a swiles customarily fatal to picture leroes, as tear or any of the other leroes. Ann. Dvorak, heroine of 'The Crow Roars,' has to prove herself an awfully good sport before' Mr. Cagney hears wedding bells and fondly envisions that little band of gold. She tries being loyal and understanding; that won't work. She switches to ill temper and tells Mr. Cagney exactly what she thinks of him. He doesn't care. He won't give her the satisfaction of laughing at her, he walks out. Miss Dvorak just has to walt and hope for the best. She does her walting in unaffectedly sympathetic style, well made up and excellently photographed.

Joan Blondell finds out what happens to opinionated women who talked back to Mr. Cagney. They are grasped firmly about the neck, hustide through an oper door and sped along with a determined shove. But the doesn't have a different and desired and the caption, reading every line with the assured characterization that brings instant audience response.

Jungle Heroines Should Worry

Jungie Heroines Should Worry
When a heroine goes to Africa
via a studio process she can afford
to face danger undaunted. The
death that lurks in the jungie of
Tarzan, the Ape Man, stays
thousands of miles away from the
heroine who is imperiled on a
Hollywood set, It's a comfortable
situation—the necessity of facing situation—the necessity of facing unencountered, previously recorded

unencountered, previously recovered menace.

The Gycloplan camera eye is the most gruelling reality that threatmost gruelling reality that threatmost gruelling reality that threatmost gruelling reality in the green that a non-rushing lion, the next a herd of hippopoleami, yet again the authentic ferocity of painted savages. Miss O'Sullivan—make-up and colfure untroubled by the heat that shrivels souls way down dar in Afrique—meets all with a fine, brave glance. Fresh from the sporting hunting crowd, back in England, she romps through pestilential forests, comforted by the knowledge that she can 'shoot like an angel'.

Just a Home Girl

Proving the frequently discussed theory that 'Variety' sobbles are not very smart, last week's Vaudeville Percentage Score contained a math-

Areicentage Score contained a many ematical error.

Mayris Chaney (Fox and Chaney)
was rated at a measley 69, whereas she should have received 79 and top position at the State. Excusit please.

Mitzi Steals a March

Mitzi Green steals the honors from her older associates in Girl Crazy. That in Itself is no great distinction, for the ladies never amount to much in a Wheeler and

(Continued on page 71)

### 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 tems covered by the reviewer, with the named points opposite each player's name.

Slight comment is added.

	₽¢à	SAR ROOM	er sage	e casted	438	See and	SHEAT.	A. Agents	o. Orecas	AND ROOM	P Total	Comment.
S	Ċ	***	5 . 5	1	- '	н	LLY	woo				1 40
Mitzi Mayfair	9	10	9	9	5		10	9	. 8	9	87	Daintily expresses the charm and sweetness of unspolled youth in her unusually graceful acrobatic dancing.
Lyda Roberti	8	9	.10	9	5	10	10		8	8	84	Should guard against over- doing her supposedly ex- temporaneous laughter.
Gloria Grafton	8	10	9,	10		5		7.	3	7	72	Freer gesturing and a warmer manner would increase ap- preciation of her well con- celved song numbers.
		,				10	PAL	CE	- 1	8 13		
Mildred Bailey (Whiteman Chief- tains)	7	10	7	8	5	6	10	10	7	10	80	Poorly chosen frock of white lace is little detriment to a radio favorite with a true, liquid voice.
Albertina Rasch Girls	8	8	9	8	.6	5	•	10	1	ŧ	79	Modish dance group whose smart routines call for more subtle lighting than the Palace provides.
Nina Olivette	5	6	7	9	6	8	R	10	8	10	78	Eccentric comedienne in a dance production that builds to a fine frenzy of burlesque.
Yukona Cameron. (Al Trahan)	9	10	10	8	5	6	1.9	5	4	9	76	Achieves the ambition of every straight woman: queenly dignity and spon- taneous interest in her partner's buffconery.
Arlene Selby (Chieftains)	7	8	10	10	5	5	8	8	2	7	70	Modish carriage and agile grace win immediate audi- ence response.
Edith Barstow		9	7	6	•	. 4	1	8	7	10	69	Content with inedlocre cos- tumes and unstudied make- up, proficient dancer fin- lshes with a strong toe-tap novelty.
Josephine Huston. (Rasch Girls)	9.	8	10	8,	5	6		6	•	8	68	Careless diction and beauty diluted by studied charm diminish the response mer- lted by a true, clear voice.
Charlotte Winters. (Weber & Fields)	7	6	8	. 9 .	. 5	. 4.	8	γ1.,	•	1	53	Wears dusty chartreuse chif- fon for comedy-sketch as- sistance that gives no op- portunity to establish in- dividual talent.
					1		STA	TE		Ŷ.	1	
Ann Seymour	9	9	8	8	5	9	14	8	5	9	80	Knows just how much to clown, how to handle vaude audiences, and what they enjoy.
(Gus Edwards Radio Revue)	8	9	8	8		1	. 14	ľ	.0	9	72	Petite prima donna whose diminutive size contrasts pleasingly with her fine

voice.

Unusually chic sister quar-

Does right by her model Kate Smlth.

tette with standard routine.

### ARIETY

SUBSCRIPTION.

Vol. 106

### 15 YEARS AGO

(From 'Variety' and 'Clipper')

grantety' cheered the quetomer Variety' cheered the customers by reporting that there were but three more chapters of Patria,' a serial which was pretty terrible even in those days but largely booked for its title.

Business was good for Holy Week most houses showing less than \$50 below the previous week. Ascribed to the news bulletin boards. When ot tired r

Lew Dockstader, the minstrel, was playing Oakland, Cal. Mayor threat-ened to arrest him if he didn't cut out what he considered slighting allusions to the Army and Navy

Harry Levan, burlesque comedian, banned from Boston stages for one year by the mayor. Didn't like some of the jokes and told him to keep out of town.

Merger of film supply houses was underway with incorporation papers filed in Delawarc.

neral Flim announced it would no longer require block booking of product. Glad to book anything.

"The Spoilers," which had been a knockout as a film a couple of years before, was being revived. An-nounced that it would be rented for six months and then put on ice again for another two years. Re-made several times since.

Keystone comedies were in such demand that Triangle extended the \$10 a day rental period by three weeks. Those old one-reelers were worth more than some of the fea-tures.

John L. Sullivan, the prizefighter incorporated himself as a \$60,000 motion picture company. That was motion picture of as far as it got.

### 50 YEARS AGO

(From 'Clipper')

'Clipper' had a picture of Lillian Russell for its front page, but you'd never recognize her. Her career was still before her.

Chicago reported that Gustav Frohman had gone west and Chas. Frohman east, leaving Marc Klaw in charge of the midwestern busi-ness.

Tent firm catering to circuses Tent firm catering to circuses had a quarter page telling of current prices. Largest stock round top quoted was 70 feet and sold for \$265.

Orrin Bros. show, in Mexico City, had a blowdown due to the weight of snow on the canvas top. Top collapsed on the crowd. Dur-ing the excitement some one got to the ticket wagon for \$593.

Small circus was advertising for a 'chandeller man.' Job was to keep the gasoline flares filled and in order. Only the big shows carried electrical outfits.

Coup's sideshow had a horse with eight feet but only four legs. Coup had just bought an clephant at auction for \$5,800.

Pat Harris' muscum, Pittsburgh, had a cat show. Put it over with prizes for the best essay on cats and the best cat conundrum.

Patrick Sarsfield Gilmore, the Sousa of that day, was given a gold medal for band concerts at the Paris exposition in 1878, five years

before.

At a meeting of the Metropolitan Opera House Co., 37 stockholders voted to complete the building while 14 voted to suspend operations until bricks shall become cheaper. Figurerd if would cost 1876,000 at current prices.

### Inside Stuff-Vaude

One of the franchised RKO producers was threatened into playing an act at the Palace, New York, last week, at a loss to himself, and upon penalty of being barred from the floor.

As produced, staged, and cast, the act needed \$750 to operate. This figure was requested by the owner but he agreed to play three or four upstate weeks at a break-in salary of \$460. The members of the turn accepted cuts and the producer walved both the return of his investment and all profit during the tryout time.

Better the stage of the stage of the stage of the stage of the turn accepted cuts and the producer walved both the return of his investment and all profit during the tryout time.

Better the stage of the stage of the stage of the stage of the tryout of the tryout of the stage of the stag

Anatol Friedland's Follow Thru' tab broke in for Publix last week at New Haven for \$3,000 and 50% of the gross over \$18,000. Publix house there is the Paramount, a 2,300-seater, fully capable of skipping past the \$20,000 mark if the inducement is sufficient. Despite it being Holy Week theatre did heavy business and in midweck looked sure of \$20,000, which meant the tab company would draw an extra \$1,000 over the guaranteed three grand. If routed Friedland will get \$7,000 for his outsit.

Jack Haley and Benny Rubin's salary on their 10 RKO weeks, which they start April 9 in Boston, was misquoted: They'll receive \$4,750 double, an increase of \$750 over their last Palace salary. The raise goes for the Palace, New York, also, where they'll repeat for two weeks commencing April 23.

Martin Beck's denial of the report that he offered Lawrence Goldle of the William Morris office a booking job at RKO was correct. Goldle received the offer through George Godfrey.

Joe Penner pulled a gag marathon in New Haven last week. Failure of city's electrical supply threw the Paramount theatre in darkness at a matinee. Somebody dug up a fiashlight and Penner ad libbed for 40 minutes.

As fast as he ran out of gags he dove into the wings, where the bal-ance of the Follow Thru' company gave him a fresh line.

On their contract for an indie Sunday date at the Verona theatre, uptown in New York, Walton and Brand received the following instructions in writing:

"Kindly report for rehearsal at 11 a. m. sharp. Take I. R. T. Lexington avenue train and get off at 11th street. Get out and walk to the theatre."

### Inside Stuff—Music

Purchase by Joe Keit of the Davis, Coots & Engel stock, leaving NBC without a publishing subsidiary, marks the fourth music house which, during the past six months, disengaged itself from the ranks of subsidiaries and resumed its former standing as indie publishers. The other three former subsidis, now indies, are DeSylva, Brown & Henderson, which got out of the Warner group, and, more recently, Felst and Carl Fischer, Inc., which re-purchased its stock from NBC.

At present there are but five music subsidiaries remaining, three of them, Harms, Witmark and Remick, controlled by Warner. Other two are Sam Fox, Fox Flims subsid, and Famous Music, Paramount, affiliate and owned 50% by Paramount and 50% by by Warner Bros.

Another firm, a small publishing house, which during the fall lost its firm affiliation, was Universal Music, now Handman & Goodman. Latter firm was formerly controlled by Universal Pictures.

Bing Crosby affirms Roger Marchetti's statement that the latter hasn't been collecting from Crosby for aimost two months. Both split up in late January, when Marchetti received a \$15,000 settlement in lieu of a \$100,000 claim he had as a one-third partner in Bing Crosby, inc. Marchetti, Coakt lawyer, had organized the corporation with Harry Barris and Crosby as the other two equal partners.

Crosby's incorporating limself on the Coast came about at the time

Crosby's incorporating himself on the Coast came about at the time the Three Rhythm Boys were in a jam with both the musicians' union and Abe Frank of the Hotel Ambassador, L. A., for their walkout on the Cocoanut Grove. It was Marchetti's suggestion that the boys incorporate and that he'd handle their legal affairs and other business details in return for a 331/3 cut. The 415,000 was compromised as the value of his legal services and Crosby is how the sole owner of his name. Everett Crosby, his brother, now handles Bing's business affairs.

A name radio singer, oft criticized for using songs which didn't fit

him, finally found out where the trouble originated. Orchestra leader on his broadcast was continually persuading him to use the songs of one publisher, on the theory that the tunes were best suited to him. The singer kept giving in.

Went on for some weeks until the warbler ultimately went to the office of the publisher favored by the leader and demanded half of what the firm was paying the leader. Publisher denied any payments. Singer merely replied that if he didn't get half he wouldn't deliver any more of that company's songs. Publisher then agreed to give the singer half. But the performer has refused to use any more songs recommended by the leader and now has a manager who selects all his songs.

Buddy Rogers' dodging exploitation on his screen reputation reminds of the Roger Wolfe Kahn technique when Otto's little boy wanted to get along on his music alone, sans any other prestige. Similarly Rogers is instructing his p. a. and the NBC to soft pedal his screen rep or anything else, contending that he has an expert musical aggregation for his New York hotel.

Rogers has with him Dillon Ober at the xylo, Arthur Franklin and Jeanette Loft, latter from the screen. Rogers is already set for Victor records and an NBC wire.

Jimmie Gillespie's story on Hot Music, chiefly devoted to Paul Whiteman whom Gillespie piloted for seven years, is commented on around Broadway for two things. One is the opinion ascribed to the late E. F. Albee that he wouldn't pay \$900 to any band and have his vaude patrons listen to 20 minutes of dance music.

The other element is the plug for Whiteman by Gillespie with the story written at a time when the latter knew he and Whiteman would sever relations.

One of the most popular contemporaneous tangos, 'Green Eyes,' thus

### Inside Stuff—Pictures

Writers at the Radio studio are complaining over the manner in which a femme magazine writer, recently brought on the lot to do an original story, is riding roughhold over their scripts. The writer evidently has the approval of the front office as complaints have gone

unheeded.

Affair has reached the point where the femine is reading everything written, the scripts evidently being handed to her for her opinion. One writer was told of suggestions she had made for alteration of a script and retorted that if the producer himself didn't like it he could get another

For the second time since the first of the year complaints have been made to the Detroit Better Business Bureau concerning alleged mislead, ing advertising. Complaints were made that the wording of the Fox theatre ads on 'Hotel Continental' were ambiguous and misleading due to the word 'Grand' beling played up allead of the title and just as large. Wording read 'the GRAND picture you have been waiting for HOTEL CONTINENTAL'

CONTINENTAL.

B. B. B. stated that the advertising was not illegal but asked the Fox
theatre to voluntarily change it. This was done

Warner Bröthers has furned over to Warner Club, Inc., the entire fifth floor in the New York building for recreational purposes. Each day two girls are selected by the personnel manager to act as hostesses and introduce the less forward co-eds.

Club quarters is serving for other purposes. In between its accessibility to comployees, the space and background are being turned over to newsreel people for special recordings. Governor Pinchot's wite was the first to be so interviewed.

Reported inside of the deal whereby Charles Rogers will make inde-pendent product for Paramount is that the pictures are not to cost more than \$150,000, although a figure of \$200,000 has been generally mentioned. Par's deal with the indies is almost identical to the proposed RKO-Indie sotup. Par will put up half the production cost on delivery of the picture, charge 30 percent. for distribution and then split 50-50 on profits

Two of Radio's youthful femme star prospects were assigned to a musical picture. On getting the assignments both girls, who had been friends, started to ritz each other and continually cried to studio excess that the other was getting more to do in the picture.

Picture has been previewed and both girls are friends again. They discovered that their work had been reduced to bits.

Chicago motion picture equipment manufacturers have turned out a new device for printing film and sound simultaneously. In the past separate operation was required, or two printings, one for the picture

Machine is the result of three years of experiment and operates auto-

Sharp buying on pictures from the outside by one of the New York operators is forcing these distribs to permit 'slutfing' of product. Where this has occurred they claim they would rather do it than give in to demands for low terms handed out for the Broadway play date in

tion.
the case of one picture the distrib points to reviews which wonwhy it was kept off Broadway.

C. Levee, Paramount studio manager on the west coast, is staging an c. Levee, Paramount studio manager on the west coas, is saging a buffet support at his Beverly Hills home Saturday night (2) as a means of announcing his future plans to the invited trade and lay press, for a Monday release. Levee will produce independently. His Par contract doesn't expire until June but he leaves April 2. Sam Jaffe succeeds him.

Real name of Jeanne Fervey, who is to star with Douglas Fairbanks, r, in the French version of Local Boy Makes Good' (WB) is de Filiquier, Girl, who is of the Claudette Colbert type but a blonde, is a widow, and as traveling in California for pleasure, when she was discovered by aron Valentin Mandelstam. French title will be 'Athlete Incomplet'

United Artists is changing its campaigns on 'Sky Devils' (Hughes), selling it as a 'Cock-Eyed World' type of yarn rather than as an air picture, as it was exploited on a recent New York run. Eddie Hitchcock, formerly with Publix, was sent to Rochester and Syracuse, N. Y., last week, to handle special campaigns in that direction.

Despite exhibitor protests and the reductions on equipment by RCA Photophone, Western Electric maintains it is standing pat on original charges and prices. W. E. men state that as yet the exhibitor committee, named at the MPTOA convention in Washington, has not called upon

Fox and Western Electric recently crossed roads while campaigning on educational films in Hartford, Conn. Fox was there first with demonstrations, according to the reports of the fray. Western followed and the Better Business Bureau investigated because W. E. made the claim that it alone had available pictures directly made for the classroom.

Two independent producers are now east on a deal to make pictures his summer at Atlantic City. Local capital figures that if the pictures o more than break even, the idea will be beneficial to the resort. It's the local promotion idea tried in many towns.

Paramount Screen Souvenirs has bought about 200 ft, of film out of the Damaged Goods' filcker, owned by Al Dezel, states-righter in Chicago. Picture, released shortly after the war, was wanted for a few scenes which include Richard, Constance and Joan Bennett.

Double feature ache is not strictly an American problem. For some nonths it has been worrying English theatremen, and the past few rocks it has become a serious problem in Germany as well.

The same reasons, for and against it, are given all over the world.

Fox will minimize the dialog in its Magic Carpet series with more footage devoted to the score. Angle is that more music and less talk make it easier to work in silent titles abroad.

One of the major chains in scorched over cyldence that a competitor have been instrumental in having building violations slapped on its Broadway houses. Latest instaince had to do with a marquee stunt.

Exhibs of eastern Pennsylvania, D. C., Maryland and Virginia are dining Jules Levy, Radio's new gen. sales mgr. in Philadelphia March 29 and in Baitimore the following evening.

far has brought its composer, Nilo Menendez, a meagre \$400. Southern Music Co., RCA-Victor subsid, publishes.
While the tune is po, ular its economic returns to Menendez have been parse. He is planist with the tango band currently at the El Garron club, New York.

### J. J. Shubert Learns About Chi Musician Rules from Jas. Petrillo

a mess involving the Shuberts and the musicians' union here last week, J. J. Shubert was ordered out of his own theatro by Jimmy Petrillo, John J. Garrity, Shubert local rep, was fired, Maurle Rubin, musical supervisor, left town at the suggestion of the same Petrilio, and general pandemonium let loose around the Shubert offices

All because Rubin, arriving here with 'The Blue Mask' and 'Everybody's Welcome, decided to hire his own musicians, apparently dissatisfied with the regular house outfits. But Rubin reckoned without Petrillo, who as president of the union, put in an appearance at the Grand where both shows were reearsing, a couple of days ahead of their scheduled openings.

Petrillo, in his best style and manner, came right to the point, but evidently Rubin didn't thinl him convincing enough at first and to debate the question Petrillo thereupon settled that argu-ment pronto, declaring the shows would not open unless, and at the same time told Rubin to scram. It was at this cue that J. J. Shubert

#### Petrillo as Teacher

Petrillo as Teacher

What's all the shootin' for?' or
words to that effect, Shubert wanted
to know. Py this time, Petrillo
was in no mood to argue any further, but J. J. was insistent. So
much so that Petrillo, with a final
gesture, told Mr. Shubert to get
out of his own theatre and stay out
while rehearsals were on. Shubert
exploded all over the place, but took
the exit. What happened after that
was behind closed doors, with Shubert taking it out on Garrity and
telling him he was fired.

Upon reconsideration, after the
smoke blew over, Garrity was reinstitud in Shubert's good graces.
Next day Shubert called up Pemission to act and the rehearsals at
the Grand. Petrillo said oke, but
no more arguments.

Petrillo accused Rubin and Tom

o more arguments. Petrillo accused Rubin and Tom Fetrillo accused Rubin and Tom Jones, company leader of Every-body's Welcome' of stirring up the whole thing with Shubert backing them up. Rubin is understood to have returned to New York immediately, while Jones was left free by Pctrillo to open his show, but not to remain longer than a few days after that. Union rules concerning standard legit house or-chestras ard extra pay for standard bys has been in effect right along. This is the first time any serious opposition to those rules has come up.

### Horton's 'Henry' Tour

Los Angeles, March 28. Edward Everett Horton producing and starring in 'Springtime for Henry' at the Hollywood Playhous 'Springtime for

Henry at the Hollywood Playhouse has arranged to take the show to San Francisco after the L. A. run and from Frisco to Seattle.—Show will probably go to Frisco after one more week. Horton then expects to take the show on tour.—Original New York production of the piece was directed by Arthur Siroom and is current at the Blou.

### BECKHARD'S FIRST TRY

Arthur Beekhardt, concert manager, makes his debut as a legit producer with 'Another Language,' by Rose Franken. Show, with Beckhard staging, went into rehearsal Wednesday (23).
Principals are Glenn Anders.

Wednesday (23), Principals are Glenn Anders, Dorothy Stickney, Margaret Wych-erly, Maude Allen. Tryout opening about April 18 at the Broadway. Ploy was tried out last summer under the title Hallam Wives.

### STOCK GAP FILLED

Cincinnati, March 28.
O. D. Woodward, who closed his company at the Orpheum, Kansas City, is lining up a troup for the

Cox theatre.

Arthur Casey, who also operated here, but closed down recently, is reported trying to start in again in

### Open Air Theatre Burns In Elmira, Loss \$100,000

Eimira, N. Y. March 28. Rorick's Clen theatre, here, rated among the foremost open air play-houses in America, was burned to the ground March 22 while firemen struggled to get their apparatus through snowdrifts to the scenc. Loss is approximately \$100,000.

### Jolson Wisecracks Self Into \$150,000 Lawsuit in Phoenix

Phoenix March 28.

Al Jolson and Fox-West Coast are named defendants in a suit filed Saturday (26) in the U.S. District Court here by Hattle L. Mosher prominent Phoenician, who charges he was burlesked and ridiculed in a scene in Jolson's revue, 'Wonder Bar,' when it played here March 18 last. She is suing for \$150,000 dam-

age.

Complaint charges that "in cabaret scene in Jolson's revue there apret scene in Jolson's revue there appenting old man has reter, reprepenting old man has reter, reprepenting old man has reter, reprepenting old man has reter, repreperson a pauper, beggar or person
of, filthy habits and clothing, upkempt and repulsive to ordinary
persons, that character so made
up ... came onto the stage and
that Jolson wiltully, mulliclously and
premeditatedly and with intention
to Injure her good name and standpremeditatedly and with intention to injure her good name and standing among her friends and acquaintances in Phoenix, many of whom were in the audience, spoke of and concerning, the plaintiff with reference to that character so made up and that was coming on stage and within vision of the public audience, where the solution of the public audience is a solution of the public audience in the solution of the public audience is a solution of the public audience in the solution of the public audience is a solution of the audience is a solution of the public audience is a solution of the audience is a solution

property.

Jolson wise-cracked about her in show because he knew she was

Joison wiss-cracked about her in show because he knew she was widely known through the publicity given to her legal battles. Plaintiff wants \$100,000 allegedly for humiliation and an additional \$50,000 for alleged harm done her credit and financial standing.

### Woodward Set for 10 Weeks Stock, Cincy Cox

Cincinnati, March 28.

The Cox reopens Saturday (2) for 10 weeks of stock under direction of O. D. Woodward, with Clinton Tustin as manager, both of whom served in similar capacities with National Players in three successful seasons of from 36 to 40 weeks at seasons of from 56 Cincinnati, March 28.

### London Revue Halted

The British labor permit situa-tion abroad is holding up casting for the Oscar Hammerstein-Jerome

for the Oscar Hammerstein-Jerome Kern musical which George Gros-smith will do at the Drury Lane, London.

Book has four or five parts that necessitates the use of American actors. Grossmith is awaiting an opinion from the British labor bu-reau.

### Rose Seeks Moran-Mack

Los Angeles, March 28 Billy Rose is dickering with Moran and Mack for his new revue which he plans to stage as a summer show

Mack is currently under contract Mack is currently under contract to Mack Sennett for one feature, Hypnotized, in which he will be teamed with W. C. Fields. Moran, who was originally in the picture with Mack, dropped from the east. Picture has been on the fire for six months, but hasn't started yet.

### Shows in Rehearsal

'Foreign Affairs' (Kamsler-Fuller), Avon.
'Another Language' (Beckhard), Fisk Bldg.
'Truth About Blayds' (Mc-Clintic), Belasco.
'Take My Tip' (Hilliard),

48th.
'Merry Go Round' (Traube-Hart), Union Church.
'Tree' (Marion), Union

Church, Paine (Mills), Union Church, Valine (Mills), Union Church, Whiskey Blane' (Mills), Union Church, 'House Warming' (Ann Ayres), Mansfield, 'Groon Prince' (Morrissey-Sanford), Carroll, 'Angels Don't Kise' (Dal-

zell), Lyceum.
'No Longer Children' (Brady,

Jr.), Booth.

'Blackberries' (Rudnick).

Liberty.

'50,000,000 Frenchmen' (Tab)
Rubien-Demiit), Vanderbilt.

### PLAY SALES ON P.C. INCREASE

Tendency to sell screen rights to legit shows on a percentage basis has been given impetus this season. While the number so sold is only three, in view of the fact that previous seasons many shows have been sold but never age, it is felt that within the next two or three legit seasons the custom will make headway.

Advance in the number of per-centagers this season is supposed to tie in with the lower prices film producers are paying for stage

### plays. 3 Sold This Season

plays. 3. Sold This Season
Of the three shows sold under sharing arrangements this season two are reported being 'Brief Moment' and 'Counsellor At Law which Columbia and Universal took respectively. In yow of the claimed high price obtained for Taw', even though the services as adapter of Elmer Rice are included, feeling is that the percentage basis was invoked. This is held to mean that the claimed price may actually represent the sum guaranteed Rice and Joseph Bickerton, Jr., who coproduced the play, as their minimum for the property, but that they would receive more should the pleture be a large grossey. General percentage arrangement will be, it is believed, that the legit producer and playwright will share been covered by the flum. Mid has been covered by the flum. Mid has the sent covered by the flum and the sent covered by the sent covered by the sent c

### Forbes Play for B'way

Hollywood, March 28.
Ruth Chatterton's coast company of Counsel's Opinion' will be taken to New York if the play shows any strength with western audiences. Piece has its opening in Santa Barbara Friday (1), then going to San Francisco and later Los Angeles. Miss Chatterton expects eight weeks on the coast. Her husband, Raiph Forbes, heads the cast, the actress not playing but directing the production.

### McINTOSH NOT DEAD

Los Angeles, March 28.
Burr McIntosh asks that it be stated he is still alive, healthy and active. A persistent report that he is dead has been going around for ne time

veteran legit is now doing radio work out here, broadcasting regu-larly over KFWB.

### A. C. Apollo Lights

A. G. Apoilo Lights

The Apollo, closed since last September, is to reopen next Monday
with 'Dilly Daily,' a two-a-day musical concoction at popular prices.
Future policy of the house is as
yot undocided. Lex Carlin resumes

### 2-WK. SUBURBAN STOCK

Gowan & Reed, makes his debut as a manager with a summer stock company at Mt. Kiseo, N. X. Simon's house will be half of a two week booking in combe with Arthur Sircom, who will run the Millbrook theatre, Millbrook, Dutchess county, N. Y. Opening date is June 13. Simon & Sircom will do ten shows, of which two will be new. others Broadway standards. All the Mt. Kiseo house and then play a week each at the two theatres. Gowan & Reed, makes his debut a

### **Show Shortage Cutting** Cleveland Season to Shortest in History

Cleveland, March 28.

Shortage in legit bookings cause Loew's Ohlo to fold up last week, the earliest closing in the house's history. Same reason threatens to shut down the Hanna, town's other

history. Same Banon threatons to history. Same Banon threatons to regist theatre, which has only one advance booking—and that's indefinite. Situation is unprecedented, since both houses are usually open until May, but searcity of plays is accomplishing what poor grosses failed to do here.

Band Myagon' is booked by Ohlo for April 18, but may not last that far due to road costs. William A. Gray, manager, became so pessimistic about future that he packed his trunks, locked theatre's office and expects to spend reat of the season idling in the Lambs' Club.

'Crazy Quilt' has been tentatively slated for Hanna, which has no other bookings, but Billy Rose's demands for a guarantee may hold it up. Counter proposition made by Ansley Whittendale, house manager, has drawn a dead-lock to-date.

Two legit houses have suffered the number of dark weeks. Since September, 1931, Loew's Ohlo has had its doors shut il weeks, while rival theatre had its curcian down ten weeks. Both are now planning to put in stock. to put in stock.

ten weeks. Both are now planning to put in stock.
Show situation here is being given another set-back by decision of city officials not to rent Public Auditorium, which includes two theatres, to any commercial theatrical attraction. Former administration had a compared to the compared

### Cameo, J. C., Survives Of Skouras' 5 Stocks

West circuit of stock recently formed by Skouras out of five of their New Jersey houses has been abandoned, while the Cameo, Jersey City, become a permanent week stand. House opened yesterday (28) with 'Dracules' it is be followed by Brothers'.

Troupe is the same that was play-ing the five theatres.

The other four houses in the circuit have reverted to a straight film policy

### Leslie's Threesome

Leslie's Inrecsome
Returning to legit producing
after a couple of years' inactivity.
Lew Leslie is working on three
propositions. First is a revival of
his 'International Revue' for the
road only, with a Chicago summer
run hoped for."
Another 'Blacklirds' for New
York is on Leslie's mind. Meanwhile, he's trying to arrange a trip
for the present road 'Blacklirds' to
London.

### Jean Arthur in Legit

Jean Arthur in Legit
Jean Arthur is the latest addition
to "Foreign Affairs," Continental
comedy in rehearsal for Ben Kamsler and Lester Fuller. Others in
the cast are Dorothy Glsh, Osgood
Perkins and Henry Hull.
Play goes into the Avon theatre
April 11, opening cold. Sets are being made by Albert Johnson, with
direction in the hands of Lester
Fuller.

### SIMON, SIRCOM JOIN FOR MUSICAL STARS' SALARIES EBR

This season is going down on the books as the worst since the war for names' salary in the musical shows and revues. On Broadway at present only three musical leads are drawing more than \$2,000. Two of them. Bert Lahr and Lupe Valez, are in the same show. Hot Chair and the third is Will Mahoney of 'Vanities'. Latter, drawing \$3,000, is the highest salaried musical player on the street, despite taking a 25% cut with the rest of the Carroii cast.

On top of the short salaries in comparison with those of the recent past, there is an acute scarcity of jobs. Current number of musicals jobs. Current number of musicals on Top salary in each of the current musicals and the player drawing it shows and revues. On Broadway

'Cat and Fiddle'-\$750 (Eddle Foy.

Jr.).
'Face the Music'—\$1,500 (J. Har-

old Murray).

'Hot Cha'—\$2,500 (Bert Lahr),

Laugh Parade'—\$650 (Jeanne

Taugh Aubert).
'Of Thee I Sing'—\$1,250 (Billy

Of Thee I Sing—\$1,200 (Dun) Gaxton).

Vanities—\$4,000 (Will Mahoney).
Those \$4,000 and \$5,000 figures for musical leads are strictly of the past. Ed Wynn was charging off \$5,000 a week for himself from Laugh Parade for a

### **MORRISSEY REVUE MAY** GO INTO THE CARROLL

The Croon Prince, Will Morrissey's musical, first called The Crooner, may be spotted in the Carroll. Report is that downtown interests in control of the house since Earl Carroll was disposessed after a rent dispute, are in some way interested in the show.

Equity stopped rehearsals twice because the salary guarantee had not been provided for. Last week Arthur Dickinson deposited collateral with Equity covering two weeks salary totaling 47,500. Equity, however asked for a more satisfactory guarantee had 'The Croon Prince' Will Morris-

satisfactory guarantee as the securities are not listed on the exchange Promise to adjust the matter was

made.
Possible cast additions to the 'Prince' are Jack Osterman and Jean Malin.

### **Hub All Dark**

Boston March 28. Boston, March 28.
Holy Week kept all Boston's legit
theatres dark. This week the Bostonlans open in the Boston Opera
house with 'New Moon,' and plan to
present a 10 weeks' repertory of
operettas.

Within the fortnight all the legits will be housing some kind of an attraction.

attraction.

If Booth Had Missed, Shubert, opens tonight. Hay Fever, Plymouth, opens tonight. Shanghal Gesture' opened Saturday. The Devil Passes, Colonial, opens tonight. New Moon, Opera house, opens Wednesday evening.

#### Coast Musical

Hollywood, March 28. Clinton Lewis and Larry Warner, indie picture producers, are taking a filer in legit to produce 'Hell's a filer in 105... Holiday, musical,

Holiday, musical.

Book and lyrics were written by Lewis and Gene Johnston did the tunes. Margie De Haven and Carter De Haven, Jr., are in the cast also Betty Mack and Al and Lois Bridge. Production will probably be at the Mayan.

### SCENARIST SELLS PLAY

Hollywood, March 28. Thompson Burtls, here to write a screen story around Madison Square Garden for Charles R. Rogers, has 'Aces Down' set for Broadway showing in the fall.

Play will be produced by Roland Stebbins. The deal was closed since he came here from New York

# SHUBERT STAFF UPHEAVAL

### Service Fee' Kicked Senseless; Stocks Go Under \$350 Weekly

Los Angeles, March 28.
Closing of the Wilbur-Hockwad stock company at the Music Box and the stock venture of Charles schruth at the Orange Grove, after both had struggled through six weeks of no business, about putsthe finishing touches to the two-for-one and service charge passes. Both theatrer figured to make a most one to the stock of the

tem. Last week of the Wilbur-Hock-Last week of the Wilbur-Hock-wald company saw a couple of light riots at the b. o. when so many pass holders showed up at the theatre it was impossible to accommodate them. Audience came back subse-quent evening with the crowd still over capacity. Coppers were finally called in to quell disorder when they discovered they were going to be eased out of using their Oal:-lies.

### Couthoui Tax Defeat Blow to Chi Brokers

Chicago, March 28.

Chicago, March 28.

Local ticket brokers took it to no the chin when the U. S. Suprenc Court refused to review the citains of Florence Couthoul, Inc., for a refund of federal tax assements of 1816,100 on the sale of theatre tichets.

Couthoul started action some time see for a rebate of all taxes paid 1928 to clear from 91 cloher 313, 1928 to Color from 91 cloher 313, 1928 to clear 91 cloher 313, 1928 to cloher 313, 1

### Maude Adams Poor Draw On Coast; Cancel Dates

Los Angeles, March 28.

With business off on its western tour, the March Colis Shinher 'Merchant of Adams-Otis Shinher 'Merchant of the Shinher 'Merchant of the Shinher 'Merchant of the Shinher to one in the Shinher to one week to three days.

Outside of L. A., only San Diego and Long Beach will be played. Both are one nighters. San Bernardino, Pasadena, Rediands and Santa Barbara have been scratched off the litherary.

Long Beach, Calif., March 28.
Training legit for the day, Milt Arthur, associated in the operation of several of his houses with Fox-West Coast, will present the Maude West Coast, will present the Maude of the man and the new Long Beach of the man and night shows at \$2.50 and \$3 top respectively. First protesh show in the new hall.

### Some Fun

Winthrop Ames, who owns the Little theatre, New York, has given the cast of 'Left Bank' permission to do anything they like to thij' dressing rooms the night the show closes. Reason is that the house is to be torn down following this run. New York 'Times' takes over property May 1.

Same thing has occurred at other legit houses when the theatre was to be razed, players having joily times giv-ing the building wreckers a head start. It's getting to be an old theatrical custom.

### **Shuberts Dump** Legit Scripts Into Hollywood

Hollywood, March 28: Circumstances of the Shubert ventures has caused a heavy catering to studios to buy film rights of all productions owned by the brothers. Lee Shubert and C. Fiske, representative of the Irving Trust and co-receiver with Shubert, are pushing the sale of over 400 scripts of

ing the sale of over 400 scripts of all types on which they own part or all of the film rights. Affred J, Cohen, of the Lamson & Pelton agency, is handling the stu-dio end. List comprises musicals, dramas, comedies and anything that might be picture material. This is the first time the brothers have se-riously concentrated on getting big film money. film money.

### Sparks Turns Tables on Studio That Sues Him

Studio That Sues Him
Robert Sparks, young legit producer who acted as counsel for himself Tuesday (22) in defense of a
suit brought against him by Carlos
Studios, won a victory. Sparks not
only defeated the attempt to get
judgment against him, but also was
given judgment against the plaintiff.
Carlos brought Sparks into court
on the claim he had not paid for a
series of the second production. Tispector
if the country of the property of the
down payment on the set and the
decision means that not only is he
held not responsible for the amount
the studio claimed but that he instead is to be returned his advance.

stead is to be returned his advance. Decision was rendered Thursday (24) having been reserved two days.

### 'Death' Hits Trail

Hollywood, March 28.
George Wintz will motorize his
Death Takes a Hollday company,
now in its fourth week at the Chicago Playhouse, following its run

there. William B. McCurdy, back from a William B. McCurdy, back from a 22,000 mile gas trip ahead of 'The Apple Cart,' will go ahead of the Wintz aggregation.' Tour will be held to states north of the Mason-Dixon line.

### SUCCSSFUL DEFENSE

SUCCISFUL DEFENSE
Jack Pearl got the decision in
Municipal Court, New York, last
week in Paul N. Turner's suit
against the Dutch comic for \$1,000.
Turrier, a lawyer, sued for the
money as counsel fees. He claimed'
services were rendered during the
Equity arbitration between Pearl
and the Shuberts over a contract
for 'Pleasure Bound' two years ago.

### MURRAY, GAITES PAYLESS LAYOFFS

Greneker Out Till Sept. in Slash That Halves Operating Nut-Effective This Week-Simmons at Liberty-Only Skeleton Booking and Press Departments Left to Carry On

#### SAME FOR KEY TOWNS

Suspension of the Shubert produc the receivers for the Shubert Thea tre Corp., effective this week. That is accomplished by the curtailment to skeleton proportions of the booking and publicity departments, the head of which have been told to take a long rest.

Whether the move will prove th start of the disintegration of the Shubert organization depends on the court's granting or denial of the ap-plication of the receivers to continue the receivership into next son—about five months away, ing is expected tomorrow (30).

ing is expected tomorrow (30). With Lee Shubert promising to provide the funds for productions tentatively dated for next autumn showing, a plan favored by a majority of the creditors, it seems likely that the receivership extension will be granted in the hope that the creditors will get a better settlement of the court.

the creditors will get a better settlement than if liguidation were ordered by the court. But if the extension is granted, the tecever of the control of the

### Old Timers Let Out

Old Timers Let Out
Jules Murry head of the booking
department goes off the payroli.
So does Joseph Galtes in charge of
production and his alde, Carl Hunt.
C. P. Greneker, the Shubert press
agent also is out for an indefinite
rest, that going too for Romaine
Simmons of the production end,
Only head of departments retained
the contract of the production of the contract of the contr

Is David Finestone, in charge of theatres. Ira Helstein, the firm's auditor, is reported staying on to handle the Shubert personal financial matters. Elias Weinstock, Murry's assistant, will handle what bookings there are, while one or two-people will be in the press department, The warehouse is closed with only a watchman in charge. Watson Barrett in charge of settings for musicals and Rolo Wayne who, handled the scenery and effects for 'Continued on page 59)

(Continued on, page 59)

### JOLSON \$30,000 IN L.A., WILL DO HECHT FILM

Los Angoles, March 28.

One week in San Francisco, following the current single week at the Billmore here, will end the road senson of Wonder Bar. With componing last night, Sunday (27) brought \$5.81 at \$1.50 scale. That's an average week's gross out here. Expect close to \$30,000 on week.

Joison will remain on Coast to do new Ben Hecht original which replaces intended 'Sons o' Guns' version.

### Shubert Bondholders Ask Probe; Cite J. J.'s \$1 Apartment Lease. Say Bros. Lost Little in Crash

### Their Own Rumor

Milt Raison, p.a. for War-rior's Husband, and Jinmy Cannon, the 'World-Teley's Broadway man, are spreading the rumor that they are writ-ing a hit play, Both boys are president of the Pive O'Clock Club, which preets in Milt's office at six.

### WRITERS BAND TO PRODUCE **OWN PLAYS**

Unit system of production, somewhat similar to the method used in film producing, will be put in force next fall by a producers' group now being formed by a number of Broadway playwrights. Authors the producers of the producers being concerned.

being concerned.

Principial reason for the organizing of the dramatists is that under
the present circumstances they
foresee only a handful of wellrated producers active next season
and they propose as a precaution
to be ready to produce themselves.
Past season has seen but a few. of
the normally active producers functioning and hence the writer-managers.

the normally active producers tunctioning and hence the writer-managers per Bickerton. Jr., arbiter of the Authors League, is forming the group. Outfit will be more a federation than anything else, in that there will be no strict corporation lines or the usual arrangements that go with incorporation. Unit system will come in with the will be not strict or the system will come in with the main for his own play, responsible in the main for his own financing. While others in the group may share in the backing this development will be up to individuals.

An additional purpose of the organization is to reduce production costs. Hence it is felt that by the scroup will be responsible for will enable the outfit to get lower rates, through the collective business. Authors' production group is the second legit organization to go after production costs, seven legit managers having recently banded together for that purpose such to continue of the production costs, seven legit managers having recently banded together for that purpose such that purpose s

### Revue 'Sacred Concert' Hookup in B'way Test

Hookup in B'way Test

Percy Oakes, producing 'Dilly
Dally,' currently rehearsing at the
Galety, plans to test the Sunday
ban on legit shows by producing his
show along vaudeville revue lines
so that, a la the Lou Hotz show,'
he may qualify for Sundays.

Show will feature Charies Ray,
Patsy Ruth Miller and Jed Dooley,
with the lyrice by Billy Heagney,
Jack Mills Music will publish the
scord. Oakes plans to open the
revue in Atlantic City April 3.

### B'way Via London

Next production for Bela Blau, an American nerro play titled 'Cock o' the Walk, will get its first showing in London, opening there some time in June. Paul Robeson will probably play the lead, and come with the play to Broadway for a showing atter the London season.

Decision by the court as to the extension of the receivership of the Shunetr Theatre Corporation on the basis of Lee. Shubert financing the business to the extent of \$300,000, is expected to be handed down March 30. At that time Judge Fran-

is expected to be handed down March 30. At that time Judge Francis Coffey may also rule on the petition of the independent bond-noiders committee for an investigation of the petition of the independent of the petitioners represented by Charles H. Hyde as counsel, have put forth 21 reasons why the Shuberts should be investigated and the books audited by accountants not associated with the Shubert or sanitation or its banking connections. Many of the points which puzzle the India debentur holders wits filed by Charles Fisk, acting receiver for the Irving Trust, William P. Phillips, formerly of J. & W. Seligman & Co., who marketed the bonds, and John F. Waters, formerly comptroller of the Shubert corporation, and at present engaged as ald to Mr. Fisk.

J. J. 2, § 1 a Year Lease

### J. J.'s \$1 a Year Lease

as aid to Mr. Fisk.

J. J. \$1 a Vear Lease

Some interesting points are brought out, of the loss boing a detail in the matter of the Central Theatre at Breadway and 47th street, corporately known as the Jason Building company. The top floor was fitted up as an apartment for J. J. Shubert, who has a lifetime lease on it at \$1 per year (too noisy and now he resides atop the Sardi building on West 44th street). The Central was sold to the corporation by the Shuberts, bought back by the Trebuhs Realty Co. (owned by the Shuberts) and resold to the corporation at a profit of \$5,000 within one year, the petitioners declare.

Mr. Fisk touching on the transcation state the way to the corporation at a profit of \$5,000 within one year, the petitioners declare.

Mr. Fisk touching on the transcation state like was the property, the Shuberts or their realty arm gave the corporation notes totaling \$900,000. There is a \$700,000 mortgage and the balance of \$1,750,000, at which the site was valued was paid in cash, the corporation cancelling the notes when the transaction was reversed. The petition puts it: The difference between their (Shuberts) cash payments by and to themselves, rather than have

action was reversed. The pctition puts it: "The difference between their (Shuberts) cash payments by and to themselves, rather than have the corporation make the profit which would have accreted had the notes been paid. Yet it appears that the books of the corporation showed a profit of 1443,566 on the Central sale back to the Shuberts. That indicates merely a book reappraisal of the property hondholders. That indicates merely a book reappraisal of the property, bondholders argue. Petition claims the Central is carried on the books as representing a corporation equity of \$668,802, although its total cost was only \$827,487 and there are now mortgages amounting to \$1,225,000.

Round Trip Sales

had virtually been clinched, but is quoted as saying that as he and his brother might sometime be criticized for the profit they seemed certain to be about to make, he asked the reaction of the directors. Latter felt that 'it would be better for the corporation to, reacquire the property and Rself make the profit upon the proposed sale to Mr. Fox' company.

When the corporation was organized in 1924 150,000 shares of stock were issued to Lee and J. J. Sibubert and their attorney William Klein, the last named getting 13,870 shares.

(Continued on page 55)

(Continued on page 58)

### Bondholders Ask Probe

(Continued from page 57)

At the time of the recciverable the trio had but 54,390 shares among them and the petition charges that the burden has been passed to the public with slight if any loss to those responsible for the creation and management of the organization.

#### Machan Stock Pool

Meshan Stock Pool
The petition asks why in 1930
the corporation bought in 2,800
shares of Shubert stock paying,
131,388 at a time when the operating deficit on the year was \$1,231,108 and the net value of the corporation had shrunk to \$2,999,843. It was particularly anxious to learn
about the corporation going into a
100,000-share pool, with a stock
brokerage house.

Mr. Phillips explains that operation. Early in the fiscal year of
1928-23 there were 182,000 shares of
Shubert stock in the hands of the
public and the market operation. The directors thought it
wise to increase the corporation's
cash resources and 25,000 additional
shares were sold on the New York
Stock Exchange at an average price
of \$74.18, netting \$1,884,000. The
board later authorized additional
stock which added to 40,000-shares
unissued amounted to 100,000 shares.
Idea was to-sell that stock and retire the debeture bonds totaling
about \$7,000,000, a policy followed
by other corporations.

The Seligmans did not care to

by other corporations.

The Seligmans did not care to enter into the deal whereupon a by other corporations.

The Seligmans did not care to enter into the deal whereupon a plan was arranged with M. J. Meehan to market the 100,000 shares. Upon a 90-day option to buy the stock at \$80 a share, he proposed to form a 25,000-share account, with the corporation proposed to form a 25,000-share account, with the corporation proposed to the pool was to stabilize the market as an ald in disposing of the 100,000 shares. Meehan was at first successful in selling some stock, but adverse conditions arose and the operation was a failure so that none of the 100,000 shares was disposed of. On the eve of the 1929 pand the corporation had to take ever its 25% interest, which at the time appears to have been 2,800 shares bought in at \$46.75 a share. Values and Bookkeeping

### Values and Bookkeeping

Values and Bookkeeping

The petition contends that in the sale of properties owned by the Shuberts to the corporation at the time of organization, no individual appraisals had been made but properties were turned over as a lump in return for stock and debenture bonds. It is claimed that when the formation of the corporation was being considered, 'to cover excess of appraisal value, over book value,' increases were made in real estate and theatres to the amount of \$2,248,314 and in another item of \$1,560,000 or a total of \$3,734,814. Write-offs in values of assetshave been put down as totaling \$4,582,925 since the corporation was formed. The petition states: 'As the depression did not come until the fail of all the state of the company was apparently making many and applicable to write down values of property, for the company was apparently making more property for the company was apparently making more property and acciditive pages.

write down values of property, for the company was apparently mak-ing money and actually paying dividends. Also it is claimed that after examining the various annual statements a total of \$3,629,756 is unaccounted for or never satisfac-torily explained.

### Accounting as an Art

Accounting as an Art

Mr. Waters, the expert accountant, thinks quite differently about
that. He stated: No one familiar
with the keeping of corporate books
or with the work done by public accountains before certifying corporcountains before certifying corporcounts could justifiably entertain
the thought that \$3.82.9758 could
have mysteriously disappeared from
the accounts between 1927 and
1931. Without intending any personal criticism of members of the
Independent Protective Committee,
I am inclined to think they must
be unfamiliar with the clementary
principles of accounting.

He said the computation of the
petitioners starts nowhere and ends

He said the computation of the potential of the potential

went to acquire new assets or to discharge capital liabilities, so that such expenditures were not reflected in the income and expense accounts at all. In a simple computation be indicated how the balance to be accounted for was actually \$82,246, and to explain the books from an accrual basis to a cash receipts and disburgements basis. Mr. Waters, who was mentioned as having been appointed comptroller. by the Seligmans, stated he had no knowledge that that was so. He further said that if the audit asked for was ordered, adjustments made would mean nothing more than an accounting sitt. In the course are given the preemptory right to hadle the financing of the corporation for 20 years. The petition avers:

are given the preemptory right, to handle the financing of the corporation for 20 years. The petition average examine Responsibility.

The 6% gold debentures of the Shubert Theatre Corporation were issued and sold upon representations as to assets set forth in published statements (mention of 104 theatres, was in one) vouched for by J. & W. Sellgman & Co., and the Equitable Trust (succeeded by the Chase Securities Co.). If these statements were not true, then not only the officers of the corporation should be held responsible, but the should be held responsible, but the should be held responsible, but the thind the state of the corporation should be held responsible, but the statements were not true, then not only in the statement with the corporation account. However, Mr. Flag, who expalianed that the Irving Trust does not pretend, to have examined in detail all of the facts connected with the original organization of the corporation, said: My experience with the business and records of the corporation leads me to the belief that Lee and J. J. Shubert have not only more account. Their personal credit in aid of the corporation's obligations in many instances, with the responsibility, for a substantial amount of the corporation's debts.

be left with the responsibility for a substantial amount of the corporation's debts. An imposing array of counsel figures in the Shubert matter. Cravain, de Geradorf, Swaine & Wood are attorneys for the receivers and also the Seligmans, the four committees & Stern; Chadbourne, Hunt, Jackel & Brown; Rosenberg, Goldmark & Colin; Ducasse, Parsons. & Gotham, Latter firm has been & Gotham. Latter firm has been retained by the indle bondholders'

### FUTURE PLAYS

"Sock," a play with music, is being done for James Barton, under the sponsorship of Al Wilson.
"Growing Pains," by Eric Mills, is being readled by Mr. Mills and Marga La Ruba, the latter also going into the cast, which also includes Leonard Willey and E. Edwin Brandt. Due in week of April 11. Part of the receipts will be donated the Actors' Dinner Club.
"Truth About Blayds," comedy by A. A. Milne, first produced in 1922 by Winthrop Ames, is being revived

A. A. Miine, first produced in 1922 by Winthrop Ames, is being revived by Guthrle McClintle. O. P. Heggle,

lead in the original, repating.

'Number 179,' formerly Brownstone,' by Lou Levenson, for production by Irving Lande and William Stephens. To be tried out this

llam Stepnens to be tree with summer.

We Are No Longer Children, William A. Brady's first show in some time, at the Booth, N. Y., April 4.

'Crisis,' by Sidney Kingsley which Sidney Phillips and Harlan Thompowell do

Orist Pauli Stating Yangsley Winds
Schief Paulips and Harian Thomps
Stating The Tree' is now in reheatsal
with Ira Marlon sponsoring. Play
was written by Richard Mathaum,
of University of Iowa. Cast includes Wm. Bonelli, Thos. Moseley.
Laura Bowman, Enid Raphael and
Barton Mac Lane.
Whiskey Blanc' which Hale
Francisco, playwright, wrote and is
producing, will probably be changed
to either 'Frenchle' or 'Angeline
Moves In.' Suzanne Caubaya, Mrs.
Jacques Martin, William Ingersoll,
Robert Brister, Gerald Kent, Kathleen Rivner, in the cast. J. J. White
is stager.

### **BROADWAY REVIEW**

### HAPPY LANDING

Comedy in three acts presented a	îε
Chanin's 46th Street by the Shubert	8
March 26; written by John B. Hymer an	đ
William E. Barry: Russell Hardle, Mar	•
garet Sullavan and Catherine Dale Owe	a
featured; staged by Lawrence Marston.	
George Stebbins Harry Davenpor	ct
Sam TaylorEdwin Reddin	g
Charles Stevens	y
Blin GardnerRussell Hardi	e
Phyllis Blair Margaret Sullava	
Miss Crawford	d
Russell Whiting	a
Caso	
Hal HerndonJohn Butle	r
Mrs. Thomas W. Dumont.	

Mrs. Thomas W. D	umont,
	Lenore Chippendale
Norma Landis	Catherine Dale Owen
Major : Green	Thomas Reynolds
Hennesey	
Miss Bond	Anne Carpenger
Carvello	
Mr. Platt	Banfield Taylor
Mr. Knobb	
Luigi Cerrino	
Ira Thompson	John Parrish
Robert Willis Gran	ille Harold Heaton

This latest try by the cramped Shuberts was out of town for six weeks or so, there under the title weeks or so, there under the title the song of that name, but the show is nothing to get merry about. Maybe a cut-rater. Not better. However, we have been suggested by the song of that name, but the show is nothing to get merry about. Maybe a cut-rater. Not better. However, it is not seen that the series of the series of

within a couple months, and produced in the fall if it looks prom-

duced in the fall if it looks promising.

'Dilly Dally,' summer revue sponsored by Percy Oakes, will offerPatsy Ruth Miller and Charles Ray,
former plcture stars. Harian Dixon
and Peggy Corneil also contracted.

'My Country Tis, of Thee,' by
Howard Koch, of N. Y., awarded
first prize in Little Theatre Nat.
Plaxwriting contest. Will be given
production in St. Louis April 17.

'That Hilton Woman,' play by
Howard Comstock, has been put into rehearsal by Arthur Ebenhack.
Grace Hur has the lead.
'Coast to Coast' will be produced
by a new managerial team, Join T.

Howard Comstock, has been put increased to rehearsal by Arthur Beenhack.

Grace Hurt has the lead.

Coast to Coast will be produced by a new managerial team, John T. La Argetina danced her last received by a new managerial team, John T. thum of 1933. A crowded house to have a flair for Italian seems the stage director. Show was most enthusiastic. Since Arthur Hurtey, latter the stage director. Show was most enthusiastic. Since Arthur Hurtey, latter the stage director. Adams was for in the stage of the stage

### **Inside Stuff—Legit**

The first facal year of the Theatre League, since its semi-reorganization in Feb., 1931, when Henry Moskowitz became executive secretary, has passed and the organization finds itself with a slight surplus on hand. This does not include the \$5,000 balance on the \$25,000 note the league is paying off to various ticket brokers.

League's facal year runs from March to March. A surprising detail of the year just closed is that the original budget of \$25,000 ladd dan when Moskowitz took over management was not fully consumed. The \$25,000 budget was a sharp cut down from previous provisions when the league was first organized, that sum alone being Harlow Savage's salary in the position Moskowitz now holds. When the latter came in the partial reorganization of the league enlarged the membership scope and excepted the ticket problem.

tial reorganization of the league enlarged the membership scope and acopped the ticket problems. The league hopes that the present year will Under the circumstances the league hopes that the present year will end similarly. Organization's books were recently audited. League's income last year consisted of dues from members, producers and the arres paying \$10 each when active or open, plus a contribution from the late Joe Leblang. League has a total membership of \$8 managers and theatic owners of contributions rescribly from meritar and services and theatic owners of contributions rescribly from meritar and services.

theatre owners.

League received contributions recently from member and non-member producers to enable the group to concentrate an attack on the proposed admish tax amendment. While this fight has been going on for several months, Moskowitz has held down its costs and there is still an apprimonths, clable surplus for this purpose.

In the will of Arthur Collins, London the strical manager who died some months back, is the bequest of two Drury Lane stalls and two dress cited seats to his son. This is typical of the way the older theatres in London have proprietory seats. Nearly every one of the traditional playboxes has a number of seats kept back from the renters on the grounds of

has a number of seats kept back from the renters on the grounds of proprietory rights.'
David Fowler, one of the earlier directors of Drury Lane, had four seats of this sort, as a result of a deal he put through. They have since been bought by an agency.
According to C. B. Cochran there are nearly 1,500 proprietory seats at the Albert Hall. Lessees of theatres novadays have the proprietory rights seats well taped in their estimates of grossee.

Black Tower, ordered closed Saturday (19) by the authors through an injunction growing out of charges that Ben Stein, producer for New York run, had substituted a different third act, will be done on the West Coast. Mystery place declared to be set for pictures, but studie

unnamed.

Last week Louis Nizer, attorney for the authors, Ralph Murphy and Lora Baxter, obtained from Supreme Court Justice Schmuck confirmation of award made by the American Arbitration Society in the case against Stein. Arbitrators upheld the contention Stein had violated his agreement by rewriting the third act, with return of all rights to the

Outside his own success there was nothing in which the late Chauncey Olcott took such pride as that at his suggestion John McCormack took up the singing of Irish ballads.

As Olcott so often told the story, he was playing in St. Louis at the

As Olcott so often told the story, he was playing in St. Louis at the same time McCormack was appearing there with Oscar Hammerstein's opera company. Usual Sunday night concert was to be given by the troups, and Olcott suggested that McCormack include an Irish bailed or two on his program, believing his voice perfect for this type of song, McCormack took Olcott's advice and, of course, clicked. Meeting him later, McCormack thanked Olcott for the tip, telling him that his judgment had proved correct.

George Morely, of the Apollo, is touring with 'Scandals,' handling the cket sale when the show plays auditoriums, etc., instead of regular

theatnes.

At the opera house in Philadelphia a woman complained about side locations which were supposed to have been in the center, with Morely gibbly answering: 'Lady, I'm a New York ticket seller, and over there all tickets with numbers like you have are right in the center.'

Sherry Pelham, dancer in 'Hot-Cha,' is anything but scrappy but she knows how it feels to be knocked out. Happened on the Ziegfeld stags during the merry-go-round number during which the DeMarcos whil around a circling chorus ring. Seems Renee DeMarco's elbow happened to contact Miss Pelham's chin, and she went out like a light. Taken to the wings without stopping the number.

If 'Springtime for Henry' is sold for talkerizing it won't mean anything to MacGowan and Reed who produced the play. Benn Levy, English playwright and author of the script, kept all the film rights for himself. Levy is not the only British writer who does that, the same arrangement Deing in force between Pat McNut and Nool. Coward on the lat-

Mary Boland was out of Face the Music at the New Amsterdam, Monday night (21) with intestinal influenza. She appeared the next evening with a doctor and nurse in attendance. Frances Holliday subbed for the missed performance. Not a refund

### **CONCERTS**

Miss Ponselle's Recital
Looking radiant in a decollette
gown of cream satin, over which
a cape bordered with silver fox,
Rosa Ponselle sang her one and
only recital to a capacity Town
Hall. 'O devina Afrodite' from Romann Romanl's 'Ferda' was a delight to her listeners, with the composer at the plano.
Rossin'is 'Semiramide' a group of
Italian and French songs, as well
as English and German lleder were
rendered with great beauty.

rendered with great beauty.

orful fascinating costumes which she herself designs; particularly attractive was her fame color out-fit with black Spanish mantilla. Her use of the castinets is incom-parable—they serve as an accom-paniment to a degree which makes the plano seem superfluous. Her paniment to a degree which makes the plane seem superfluous. Her head dress on and off the stage is simple—black glossy hair, direct parted in the centre and fashloned in a little knot at the nape of her neck.

At Chalif Hall
An appreciative audience heard
Jean Le Vinus, mezzo-soprano, in
a recital at Chalif Hall. She presented a program covering, Bach, Hadin, Handel-Bibb, Gounod, Hein-rich, Hageman etc. Virginia Cunrich, Hageman etc. V

### Holy Week B'way Grosses Climb, **Reversing All Theatre Precedent**

Business on Broadway was the most unusual for any Holy Week in high the second of the previous week. The weeks before Christmas and Easter have been consistently away of herecolory the second of the

Easter Week Good

only counted favorably in, the cases of a few show Wesk Good

Even on Good Friday night there were capeaped in the shows which have capeaped in the show which have considered in the show which have off could have played Holy Week profitably. Outlook this (Easter) week is favorable, with his country was a gainst that evening's business. Curiously no show carded an Easter Monday maines which impediately show the show was a saint that evening's business. Curiously no show carded an Easter Monday maines which impediately show the show which impediately show the show which impediately show the show was a saint with the show which impediately show the show was shown to show the show which impediately show the show which impediately show the show which impediately show which impediately show which impediately show the show which is something. The leading non-musicals did not get material boosts but more than held their own, which is something. Some of those which were quies of feeg. That went to "The Warrior's Husband' and 'Child of Manhattan', Due next week are: Too True to Be Good, Guild', Angel's Don King' of the latter not definite early this week.

Chosing this week are 'The Monday and 'His week are 'The Monday and 'Linky which and 'The Chosing this week are 'The Monday and 'His week are 'The Monday and '

the latter not definite casts week.

panned.
There are 32 attractions current this week, including the newcomers. None of the latter are touted as good things and any clicks would come as a surprise.

Estimates for Last Week

'Blessed Event,' Longacre (8th week) (C-1,019-\$3), Finished strongly and approximated \$9,000; that was \$1,000 better than previous week on corrected total,

Was 3,100 octoor of concerted total.

Bloodstream, Times Square (1st week) (D-1,057-43). Presented independently (Sidney Harmon); written by Frederick Schlick; mixed all male cast; opens Wednesday (2m)

"Blackberries," Liberty (1st week) (M-1,202-\$3). Presented independently (Max udnick and Ben Benard); colored revue; opens Thursday (1)

"Border-Land," Biltmore (1st Week) (D-1,000-\$3). Presented in-dependently (Philip Gerton); writ-ten by Wilbur Crane; opens tonight

Case; opens tonight

Cat and Fiddle,' Globe (25th
week) (M.1,416-5440). Moved up
homewhat last week in most unhousel Holly Week; gross approximated \$21,000.

Child of Manhattan,' Cort (5th
week) (C-1,043-53). Took a healthy
jump, last week's takings being \$2,000 over previous week; with cut
late aid approached \$6,000, betterlag even break.

has even break.

Counsellor-at-Law, Plymouth
(222 week) (C-1,041-23). Good Friday night close to capacity; improved on the week to nearly \$18,90! looks sure for summer.

COL135-33). Strong cut rater
(COL135-33). Strong cut rater
through moving here; may stick
through moving better than \$10,000

#### LEGIT ESTIMATE SYMBOLS

R-revue; M-musical comedy; D—drama; C—comedy; CD—comedy drama; F—farce; O-operetta Capacities and top prices also indicated.

Lawren, George Martin); Blanche Lawren, George Martin); Blanche Ring heads cast; opened Monday; 'Left Bank', Little (28th week) (1638-35) Longest modest takings with \$5,000 or a bit over last week; cast on percentage. 'Life Begins', Selwyn (lat week) (D-1,067-35), Fresented independ-sery McDougal Axelson; variously péported at Newark try-out; opened Monday; in the Air', Ritz (4th week) 'Monday in the Air', Ritz (4th week)

Monday. Actions: Actions: Actions of Monday.

Money in the Air, Ritz (4th week) (D-946-43). Some receipts are made up of pass money: appears having little clame; under \$4,000. this little clame; l

our Good Friday night; \$20,000; top for non-musicals. 'Riddle Me This,' John Golden (6th week) (C-900-33). Except for midweek matinee attendance held up and good gross of \$12,000 regis-tered.

"Springtime for Henry." Bigout (18th week) (F-605-23). Will probably go through season; \$8,000 or better last week accounted for a fair probably and through season; \$1,000 or "The Animal Kingdom, Broad-hurst (12th week) (C-1,118-33). A comedy leader which dipped but got big \$13,000 last week; moves to Em-

dark.

'The Decoy,' Mansfield. Booking not consummated; may open at

The Decoy, Mansfield. Booking not consummated; may open at Royale Friday (1).

'The Good Fairy, Miller (19th week) (C-946-\$3). Final week; dropped to about \$4,500; should do well on road: There's Always Juliet, moves over from Empire.

'The Laugh Parade, Imperial (21st week) (C-1,093-440). Flicked about 1,000; consistent of the constitution of

and tweek and approximated and the colon, which is big for four-person comedy.

The Warrior's Husband, Morosco (4th week) (C-838-33). Calimed to the colon comedy.

The Warrior's Husband, Morosco (4th week) (P-838-34). Calimed to cope at \$5,000; got bad break from reviewers; this week should tell.

Trick for Trick, Cohan (7th week) (D-1,400-43). Did fairly until Saturday; takings about \$5,000; a Vanities, 44th St. (31st week) (R-1,463-33). Laid off last week until Saturday night and like Electra' would have done okay; virta would have done of would have done of have one of would have done of woul

since moving here; may student the property of the property of

### Bainbridge's Holy Week Show for Juves \$4,000

### SHUBERT PHILA **GROUP ALL** DARK

A little inore like normal in Phila ys legit houses this week. As the constant in Phila ys legit houses this week. As the constant is single one of their chinl lighted. What is more, Chestnut, Forrest and Shu-bert have no bookings except for the somewhat doubtful announcement in April and the constant is a single one of their constant.

somewhat doubtful announcement that Grand Hotel will be along late in April.

Erianger houses are in much better shape. In fact, Garrick is booked shape. In fact, Garrick is been shaped in fact, Garrick is been shaped in for weeks only, others for a fortinght.

Nothing can fairly is scheduled for the Garrick on the 11th, with Charles Furcel's Chocolate Soldler revival, a return of the 'Band Wagon' and 'Mourning Becomes Electra, to follow A new show Skinner's 'Wives of Henry Vill' are Broad prospects.

Katharine Cornell's Barretts of Wimpole Street was a sensation in two weeks at the Forrest. Last performance and had thousands in turnaways. Spees charged fancy prices, while the agencies didn't have a thing after the first week.

### Too True,' \$15,000, Good In Pittsburgh Holy Week

In Pittsburgh Holy Week

Fittsburgh, March 28,
Guild's Too True to Be Good reopened Nixon last week after fortnight of darkness and managed to Week. Shaw play greeted with variety of opinion and takings considered better than satisfactory, with Salanin relights this week on the state of the salar was a state of the sala

### William Dills Dies Just Before Curtain

Portland, Ore, March 28.
William Dills, 54, popular West
Coast legit character actor, died
just before curtain time at the Dutwin theatre. Death was caused by
a heart attack.
Dills was in stock here with varicustomer for meny years. His

ous troupes for many years. His wife died two years ago, Dills suffering from melancholia ever since. He was putting on his last bit of makeup in his dressing room when

### TOPEKA'S LONG WAIT

Topeka sees its first musical in five years April 1, when the 1931 touring company of Earl Carroll's Vanities pauses at the Grand for one performance.

Haif the house is sold out a week in advance, mostly mail orders.

Shubert Upheaval

(Continued from page 57)
It e dramas, to be used in case of further production this season.

Should the receivership be extended, the business may have some tended, the business that the same tenders and the same department heads will be re-engaged to some tenders that the same tenders made public. Its some tenders made public. Its colors in the same tenders that the same tenders made public. Its colors made public. Its colors made public in the same tenders made public. Its colors made public in the same tenders made public in the same tenders made public. Its colors made public in the same tenders made public in the t'e dramas, to be used in case of further production this season. Should the receivership be ex-

### **Loop Biz Weak for Only 3 Shows**; Death' \$5,500: Easter Wk. Looks O.K.

Chicago, March 28.
Considering the fact that there were only three attractions to choose from, the legit grosses choose from, the legit grosses considered the surviving trio did well enough to show a little profit. Judging from the week's opening the considerably better all around had not a blizzard intervened.

Easter Week started off brightly for one of the newcomers, Everybody's Welcome, and the three-folded at the Apollo Saturday night (26) to a sellout. Advance sale for last night's performance assured it somewhere near capacity, while to the profit of the control of the profit of the performance sasured it somewhere near capacity, while to the Dramatic League subscribers should give it substantial support for its initial two weeks.

On the other hand, things do not

# 1 HIT, 1 FAIR

Los Angeles, March 28.

Holy Week was a headache for 'Square Crooks' at the El Capitan. Edward Everett Horton in 'Spring-time for Henry' didn't notice the reflection of the theory of t

"Square Crooks," El Capitan (1st week) (C-1,571; \$1.50). Joe E. Brown's picture following failed to rally round the banner with the film comic getting about \$5,300 for his opening week.

### Frisco Grosses Hold In Last Week of Lent

San Francisco, March 28.

San Francisco March 28.

Holy Week was also coldover week for was also coldover week for control our attractions staying, with previous bo. standards maintained.

First week of Church Mouse, with Colleen Moore, at Henry colleen Moore, at Henry colleen Moore, at Henry colleen was severed to spurt now that the religious season is over. Charlotte Greenwood follows, the colored Lucky Day' at Erlanger's Columbia saw that offering holding up to an equivalent of the first seven days. Walter Hanpden opened today (25) three weeks of the same opus with Richard Bennett at the Geary.

Estimates for Last Week (Church Mouse, Alcazar (1st week) (C-1.600; \$1.00). The \$9,500 intake is excellent and production of the first week (Church Mouse, Alcazar (1st week) (C-1.600; \$1.00). The \$9,500 intake is excellent and production of the first Mrs. Fraser, Curran (3d and last week) (D-1.600; \$2.50).

stays for several weeks.

'First Mrs. Fraser,' Curran (3dand last week) (D.1,600; \$2.50).
Slim pickings at \$3.500.

'Grand Hotel,' Geary 4th week)
(D-1,700; \$2.00). Contuning at a smart pace and \$12.000 swell.

\*Lucky Day,' Columbia (2d and Lucky Day).

\*Lucky Day,' Columbia (2d and Lucky Day).

\*Lucky Day,' Columbia (2d and week).

look so not for 'The Elue Mask,' a revival of 'The Circus Princess,' which opened cold at the Grand last night (27). Advance sale was so pattry that J. J. Shubert on his which opened cold at the Grand of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he oshow a little profit of the surviving trio did well he of the newcomers. Event of the surviving trio did well he of the newcomers between the surviving trio did well he of the newcomers and the tree well as the surviving trio did well he of the surviving trio did well he of

again by that time.

Shuberts' Bid

Miss Cornell has advised the Shuberts that it will have to, be the Harris or the Selwyn locally or nothing at all.

Later house is now in Gaige-Selwyn, hands, with take over the Harris for one year on a guarantee on the operating expenses and a spilt of the profits.

Last week Sam Gerson, acting for the Shuberts here, submitted a propertie whereby the naties were the shuberts here submitted a propertie whereby the naties were guaranteed the operating expenses over a period of eight weeks, ending May 28, and in addition to this a rental of \$400 a week for a minimum of four weeks, or the minimum of four weeks or the minimum of four weeks or the minimum of four weeks for a minimum of four weeks or the minimum of the same of the weeks and the services of the minimum of the services of the mi

make another bill and to allow due consideration of the Keller proposition.

Gaige's big card in the bidding is the assurance that if the Harris goes to him he can keep it open during the spring and most of the able to him. Among those enumerated by him were 'The Devil Passes,' The Good Pairy' and a Vincent Youmans musical which he promised would be put into production here. For the summer he figure the could also book in here 'Or the proposition of the proposition

conventions.

Estimates for Last Week

'Blue Mask' Grand (0-1,360; 33).

Inveited Sinday (27) with Guy

Robertson, George Hassell, Barbara

'Coursellor-at-Law' Solwyn (7th

week) (CD-1,086; 33). Came

through the final Lent stanza with

a ner \$10,000. Matines slash to

\$1,00 top pushed up the tally on

both Wednesdry and Saturday. Add.

"Coursellor Takes a Holiday' Phy
house (4th, week) (D-603; 13).

Carved out a profitable \$5,500. Pace

looks better for current week.

"Everybody's Welcome" Apollo

Oxf. 1,437; 437. Game In Saturday

Oxcar Slaw Takes.

"Zombie' Adelphi (2nd week) (D
1,00; 33). Dropped to around

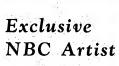
\$6,000, but not had at the figure.

Should appreciably better itself

this week.

### NATIONAL BROADCASTING COMPANY

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Featured at the Hotel Pennsylvania Grill

with his

California Cavaliers

Jeanette Loff, Vocalist

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### Ruenos Aires' Famed Opera Closes For a Year as Film Season Starts

Hard times have hit even the formerly sacred Grand Opera. This year the famed Colon will have no reat the famed Colon will have no pulper-throated—and golden-pald— compaters, the municipality having decided that the moment isn't pro-pilious for spending the money of the community on such things. In-stead, the Colon will have a series of ballets and symphonic concerts, the artistes coming from the perma-ment staff. Nobody will really the artistes coming from the perma-ment staff. Nobody will: really worry over-much for one season at the Colon was just like another, with the same half, dozen Italian operas and an occasional Argentine opera about which the least said-the better. The terms of the Colon contract forced the impressario to put on a locally written opera, and the artistically-minded writhed dur-ing this performance, and then ing this performance, and then forgot all about it.

forgot all about 4t.

Let years figures for the Colon with the cost of the season with the cost of the season anne to \$1,223,903 in Arg. peecs, and the income was just \$455,715 less. In all 280,000 persons witnessed the 128 performances. The deficit was caused through loss on exchange, the artistes all having contracts requiring thum to be paid in foreign currencies, mostly. American dollars, and in this item alone the management lost \$387,000.

The 'report accompanying the

the management lost \$387,000. The report accompanying the balance-sheet states that one of the errors of the season was the inclusion of the German leader, Max Bofmuller who, in split of coming here preceded by the most favorable reports, proved a disappointment in that while his offerings were considered 'of a great artistic value,' the cost was so exorbitant as to endanger the finances of the season. The report adds a hard word for the foreign impressarlos, blamed for

The report adds a hard word for the foreign impressrlos, blamed for the fallure of the season, who, it says, brought into play political factors in Europe and elsewhere to prevent certain artistes coming to Buenos Aires, threatening certain ef them with loss of work at home if they broke the order.

#### Film Season Starts

Film Season Starts

The film season opens this month, and all the firms are announcing releases. United Artists has already released 'Street Stene,' simplification of the start of the sta

Wm. Melniker, Latin-Amer, rep. M.G.M, here after plane trip with Hal Roach.
Guy Morgan, U. A., back from Chilean inspection tour.

Wm. Fait busy putting Warners

house in order.

### Novello's 'Lived with You' Is London's Newest Click

London, March 28. London, March 28.

I Lived With You, a new play by and with Ivor Novello at the Prince of Wales, looks like a hit. It was splendidly received by the first nighters and the criticisms were generally favorable.

Plece has a rather original idea of a modern Cinderella minus the convential ending. Competently acted throughout, and artistically produced by Auriol Lee, who came back

om Hollywood to get the piece

started.

Marriage by Purchase at the Garrick is an adaptation of the French success, U-Zolandeuse. It's a brilliant piay, splendidly acted and while cordially received on the pering, it's too Parisian, however, the general public.

The general public propers of the propers o

#### PARIS CAFES

Plan Elaborate Reopenings With U. S. Acts

Parls, March 20.
Ambassadeurs reopens the end of April, giving American acts over another chance. Opening show will include the 18-piece Rose orchestra. William Morris is sending over from New York Gamborelli and 10 girls. Betty Compton may possibly be a guest star also.

Florida night club is also sched-

London, March 28. Cafe biz is good despite every

Situation helped generally by minimum of tourist traffic to Paris, with the French capital's eabarets

### 10-ACT UNITS AT \$1,000 IS M. E. IDEA

London, March 28.

Moss Empires' three managing directors have in view the vaude-ville unit idea. Instructions have been issued to all agents to line-up compilete units, to comprise 10 acts, with a minimum of seven. If an after-piece can be arranged, show will run for two hours. The price for the intact bills is to be \$1,000 per week up to June 1. From then to the fall it is reduced to \$750.

Names thus far submitted mostly

Names thus far submitted mostly ive no boxoffice pull.

### Duce's Collab Arrives In London for New Play

London, March 28.
Forzano, collaborator of Mussolini's new play, One Hundred Days,
is due here tomorrow (23) to supervise staging of the show. It
opens at the New theatre, April 14.
Piece will have a cast of 60, with
the principals including Barry
Jones, Arthur Wontner and Haidee
Wright.

### Guitry's Think

London, March 28. Condon, March 28.

Savoy theatre management is negotiating to bring Sascha Guitry, French actor-manager-author, here for a six-week period.

Guitry is thinking it over, meanwhile holding out for a heavy guarantee.

### LONDON SHOW WORLD

Gloria Swanson is interested in making talkers in England. Interested in making talkers in England. Accompanied by various representations with the second of the second o

bobted up for review.

Casting Troubles
White Horse Inn, to have closed
at the Colliseum April 9 after a reord run, has been extended a further for ingit and the colliseum of the colliseum
for the colliseum of the colliseum
come over and finish rehearsals for
Casanova, the succeeding plece.
Sir Gawald Stoll meanwhile is having the colliseum of the colliseum
Team of the colliseum
Team of the colliseum
Team of the colliseum
termine remine reference of the colliseum
termine remine rem

Not Invited

Taily Express did not contain a
revue of Cochran's latest show.
Reason was that R. L. Hitching,
naper's new dramatic critic, was
not invited. Lad has been down
from Manchester for a month and
has panned everything. Managerial
(Conlined on page 42)

### Acts Suspicious

O.K., says the act. The booker begins to talk of a cut, generally about 10 to 15%. Act agrees, but he is still expected to pay 10% commish.

that week.

Acts are getting suspicious, figuring maybe the agent and the management are in ca-

### 1931 CHECK-UP SHOWS BIZ VERY O.K. IN JAPAN

Tokyo, March 15. Amusement business is weathering things better than might have been expected.

Columbia and Victor disc com-panies report 1931 record sales tep-ping any previous, with profits higher, for prices have remained pegged and costs have failen.

pegged and costs have fallen.

Among picture houses there are
few complaints. The ShochikuParamount theatre combination asserts that the business for the first
couple of weeks of the new year
was the best in seven years, despite
the fact that there was no Harold
Lloyd celluloid for release, Lloyd,
until Mariene Dietrich shrugged her
way in, was the top draw for Japan.

### ROYAL DUTCH CO. GOES **BUSTO A SECOND TIME**

The Hague, March 20

The Hague, March 20.
Theatrical conditions in Holland are terrible. The Royal Company of the Royal Company of the Royal Company of the Royal Company of the second time within 18 months and a new reorganization is attempted. One of its best actors is starting on his own at the Excelsior, a small theatre in . The Hague.

There is practically only one stage company in Holland which is making money, the one managed by Van der Lugt Melsert, who is not only a good actor but a good busing a good actor but a good busing with the result of the Royal Royal

Amsterdam, March 28.

Royal Dutch Stage company has called off all activity.

Bankruptcy is considered here to be inevitable.

### Colin Clive's \$1,100

London, March 28.
Colin Clive opened at the Pal-ladium today (28) in Gertrude Jen-ning's playlet, Elegant Fdward. It was done as a Haymarket curtain-

Clive is getting \$1,100 for the cek. Opened nicely.

Lendon, March 20.

New kind of grp over here is becoming known as 'pity the agent,' and is perturbing vaudeville plenty.

The agent comes to the act and tells him he is shortly taking over a bill at a certain house and wants his support.

O.K.,' says the act. The booker begins to talk of a cut,

Act is given nothing more the bill is a clean-up for

### HERE'S YOUR HAT!

Uncle Sam Deports German Acro bats Who Overstayed Permits

San Francisco, March 28.

London Legits Off; 'Helen'

Big, \$18,700; Mgrs. Emulate

B'way in Blaming the Critics

San Francisco, March 28.

A New York-bound deportation train leaving here tournerow (29) Gorman acrobate being shipped back to the Fatherland by the U.S. Inmigration Bureau after being held at Angel Island here.

Troupe entered the country in March, 1930, with the Ringling circus and lately had been working for F & Maround coast. Government ordered them back to German according to the second to the second

### Mascagni's 50 Year Old Opera **World Premiered**

Rome, March 28.

Pietro Mascagni's 50-year old opera. Pinetta, written when the composer was only 18, received its world's premiere at the San Remo municipal theatre Wedneaday (23). A brilliant assembly of musicians and critics was present, with the composer personally conducting. Manuscript was lost 50 years ago, it being held, together with other contents of a suitcase, by a landlord whom the composer owed \$6 rent. Heirs of the landlord found it and restored it to Mascagni.

### REINHARDT ABANDONS THEATRE MANAGEMENT

Max Reinhardt has given up the-atre management, his Deutsches Theatre and Kammerspiele having been taken over by Rudolf Beer, Viennese theatre manager, and Karl Heinz Martin, Berlin stage mansger. Move goos into effect as of September I einhardt is now free of business details and financing headaches. He will continue to produce at the two theatres, but only as an outside producer. Berlin, March 28.

### **Bob Alden Dies**

London, March 28.

Bob Alden, of the original 'Two
Bobs,' died here March 23.

He was 50 years old.

### South Africa

By H. Hanson

Cape Town, March 5.
Depression acute,
Country off gold standard creates
divided opinion as to the wisdom of
such a more.
The return of gold seems a popu-lar demand.

Government departments cutting

Stores and factories working their staffs on half time. Rouses discon-tent all round. Wages badly cut on government railways. Means big loss of spend-ing money throughout country.

Three leading diamond mines, in-cluding the famous De Beers, clos-ing down March 31, throwing hun-dreds out of work.

S. hissinger closing some of his cinemas. Dismissing capable man-agers, and setting inexperienced

youngsters in their place at smaller wages. Also reducing staffs in their offices and departments.

George Bernard Shaw and Mrs. Shaw in motor accident, due to hitting a wet patch on the road and skidding into a ditch. G. B. S. unhurt but Mrs. Shaw cuts her shin and wrist slightly situaled. G. B. S. sent his usual laconic telegram to Cape Town, studing "I indisnantly deny that I drove into a ditch. I have never done such a tiling. I done that the constant of the control of the

It is reported the recently regis-tered Union Theatres (I'ty), Ltd., holding contracts for screening Metro-Goldwyn features, is a Schlesinger concern. Registered directors for govern-

(Continued on page 71)

Half of the West End's 44 legit theatres are now dark, with the few pending productions more than the productions more than the productions more than the productions more than the production of the pear. Managers are no longer handing out alibis now, with most of them using the same strange tactics as recently noticed in New York of blaming it all on the newspaper that the production of the pear of the production of the pear of the production of the producti

### Approximate Grosses

(At current exchange rate) Adelphi-'Helen.' Playing to tinued capacity at about \$18,700.

Aldwych—'Dirty Work.' Averag-ing about \$6,750 and looks good for several months.

Alhambra—Waltzes from Vienna.' Still profitable at \$13,100. If present conditions are maintained show can linger through the summer.

Ambassadors—'So Far and No Father.' Useless at \$3,000 and will fold shortly.

Colieeum—'White Horse Inn.' Beginning to dwindle to a \$13,100 pace. Casanova' will replace soon.

Drury Lane—'Cavalcade.' Getting \$29,600, which is a bit below capacity. Drop is attributed to weak matinees.

Duchess—Rose Without a Thorn. Pltiful at \$750.

Piliful at \$750.

Gaiety—Hold My Hand'. About two-thirds capacity for \$7,500, with management confident gross will progress because theatre has a definite summer trade. He was a definite summer trade. He Leopard III a new production can be found. Hispodrome—Row Bells. Still profitable at \$11,200. Now running only three matinees a week instead of the six at beginning or run, and of the six at beginning or run and with the Idea of sevent is toying with the Idea of sevent is toying with the Idea of the Six at Six and the Idea of the Six at beginning or run, and the Idea of the Six at beginning or run and the Idea of the Six at beginning the Idea of the Idea of

His Majesty's — Julius Caesar, Doing splendidly for about \$6,750, Du Barry will replace in early

April.

Palace—'Cat and the Fiddle.' Only about \$11,950, meaning 80% houses. Bad matinee biz is given as the answer.

Royalty—'While Parents Sieep.' About \$3,350, okay for this small house.

Wyndham's—'Green Pack' About \$5,250. Profitable and no worry.

### Reviving 'Miracle'

London, March 28.
Maud Allan will be in the east
of 'The Miracle,' Relnhardt produc-

or the Miracle, Reinnard produc-tion being revived here.

Norman McKinnell, who was re-hearsing the part of the King, is ill with the flu, and may be re-placed.

### 'Cannonball' Harry Wahl And 5 Others Hurt in Mex.

Mexico City, March 28.
Six persons were more or less seriously injured in a blast due to careless handling of anmunition for the 'cannonball express' shown in a circus ring by Harry Wahl. German performer has previously done his stuff in the U. S. Both Wahl and his American manager, Henry Harnes, were among the injured. Mexico City, March 28.

### Vilches' Tour

Mexico City, March 28.

Arrangements have been com-Arrangements have been completed for a short character study engagement at Teutro Arben here by Ernesto Vilches, Mexican actor, who has come from Hollywood. In his party are Binnes Castrione, Spanish actress, and Rene Cardons, Vilches proposes a tour of South America after his local anguagement.

### Plays Out of Town

### RUFF NECK

RUFF NECK

Atlantic City, March 26.

Depression did not stay the hand of the Masic and Wig Club of Pennsylvania, which gave its annual two Saturday - before Daster performance of the Masic and Wig Club of Pennsylvania, which gave its annual two Saturday - before Daster performance of the March 1997.

This year's production, the 44th in the history of the Red and Blues famous stage society, is called Ruff. called The Saturday of the March 1998 on Queen Elizabeth and her court. Some of the lines are unusually tart and sprinkled with not a second production of the second has variety and invention and wary attempts to be naughty. The score has variety and invention and two of the tunes. I Rule England and Pives Pennsylvania of the Saturday of the course and gittery stage effects and 20th century quips tossed about in 17th humor.

The music is by Joseph F. Foll-humor.

The music is by Joseph F. Follmann, J., and Charles Glipin, the orchestrations by Donald Walker, who conducts, and the lyrics by Brickley Reichner. Beaumont Bruestle is responsible taking the first of the dancing ensembles and Edwin M. Lavino for the costumes and seis. James B. Gadding plays the leading role of Queen Bess. Weintraub.

### SQUARE CROOKS

(Coast Revival)

	Hollywood,	March	25.
Henry Duffy	production	At El C	apitan
Hollywood, &	starring Joe E	. Brow	n. B
James P. Juds	ge. Staged by	Edwin	Curtis
Eddle Ellison.		.Joe E.	Brown
Kay Ellison		abelle	Withera
Jane Brown		Mla	Marvin
Mary Ellen O'	Rourke	Jane	Darwel
Sergeant Tom.	Hogan	A. S.	Byron
Larry Scott		Jason I	Robards
Harry Welch.		tichard	Cramer
Mike Ross		Elmer	Ballard
Philip Carson.		Mitchell	Harrie
Stephens	**********	James .	Sargent
Phillips		ouglas	Keaton

Giving scant respect to the ante-diluvian script, Joe E. Brown turned the show into a vaudevile performance, with himself as the exponent of versatility. His curtain session after the second act was a 10-minute turn with a dancing finale, drunk bits, acrobatics, and beaucoup mugging, it was deadly on legit dignity and illusion, but it was good entertainment.

dignity and illusion, but a the entertainment.

Brown's ad libbing is high class.

Also funny. Few actors could be similarly trusted not to step over the frontier. He remembered he was behind footlights. Story itself developed smoothly enough, the ad libs being confined to the spots

### A CURE FOR FEAR-FROZEN **DOLLARS!**

HOW TO CORRECT AN ECONOMIC AILMENT that PROLONGS DEPRESSION

It has happened before—many times—this aftermath of pan-ics and depressione which sees tremendoue cash surpluses piled up, the money wealth of the country ldling in huge repositories—hidden away— hoarded, out of circuistion. It le natural, human—yet, is

it sound?

One of the simplest, eurest, most effective ways to financial security in later years—to a permanent unshrinkable estate that is certain whether you live or die—is a RETIRE-MENT ANNUITY.

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where the script was tissue-thin, anyhow.
Excepting Jane Darwell, whose high-pitchied voice was often inaudible, cast was very effective. Jason Robards carried the second lead romantic interest, he being, like Brown, from pictures. Saledie Brown, from pictures, saledie Brown, from pictures, saledie Grand to the hardboiled wife. Richard Cramer was annoyingly disagreeable as a browbeating flatfoot, and held the dramatic conflict along with Elimer Bullard as a hophead Killer. They kept the Script, and the script was a supported to the script of the script was a supported by the script of the script was a supported by the script was a script with the script was a supported by the script was

### THE YOUNG IDEA

Pasadena, March 22.

Noel Coward comedy in three acts. First American presentation at Pasadena Community Playhouse. Staged by Gilmour Drown and Addison Richards and Community Playhouse. Dolly Graves Shotto. Alex Courtrey Jennifer Martha Dean (Ciety. Lois Corbet Ciety. Lois Corbet Ciety. Lois Corbet Ciety. Lois Corbet Ciety. Lois Corbet Ciety.

Shouter Cleeky Lois Cleeky Control of the Control Cont Claud Eccles
Constant
Claud Eccles
Claud Cragworthy
Fustace Dabbit
Sibyl Blaith
Rodney Masters
Huddle
Hiram J. Walkin
Maria

### A CHURCH MOUSE

A CHURCH MOUSE

San Francisco, March 25.

Honry Duffy is priring Ladisius
Fodors' A Chuh Milling Ladisius
Fodors' A Chuh Milling
Fo engagement showing an immediate pickup.

Local cast includes Jameson Thomas as Baron Von Ulirich a

engagement showing an immediate pickup, cast includes Jameson Thomas as Baron Von Ullrich, a role Thomas was hurried into and which he handled fairly well for the opening, though marring a smooth performance by several missteps on his lines. Thomas after a slow start as the highly important Australia and won an appreciative response from the audience.

Cyril Chadwick as Count Von Talheim was particularly well done,

### LONDON SHOW WORLD

(Continued from page 61) theory was that they did not want criticism of this kind.

For Fox?

Leonard Howard, who sold Eric Hakim, indie producer, Two White Arms, Margaret Bannerman, Adolphe Menjou and Claude Allister over one dinner table, is now trying to seil Miss Bannerman to Fox for the Mary Clare part in the talkerization of 'Cavalcade'.

talkerization of Cavalcade.

Foreign Films Still Big
London still seems to have an enormous audience for foreign talkerers. Froportionately to the seating the charging of the seating the seat of the

days of the early talkers.

25% Dividend

A first dividend of 25% on claims has been granted by the joint liquidators in the case of the Goodson Gramophone Record Co., Ltd., which December, 1320. Company was formed by Jack Goodson to exploit a disc process. Goodson claimed over \$25,000 under his contract, which the Hquidators disalbowed.
On going to court, Goodson was granted \$17,500, which, being salary momen had to be deducted from the Legs than 500 will be actually a court of the court of th

assets.

Less than 50% will be yielded in the liquidation of the concern.

May Form Bureau
Cinematograph Exhibitors Assoclation, faced with the danger of
anti-film propagands in England, is
proceeding with the formation of a
central bureau on Hays lines.
All that remains now is to get the
right man to head it.

Roland Young's Film
Roland Young due here shortly
for a holiday will probably make a
talker for British International.

Korda Set
Alexander Korda's company is al
set here. Korda hopes to start worl
on his first within a few weeks.

on his first within a few weeks.

Even Pro Football Off
Example of the serious state of
all amusement business in England
just at present is afforded by a
glance at the position of professional
football, the game which is like relife of the St. leading professional
teams in this country, at least 50
are in a desperately had way, overdrawn at the bank, facing reduced
gate receipts, poor incoming team
public aupport.
On the other hand, the ace teams

public support.

On the other hand, the ace teams still play to 55,000 for an ordinary league game, and cup battles can still draw \$50,000.

still draw \$50,000. Al and Ray Samuels Balk
Al and Ray Samuels were prominently billed at the Palladium as a
forthcoming attractions, then they
Act was never actually booked.
They were pencilled in when the
management started a squabble over
salaries. This was one case where
the team did not give in.

the team did not give In.

Chorus Girl Makes Good
A young 18,50 per yeals, an Waltzes
from Visnna, was suddenly called
upon to understudy the leading
lady, Adrlenne Bruns, who fell out
instantaneous hit and has been
playing the part for the last fortnight. She has since then been
signed up by Sir Oswald Stoll for
each of the last forthight of the last fortnight with the second of the last fortnight. She has since then been
signed up by Sir Oswald Stoll for
each being seen to a dramatic school
to study voice and dancing.

to study voice and manning.

There's an idea England is broke.
For the year ending March 31,
1931, according to official report flust
issued, there were 540 men earning
more than \$250,000 a year. This
aires in younds. Of these 540, 157
had incomes exceeding \$500,000.

had incomes exceeding \$500,000.
with Helene Millard doling a good
job as Oily Frey, the vivacious first
secretary. Charles Campbell as the
Barchis young brother was quite
Barchis young brother was quite
Barchis young brother was quite
Fillmore portraying Jackson was
not up to his direction and not happily cast, though acceptable. Miss
Moore is one of the most capable
film, stars to try her hand on the
line stage for Dutty's locality
Kurtz,
Shop.

### Plays Abroad

### UN HOMME NU

('A Nude Man')

Paris, March 15.

A play in four act by Yosa Minande.

Produced by Quinsen at the Palais Royale,
Paris, March 10. In cast: Suzet Mais, Duy

valles, Jucques Louvigny, Mirollle, Christiane Delyne, Paul Faivre, Renco Varville,
Claude Dauphin, Allos Baylat, Argentin,

Ludgere, David Sutte, Guy Rapp, Roger

Claude Daubhin. Allee, Baylat, Argantin-Ludgen.

Yves Mirande has turned out a winner, likely to spread quickly over the whole Centinent. In Europe Ludgen.

In Burney and the winner was a supplied to the whole Centinent in Europe Ludgen. The work of th

erwards as the most up-to-many young wife, approached by the Lesbian.

The men of the cast are equally good, headed by Duvalles, whose Find the most proper to the most important, but only is not the most important, but only is not the most important, but only in the rest in the shade. Duvalles was mentioned nearly two years ago in 'Variety' as well as the shade. Duvalles was mentioned nearly two years ago in 'Variety' as well as the shade to be given a particular that the shade is the shade in the shade is the shade is the shade in the shade is the shade is the shade in the shade is the shade is the sha

John where approached by the Lessian The men of the cast are equally good, headed by Duvalles, whose part in the story is not the most important, but whose character important, but whose character important, but whose character important has been according to the unacrupulous uppermitting him to put the rest in the shade. Duvalles was mentioned nearly two years ago in Variety's as worth following, and also to be sidered one of the foremost Fersier State of the following, and also to be sidered one of the foremost Fersier Character actors, and has just been given a Pathe-Natan termer, making him one of the highest paid seem actors in France, Rest of the macret actors, and has just been given a Pathe-Natan termer, making him one of the highest paid seem actors in France, Rest of the macry the work of the highest paid seem actors in France, Rest of the macry the dumb-looking daughter of another politician, who himself was a faffair with his secretary, where the politician who himself were politician, who himself were politician who himself were politician, who himself were politician who himself were politician, who himself were politician, who himself were politician who himself we

is seen married but still carrying on with the sculptor, and the denths couple on the point of making its couple on the point of making its unique three-cornered affair, which such morals as still exist, prevail, resulting in the Lesbian returning couple remain unchanged which couple remain unchanged with political piffering of the most amusing order, but which, despite its slight exaggerations are supply to the most amusing order, but which, despite its slight exaggerations are supplyed to the most amusing order, but which, despite its slight exaggerations are supplyed to the most amusing order, but which, despite its slight exaggerations are included in the supply of the supplyed to the supp

### LA POUPONNIERE

### ('The Kindergarten')

Francoise Rosay, who is Mrs. Jacques Feyder, is the moving spirit of this show the representally being as commanding or the show that of an admiral boarding one of his ship. She sings well and acts with the same naturalness which made her famous here on the sortest.

which made her famous here on the screen.

Her characterization as the exmistress of an American millionaire who wants to marry off their daughter who wants to marry off their daughter who wants to marry off their daughter eventually defeated by the young doctor who runs the kindergarten she opened with the millionaire's money) is excellent. Her daughter is charmingly done by Jacqueline is charmingly done in the step is seven to be a seven to be

of a dance and bedroom business or the striplest.

Only other femme of any impor-tance is Davia, very good as a maid. Her part was originally to have been done by Simon Simon, but latter is making films in Central

### WARNING

### FRED HILLEBRAND

"THE TRYOUT"

Te Employing

### 'The Transformation Spotlight'

A New and Novel Comedy Idea of His Own Conception Which is Fully Protected

Direction-LEO FITZGERALD-BILLY McCAFFREY

TRIXIE FRIGA

### New York Succumbs

New York Succumbs

New York has become literatic conscious. The town that just appeared to the constitution of the town that just appeared to the constitution of the most and would sometimes turn out in paying quantity for a lecture by one of the more famous of the writing craft, is now going in for things literary in a big way.

Keeping up with all the literary activities about town today is as much a task as theroughly following the theatte, for instance.

activities about town today is as much a task as thoroughly following the theatre, for instance. Nightly lectures by or about scribblers, literary forums; radio book talka, authors' teas, poetry readings, book chate—these and other events furnish those so, minded with full dally schedules. Used to be a time when an author's tea was an event, when a prose reading was something to be carefully avoided, when literary discussions were limited to the occupant of a table at the Algonquin or the Brevoort, and book reviews were contained within the formal confines of the literary supplements of the newspapers and mags.

Today scribblers read from their own works or those of others, and will comment on anything pertain-

own works or those of others, and will comment on anything pertaining to the craft. And the audience, they attract would make any the atre operator enviable. Free or paid for, the literary meets draw, an not the same bunch, either.

There are a number of gathering.

they attract would make any the-atre operator envisible. Free or paid for, the literary meets draw, and not the same bunch, either. There are a number of gathering places for the literati. The Village has many, though it's not as im-portant a haunt for scribblers as it used to be. Most important places in the Village are the Grub Street Club, Vagabonds, Vanguard Work-ers Club and Henry Harrisons.

crob, vagationis, vanguara workers Club and Henry Harrisons.

Midtown there's the Book of the
Mor Club, Muhlenberg Forume,
the Research, The Group, the Pagana, Town, Hall and Youth House.
Brooklyn Academy of Music is also a
frequent gathering place, as is
the Bronx Free Fellowship.
Hotels shelter a number of literary groups, and many of the important bookshops, like the Moss &
Kamin, Gotham Book Mart and
others, conduct literary meets as

Kamin, Gotham Book Mart and others, conduct literary meets as essential parts of their, business. Then, of course, there are the gatherings of writers' clubs, the number of which is growing rapidly.

The wonder of it is that the scribblers, both professional and tyro, who go in for all these activities in a big way, can manage to the late of the course of the cour

### 3 Well Knowns

Three New York newspapermen have turned mag publishers with a series of crime publications. First is 'World Famous Kidnapings,' to go no the stands this week, to be following next month by 'World Famous Murders'. mous Murders.

mous Murders.'
Trio gettling out the mags are
Lionel White, Alfred Larke and
Elihu Joseph, all three well known
in the local newspaper fraternity.
Lionel White is the Ely Guibertson
of poker, and the only newspaperman in the world who can tell the
difference between gin and paint remover. Larke holds the two-finger
mover. Larke holds the two-finger
mount fielding, and Joseph is the only
month of the control of the cont newspaperman-picture actor, after the first look at his face

after the first look at his face on the screen, quickly went from Hol-lywood to the New York city rooms. White and Joseph have had mag publishing experience, the former on a film fan publication which, went into bankruptcy as soon as he joined the staff and Joseph on a theatre management mag which went for home the staff and Joseph on a theatre management mag which went for home the staff and the staff and the staff and been staff pair, with Larke, are confident of being headed in the right direction. being headed in the right direction

Office of the trio's mag is Larke's bedroom on Morton street. It's Lionel White's bedroom, too. Also

### Protective Move

The John Day company has made

The John Day company has made a deal with the Friendship Frees, publishers of religious books, by which it takes over the general marketing of Pearl S. Buck's The Young Revolutionist. It's a move by Day to protect its author, Miss Buck, who attained the best seller class with her. The Good Earth. 'A Miss Buck, of a missionary family living in China, wrote The Young Revolutionist' as a means of turthering missionary work in that land. It's a short piece and ordinarily mish that have meant much but for the author's sudden and later prominence. Sensing the possibilities of the new work, the Friendship Fress began a big exploitation campaign, and meanwhile John Day Jennessen.

### New Generation

Hollywood March 28

Hollywood, March 28.
New rule in effect on the
Oakland, Calit., Tribune' is
that reporters will keep their
hats off in the city rooms.
Edict was made after a
friend of the publisher's complained to him that a cub wore
his headpiece all the time he
was getting details of a club
meeting from her.

was preparing to get out Miss Buck's sequel to 'The Good Earth,' called 'Sons of the Good Earth.' Appearance of 'The Young Revo-Appearance of the Louis actions of the Court of the Court of the Sons till the spring, with Day endeavoring to effect an agreement deavoring to effect an agreement with the Friendship Press by which with the Friendship Press by wi the two new Buck books would conflict. Day will immediately out 'The Foung Revolutionist' clear the field for 'Sons of the G Earth.'

#### Jewish Club's Dinner

Jewish Writers Club will give a dinner at the Astor hotel April 10, the proceeds to go to indigent Yiddish writers. It will be the first of a number of money raising events

dish writers. It will be the first of a number of money raising even; to aid members.

Its never been very good for Yiddish scribblers economically, few if any of them supporting themselves from their writings alone. That excepts the fortunate few employed on the iddish-language newspapers of the iddish-language newspapers of the iddish-language newspapers of the iddish-language newspapers of the iddish-language newspapers are blayers keep going are Shaye Eudin, who has been a book salesman; David Ignatoff, an office manager; Oscar Rosen, fur salesman, and Ra-Boy, a worker in a garment factory.

Yiddish scribblers in almost every case have to finance their own books, and ilmited markets rarely supply a return on the investment. Occasionally, one like David Pinski will get an English translation published in the investment of the investment of the investment. But for the rest there's little money in writing so they've got to get it elsewhere. in writing so they've got to get i

#### Pulp to Hi-brow

Pulp to Hi-brow

Reenhood Days, 'a recollection of
other days, has been taken by H. L.
Mencken for his American Mercury.
Bob Brown wrote it from the comfort of a Riviera background and
shipped it over.

Brown was one of the first writers
of the 'Dead Eye Dick' novels for S.

& S. pulp consumption and for a
number of years turned out practicall the consumption of the first writers
of the 'Dead Eye Dick' novels for S.

& S. pulp consumption and for a
number of years turned out practicall the consumption of the first writers
went to Europe and turned intellectual, Going from hi-brow literait
to the pulps for a living, is quite
common, but Brown is one of the
first to reverse the process.

### A. A. Cohen Withdraws

A. A. Conen witneraws

Alfred A. Cohen is out of the two
film mags, 'Screenland' and 'Silves
Screen,' with John H. Bachem and
Donald E. Curran the new publishers. Change, though abrupt, not
yet explained.
Announced by Cohen from his

yet explained.

Announced by Cohen from his
Queens home that he has no plans
for the future, and not decided
whether he will return to the publishing business

#### H-E's Book Contest

H-E's Book Contest
Robert H. Wilson, book editor for
the Chicago 'Herald and Examiner,'
is slated to start a book-preference
contest this Thursday (31). Contest will the in both the Hearst daily
and the Hearst Chicago transmitter,
KYY weekly, book harangue,
Contest will invite the readers
and listeners to denote the choice
in the type of books: mystery, romance, adventure, and the rest.
Frizes carded to be 25 books. Campaign is understood to be mainly
an attempt to determine the exact
drawing power of the book sections,
both over the ether and in the
print.

### Brought Up to Date

Brought Up to Date
A western weekly has missed two
publication days.
One of the owners of the paper
is visiting all news stands in the
city, and with a rubber stamp;
putting a new date on the two-week old papers.

#### John Well's First

John Wells, one time secretary to Arthur Hammerstein, and one of the several libretits of Vincent Youmans 'Great Day,' has had his first novel published. Brentano's is bringing out his

### LITERATI New Class Comic Mag

Following 'Ballyhoo' and its nany imitations comes the emer-sence of a monthly named 'Ameri-ana.' It's hi-hat and attempts to appeal to the intelligencia

Among the officers of the new mag is Cleon Throckmorton, who contributes cartoons. Also a contributor-officer is Majesca, known in theatrical circles.

in theatrical circles.

Alex King is president, and too, doubles in the contribution end. King is a young lad who started artistic endeavors as a novelist under the name of Rosenberg. Then he tyled playwrighting as Rose and finally settled on illustrating as King.

Rose and finally settled on illustrating as King.
As an illustrator he made it rep by doing a set of pics for Sam Putnam's translation of Rabelais. Rest was a cinch. Among other contribs to Americana are Art Young, probably the first cartonist with socialistic tendencies to make a reputation, and I. Kielin, who won 'Ne spurs on 'New Yorker' and 'New Massec,'

#### 'Judge' Continues

'Judge,' which went into fore losure, will continue its existence the purchasers of the mag at the forced sale having organized a new forced sale having organized a new publishing firm, Judge Magazine Inc., for this purpose, Fred L. Ro-gan is the new publisher. Most of the staff remain headed

by Jack Shuttleworth. editor May slight alterations in polic

### Valley Rivairy Ends

Bitter rivalry between dailies of the San Joaquin and Sacramento valley territory of California ended with the purchase of the Fresno Republican by Carlos McClatchy, owner and publisher of the Bee in Fresno and the Bee in Sacramen-

Purchase gives McClatchy contro of the entire valley district with

### Hearst's L. A. Cut

Hearst's L. A. Cut
Los Angeles 'Examiner' has reduced wages throughout the organization by 10%, with the mechanical departments on a five-day basis.

National advertising department has been disbanded, with all these men switched over to the W. W.
Chew organization. Latter has taken over that branch from all Hearst morning papers similar to the functioning of the Rođeny Boone org. for the Hearst evening papers.

#### Nan Britton's 2d

The group which sponsored Nan Britton's book, The President's Daughter,' is getting out another work by Miss Britton called 'Honesty or Politics.' In the new work the author is understood to take a rap at those who tried to squeich her first book.

Preparations are being made to vacate the 42nd street offices which served as the publishing head-quarters for the two books. No reaon given.

From N. Y. to Chicago

Radio Guide, published in New
York by George UTassy, has turned
loose its entire editorial staff with
the exception of one man, and beginning this week will publish in

ginning this week will publish in Chicago.

Mag employed about 10 or 12 men on the New York end, The lone sur-vivor will do leg work around the Manhattan stations.

Star' Starts
Welford Beaton's Film Spectator has definitely folded as an individual publication, and is merged in James G. Doyle's five-cent picture tab as a featured department. First issue of the tab was on the stands March 28 with an April 16

dateline and Beaton's volume number, 'Vol. 12, No. 13,' Mast is 'Hollywood Star' with 'and the Hollywood Spectator' in small type.

### Chi 'Times' Snubs Sat. Chicago 'Daily Times' is no longer a full-week daily. Tabloid, which has been in existence about two years, has quit its Saturday issue

entirely.
Has arrived instead with a 5c Sunday edition, which hits the stands early on Saturday evening. Makes the only regular evening Chicage rag either with a Sunday-edition or without a Saturday number.

Payson Joins Leydig
William Farquhar Payson, recentty publishing books on his own,
gives up his personal identity to
amalgamate with Raymond & Leydig, head of the firm known as Holborn House. Forthcoming books of

### **Best Sellers**

Best Sellers for week ending March 19 as reported by the American News Company, Inc., and branches,

### Fiction

Way of a Lancer (\$3.00) By Richard Boleslavski Only Testerday (\$3.00) By Frederick Lewis Allen Story of My Life (\$3.50) By Glarence Darrow Once a Grand Duke (\$3.50) By Grand Duke Alexander. United States in World Affairs (\$3.00) By Walter Lippman Eple of America (\$3.15) By John Truslow Adams

the two will bear the Holborn House I

the two win began his book publish-ing career as one of the partners of Payson & Clarke, now defunct. Also published a couple of class mags at

#### Toledo's New Paper

Toledo's New Paper
Toledo's latest newspaper. 'The
Tribune,' hit the streets for the first
time. Friday (28) running 20 pages
and containing 2,000 inches of ads.
Harold Place, former aditor of the
'News Bee,' is the chief of the 'News Bee,' is the chief of the

day.
William Hedrick, former editor of William Hedrick, former editor of the 'Blade,' is in the same capacity at the 'Tribune.' C. L. Ozburn, former national ad mgr. of the News Bee.' is ad director of the new publication. William Hirsch, previously of the 'Bee' is circula-tion mgr. Price of the new sheet is five-cents and a sworn circulation of 50,000 readers has been made.

Byers Leaves 'Post'
Vincent (Pop) Byers has left th
New York 'Evening' Post,' of which he was managing editor. In charge are Julian Mason, editor, and Ralph Renaud, who has the title of ex-

There was a dispute over stories between the trio.

### H. T. Watta Passer

Harry T. Watts, 46, business manager of the Des Moines (Ia.) Register and Tribune, died at his home there March 24 following a cerebral hemorrhage. Among other nome there March 24 following a cerebral hemorrhage. Among other things Watts was vice-president of the Major Market Newspapers, Inc., and was active in national advertising and newspaper associations. Surviving are the widow and five children. Surviv children.

Bugene V. Brewster, former editor of 'Motion Picture' and other film magazines, now advertising in writer's publications that he's an agent for marketing of plays noveland stories, with usual reading fee charged except to known authors Brewster is in Hollywood.

#### Knonf Ahroad

Alfred Knopf, the publisher, has een in London staying at the Savov.

Knopf makes a trip to Europe at least once a year with a view to keeping in touch with the authors he handles for the States.

### Dirks Quits Cartooning

Rudolph Dirks, known for his Katzenjammer Kids, is retiring from the cartoon field:

Dirks has gone to Maine on an xtended vacation. Upon returnextended vacation. Upon return-ing he will devote himself to painting, being prominent as a landscape

Belloc Cancels
Illness of Hilaire Bellos, English
writer, has forced him to cancel a
scheduled lecture tour of the United He has not sufficiently recovered

Birdwell Ghosting
Serialized life story of Mary
Nolan, running in the L.A. 'Examiner,' is being ghosted by Russell J. Birdwell, newsman, who forferly was a director at Fox.

Two Years Ahead

Satevepost is said to have enough
fiction and article material on hands
to last two years. Only the most
urgent or timely material has a
chance for current acceptance.

### New Travel Magazine

Preparations being made for the publication of a new travel mag to be called 'The Tourist.' Publication office has been opened in New York, and staff now being selected.

### 'lournal' Cute Too

Journal' Cuts Too

New York Evening Journal' is
added to the string of Hearst paper's
cutting salaries. The silec, affecting reportorial and editorial staffs,
ranges from 5 to ,20% the latter
applying to salaries in excess of
\$20 weekly general to the salaries in excess of
\$20 may be a salaries in excess
\$20 may be a salaries
\$20 may be a sa

Other New York dailies having liced salaries are World - Tele-Other New Tork cames navine sliced salaries are World - Tele-gram, 'Sun' and 'Post' first two cutting 10%, with five percent for the 'Post.' Tabs not reported cutthe 'Post,' Tabs not reported ting. 'News' considered a five per week plan which would per week plan which would added men to staff but idea disregarded.

### Chatter

Viking Press publishing its first detective story.

detective story.

Richard Lockridge, New York
'Sun' drama critic, has written a
blog of Edwin Booth, called 'Darling of Misfortune,' which Century
will publish.

Russell Crouse's next, 'Murder.
Won't Out,' is about New York's unsolved murder mysteries from the
1850' to the present.

In a sudden spurt of activity, Cyril Hume will have still another new book out soon.

New publishing low for Dutton was only eight books for March.

was only eight books for March.

Margaret Fishback's book of
poems, 'I Feel Better Now,' beyond its fifth printing.

Theron Bamberger has written a
newspaper play, 'Man Bites Dog,'

Madeline Blackmore writing about

eno. Rosalie and Eva Forbes collab-

Rosane and Eva Forbes consul-ing.
Sophie Treadwell has written a flock of plays since 'Machinal,' but hasn't sold any of them yet.
William Seabrook out of Timbue-too. Expect a new book any week

now.
That Little Tigress' of Wallace
Smith's to come out next month is
not a new book. A relasue. Smith
still doing film writing.
Benedict Thielen in New York.
The missus, too.
Evelyn Willow won't write a mystest gotory because the background
the scare her.

are her. Phyllis Bottome goes back to

England next month.
'Unclay,' of Theodore F. Powys,
is not pig latin.
Julia Peterkin admits a liking for poker.

Frances and Mason Merrill preparing a book on Americ

ists.
Heien K. Carpenter novellzing her husband's 'Whistling in the Dark.' Sinclair Lewis boosting Louis Adamic.
Clarence Housman ghost-writ one of the forthcoming books on Russist, but wort tell which one.

B. L. (Lower Case) Cummings go Hollywood, Jim Guller piloting.

Stanley Rose around again after Bernard Simon writes fiction, too, but the pieces are all in the trunk.

No fish story from Zane Grey in a

Jonas Arnold aiming for the 'Sat-evepost.'

evepost. Although a surgeon, A. C. Crohin Mon't operate on any of his books. J. B. Plestley 'is now London's leading literary oracle. Faulkner does 'Sanctygry,' so Mary Britton Miller writes,' Without Sanctygry,' and Mary Britton Miller writes,' Without Sanctygry,' and Mary Britton Miller writes,' Without Sanctygry,'

Sanctuary. A 3c weekly, 'Starlight,' is being planned by Joe Bonica, editor-publisher of 'Star Dust,' 10c monthly.

### **Big City Small Watters Moving** To Hills to Save

Chicago, March 28. Small watt stations in the metro politan areas are beginning to feel the terrific plach of competition from the multi-watters and are inventing many sorts of angles in order to save a couple of nickels and stay alive. And one of the most important coin-saving angles among these one-lunged stations is the growing practice of skipping out of the blg town entirely, and

he transmitter.

lide.

By maintaining only their busiuses office in the town, and doing
di their broadcasting from the

transmitter booth, the country transmitter boots, .... tiny-watters figure to save on three important ltems, telephone line

moving their studio right out to

the transmitters out in the country-







ABE LYMAN

CALIFORNIA ORCHESTRA Columbia Broadcasting System

PHILLIPS' DENTAL MAGNESIA

WABC COAST TO COAST TUES., THURS., SAT., 8:15 (EAST)



### Afternoon Whoopee

Little Jack Little, a confirmed good timer, is compromising his party penciant by talking about those wild whoopees he's been having all afternoon. In fact, he says, I didn't get in until dinner time. This is in line with Little's breakfast broadcasts at the problem for him whether or not to go to

which created the problem for him whether or not to go to sleep at all before etherlzing his stuff. He compromised by doing his pairtying before the-atre time instead of after, in order to get enough sleep for the breakfast etherlzing.

charges, union help and studio

#### Line Charges

Of these notes, the most expensive is the line charge figure, and the small watters which operate on a couple of collar-buttons are findthe small watters which operate on a couple of colar-buttons are finding it tough to pay for running its entire program out on telephone wires to its mechanism spotted some 50 or 100 miles out in the hills. And again, stations within metropolitan areas are usually within the jurisdiction of powerful musicians, electricians, and other unions, and are saddled with a minimum wage, scale. Out in the sticks, the stations find themselves often outside the territory of the unions and thus can get by on a fraction of what the metropolitan unions would cost them. Final item of studio rent is apt to figure heavy coin when the small-watters tried to put on the ritz and post in some classy middown office building.

But things being as they are,

But things being as they are, many of this weak-lunged outfits are forgetting about swank. They've discovered that since they operate only with records, they don't need any studio, and that the records sound just as good, and cost cheaper, when placed on the turnible of the control of the c

### PLAN TO 'CAN' SERIES OF RADIO INTERVIEWS

If CBS execs permit, Bob Tapilnger, of CBS's publicity depart-ment, will sell his 'Meet the Artist' programs for commercial radio discs. An agency is now negotiating

discs. An agency is now negotiating for the series for radio discs, but Taplinger will not be able to enter into any deal before receiving the consent of the network's excess. Taplinger started the 'Meet the Artist' broadcasts last May, interviewing a different radio celeb each week, Program gets 55 CBS stations.

### Ex-Pug on Network

Chicago, March 28. Charile White, ex-pug, who hithrtofore had confined the ether plugging of his own method of achiev ging of his own method of achievlng the body beautiful to a local
outlet, starts selling this physical
culture idea by mail order over the
NBC network April 11. It will be
on a six mornings a week schedule.
White himself will monopolize
practically the entire quarter-hour
session with his exercise spiel. A
planist will relieve him during the
breathing spells.

### ROLFE'S SOLOISTS

B. A. Rolfe returns to the air for B. A. Rolfe returns to the air for Ivory Soap April 7 with 35 men, including soloists like Frederic Fradkin, violinist; Lucien Schmidt, cellst, and William Tong, trumpet with Souss for years. Will be on the air twice weekly for 15-minute periods.

Fradkin, a former Brunswick recording and concert master could be and concert master could be an expected and concert master of the property of the pr

been more or less buried away in the pit of the orchestra at the Globe, New York, with 'Cat and the Fiddle.'

### 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.

### **COLUMBO-NBC** OK: \$5,000 WK.

Because of Russ Columbo's two weeks at the Palace, New York, the baritone and NBC have patched up their difference and Columbo returns to the NBC airwaves this week.

Singer will go on from Baltimore he is playing a one-weck engagement at Keith's at \$5,000 a

engagement at Keith's at \$5,000 a week. He will be on the network coast-to-coast thrice weekly during the evening hours, although the exact time hasn't been set yet. He received \$2,000 at the Palace. Columbo has been off the air for the past three weeks, ever since losing his commercial, Listerine. Until Columbo wen fint the Palace. On the Palace were sent to the past three weeks are since the past three weeks are since the past three weeks are the past to be a second to be a second to be a second to go on a sechelle of afternoon sustainon a schedule of afternoon sustain-ings and persisted in demanding night time spotting.

night time spotting.
Russ Columbo went into Keith's,
Baltimore, indie house operated by
Fred Shanberger, Saturday (27),
for \$5,000 guarantee against 50%
above average, Booking was direct
between Con Conrad, Columbo's
manager, and Charles Bierbauer,
booking the house for Shanberger.
Columbo Friday (26) completed
two weeks at the Palace, New York.
Vaughn De Leath, CBS singer, is
at the Keith house, with the
crooner.

### PLANS GROW IN CHICAGO FOR INDIE AUDITIONS

Chicago, March 28.

Chicago, March 23.

Howl among the ad agencies locally for more privacy in auditioning has prompted two outside organizations to make an attempt to satisfy this need. McGraw-Hill building, which is situated in the midst of the agency offices, is to open an audition room in its pentinose, and the Radio Arts is planing on a pipe-line audition room, to bring the auditions from its studio direct to the agencies.

Original scheme of the McGraw-Hill building idea is to restrict their audition. outfit, to only 12 leading sgencies, and those necessarily with AAA ratins.

AAAA rat

wee. Notion of the Radio Arts audition room would bring the programs right into the agency's offices by way of telephone lines. Rates here are being figured on 314 per mile for the line charge for each month, and the agency is required to easily a support of the same of

is also pending.

Telephone System idea
Another audition scheme is elated
to bring the Illinois Bell Telephone
Co. Into the local audition tangle.
Studio is figuring instead of havling a permanent line between
agency and audition room, that the
Bell company establish a witchboard system by which the audition could be plugged into any
agency in how the proper of the progency in how many the proper of the proregularly handle radio accounts,
and which do not have need for
regular audition facilities.
Entire straining for the new audition system is evidence of the
dissatisfaction locally with the
present trial plan, by which auditions are held at the stations or at
the network offices. Feeling is that
the agencies of the station of the program ideas and clients.

### Moving WMCA

Brooklyn, N. Y., March 28.
Plans, are now being drawn for
the new transmitting station of
WMCA in College Point, Queens,
and construction is expected to
start within a few weeks on the
site recently acquired by the station at the Causeway and 38th ave-

As soon as the plant is completed the transmitting apparatus will be moved from Hoboken to the North Shore location.

### Exploitation

To crash the Lucky Strike hour, a band leader had a friend send 25 post cards from New Jersey to the agency handling the bookings requesting that the leader be put on the Lucky Strike programs.

Fost cards were scribble for grown strike hours of the send were scribble for grown strike the send of the send

some study the agency discerned the whole thing, collected them all in one batch, and mailed them to the orchestra leader with the line. Now you can use them again.

### ARTHUR JARRETT, SR.

Signs Up Jr.'s Planist, 'Fats' Waller, For Ether

Art Jarrett, Sr., father of the CBS radio singer, has placed 'Fats' Wal-ler, colored planist-composer, under contract for radio.

Waller has been acting as planist for young Jarrett in vaudevile.

### **MEX. STATIONS MOVE TO** SOLVE INTERFERENCE

Mexico City, March 28. All local radio broadcasting com-

panles have been ordered by the Ministry of Communications and Public Works to remove their plants to outside the city limits. Order affects 10 stations as only four of the local 14 companies established their towers outside the

tablished their towers outside the city's bounds.
Operations of so many stations in the city created a big interference problem and brought a flood of complaints from radio fans, hence the outside-city-limits order. New communications and transports law prohibits all vessels not equipped with wireless from engaging in commercial activities along Mexican coasts.

ing in commercial activities along Mexican coasts.

Operating on an \$40 kilocycle wave, radio station KETH has been inaugurated at Puebla City, capital of Puebla state, about 100 miles south of here. Station specializes in artistic programs, featuring national songs and descriptions of beauties of Puebla City and en-

### Jones Farm KSTP Test

Chicago, March 28.

Jones Dairy Farm last week went on station KSTP, Minneapolls, with a series of 13 discs in an early test to decide on their next season's pro-

a series of 13 discs in an early test to decide on their next season's program. If the trials are oke the sausage farm expects to ride over approximately 50 national transmitters next fall, starting late in August.

Radio discs are on the variety-novelty order, headed by the Louis Katzman group. Over KSTP three times a week, station was understood to have been picked for the test mainty because of its geographical spotting, the advertiser feeling they wanted to be as far away from the warm weather locations as poswarm weather locations as possible, since theirs is rated as a coo weather product.

### Anti-Moth's 9 CBS Wks.

Anti-Moth's 9 CBS Wks.
Chicago, March 28.
Zoro Company, distributors of a moth annihilator, takes over a flock of morning periods on the Columbia basic and supplementary links starting April 25. Entertainment to go with the spiels on mothicide hasn't as yet been picked.
Time contracts calls for a total of nine weeks. Program is slated for three releases a week the first three weeks, twice weekly the next two stanzas and once a week for the concluding four laps.

### Van for Van Heusen?

Gus Van is reported to be most ilkely for the Van Heusen periods which start on CBS April 8.

ough the ceek, none of as yet definite, to use a feat chestra. Although the account starts next eek, none of its talent layout is s yet definite. Van Heusen intends o use a featured singer and or-

### SOUSA'S DEATH CUTS **GOODYEAR RADIO TIME**

Goodyear, on NBC Wednesds and Saturdays, will discontinue Saturday night period early

Reason for this is the recent death of John Philip Sousa who was featured on one of the Goodyear broadcasts with Arthur Pryor on

### Daylight Saving Forces Campbell's Soup Off Air.

Campbell's Soup Off Air.
The first radio account which
will discontinue broadcasting tun
ing the warm weather becausing
daylight saving time will be Canage
daylight saving time will be Canage
bell Soup. Latter account is currently on NBC's WBAF chain at
7:15 p.m., and is heard in the westenr cities at 6:15.
NBC could not arrange new time
desired by the soup account, latter
deciding to go off the air on April.
22. It will remain off until September.

Period features Robert Simmons and Howard Lanin's orchestra. Simmons plans some stage work. Campbell Soup account is handled by the Waliace Armstrong agency, Philadelphia.



MON., TUES., WED., THURS, and FRI., et 4:30 P. M., Over NBC BLUE NETWORK



### **'J.B.'n Mae'**

Sponsored by

PROCTER & GAMBLE (American Family Soap) Station WBBM

Sach Mon., Wed., Fri., at 8:45 P. M.

@GILL#DEMLING She ARKTOCRATS OF HUMOR now featured in the SHEAFFER
DEN PROGRAM
NBC COAST-TO-COAST
NET WORK CUNDAYS O Property



PAIGE Musical Director and Program Manuger KHJ, Los Angeles Don Lee Columbia Network

### **ISHAM JONES** Orchestra

C.B.S. Network-Station WHK-Cleveland Thursday Noon 12:00 E.S.T.—Friday Night 12:30 E.S.T. Bookings by Columbia Broadcasting System—Tuesday, 12 to 12:30 Noon

# PROPER AD. TALENT TIEUPS

### Toronto Radio Show's \$10,000 Bill; \$2.50 Admish with 17.000 Capacity

and night on April 15 in the Maple Leaf Gardens auditorium, Toronto, seating 17,000, and during the night will be aired over the Canadian Na-

well be aired to the Canadia National Will be aired to for 30 moulties.

Brothers, Canadian ad agency, is handling the radio show for 30 Canadian merchants. The half-hour broadcast will be sponsored by either Imperial Oil or General Motors, both of whom are bidding for the period.

John S. Chorney, representing the Marsh Bros., has been in New York the past few weeks arranging for the talent for the show. He had the had been to the show with a control of the talent for the show. He had been the show with David Bath handling the booking. Artists engaged by Chorney for the Canadian air show are Jean Harlowe, Arthur

VICTOR OUNG

Musical

Director

and Brunswick Records Hart, Schaffner & Marx and Hinds' Honey Almond Cream Broadcasts

THOMAS & ROCKWELL

BROTHERS

A GUITAR COLUMBIAN BROADCASTING SYSTEM

DON AMECHE

Featured in "THE FIRST NIGHTER" (Campana Italian Balm) :30 p. m. NBC-KYW- Net

"BEAU BACHELOR"
(Allen-A Company)
day, 9 p. m. CBS-WBBM Network

"LONE WOLF TRIBE DRAMAS"
(Wm. Wrigley, Jr., Co.)
Mon., Weds. and Fri., 5:30 p. m.,
CBS-WBBM Network,

4BOYS AND

THOMAS ROCKWELL

Tracy ('Street Singer'), Ted Husing, Col. Stoopnagie and Budd, and the Boswell Sisters, although the booking of the latter is not yet definite. This talent line-up is costing the Marsh Bros. \$10,000.

The above artists are those who will, beside Luig! Romanelli, orchestra leader, appear on the 30-minute broadcast which will originate from station CFRB, Toronto. Romanelli has been engaged direct and will lead an orchestra of 110 pieces for both the ether period and the ether show in the auditorium. Starts April 15

Starta April 15

The radie show will be given in the Maple Leaf Gardens twice on April 15, afternoon and night, to run for two and one-half hours. Admission price will be \$2.50. Be-side the above-named artists, who will also appear in the auditorium. Marsh Bros. Is booking local talent, mostly radio, with some stage attractions included. It will hower, but the start of Cannda's leading merchants will take credit for the event both verbally and in newspapers.

The half-hour broadcast will be confined to Canada only and will not be sent out on any U. S. station.

### AIR TEAM'S PERSONALS ONLY OVER WEEKENDS

Arthur Allen and Parker Fennelly, NBCs Stebbins Boys' on the Swift periods, commence a series of Saturday night personal appearances April 9.

Air team, on the WJZ network thrice weekly, figures on making these personal appearances on Saturday - nights for about three months. They will appear in towns which are situated about, at the most, 300 miles from New York city, driving to and from each town in their car. Stebbins Boys are not on the air Saturday or Sunday nights and so can depart Friday nights by car to keep their engagements.

ments.

NBC has no hand in the bookings, the Cappell agency of Washington arranging all dates.

Boys figure on playing in auditoriums mainly, giving a two-hour show. Both are stage veterans.

### Chi CBS Officials Join World Fair Music Groups

Chicago, March 28.

Chicago, March 28.
Chicago World's Fair has got around to recognizing the local stand of the Columbia network. After being in existence hine months, the exposition's music committee last week. added to its membership the names of Leslie Atlass, resident CBS general manager, and Steve Trumbull, in charge of the chain's midwest publicity. Original committee appointed June 19 Jant, included Niles Trammel, NIIC vice-president in charge liere More recently zwo or more on the NIIC payroll, J. Oliver Hehl and Judik Waller, so appoint ments to the bod recently zwo or more on the NIIC was and Judik Waller, so appoint ments to the bod since the standard was the public to the committee's attention by the cprosimittee's attention by the cprosition network.

tion network.
Understood that NBC is trying to manipulate the appointment of Paul Whiteman as associate general mu-sical director of the fair. Frederick sical director of the fair. Frederick A. Stock, conductor of the Chicago Symphony Orchestra, which was recently dissolved, was given the borth of general musical director last November.

### "BIN-TIN-TIN THRILLERS" (Chappel Bros.) Thurs., 7:16 p. m. NEC-WENR Network. ALL PROGRAMS C.S.T. ord RUSH OLD MAN

SUNSHINE With TOY BAND

### HOWARD NEUMILLER

Pianist and Musical Director Station WBBM-C.B.S.

### GENE and GLENN

With JAKE and LENA

The QUAKER EARLY BIRDS RUSSELL B. WISE ANNOUNCEB 8 A. M. DAILY EXCEPT SUNDAY NATIONAL BROADCASTING COMPANY

### MERCHANDISING FACTOR URGENT

Specialized Attention to Intelligent Coupling of the Talent With the Advertised Product — Type of Program to Be Governed by the Merchandise -Sundry Misfitted Radio Bills Cited

#### ADVS. WANT RESULTS

Due to the reponderance of advortisers on the air who are using programs unsuited to gain the type of audience the sponsor is after, several of the advertising agencies are now detailing special men to dig.up programs which will best fit the product advertised. Douglas Storen, head of the radio department of the Blackman advertised to the storent of the several product advertised. The time to this situation.

situation.

The greatest mistake which the radio commercials make, according to radio exces who have studied this situation, is the sponsoring of talent which will in no way secure for the account the type of listeners the account desires. These mistakes are rampant on the air and for a long time have caused much

(Continued on page 68)

### RADIO PARADOX IS SATURDAY **NIGHT**

Although Saturday night is paradoxically one of the sluft nights of the week for air com-mercials, station surveys prove that it is the strongest nights for listen-

it is the strongest nights for listeners.

A peculiar psychology governs the lack of air commercials Saturday night, because the advertisers like to think that the day after one of their programs is heard on the air, the listeners rush out to buy the product advertised. Since stores are closed on Sunday, the commercials believe that if they go on the air Saturday night their products can't be bought on Sunday and will be forgotten by Monday. Hence the paucity of commercials on Saturday nights, making that night the weakest for sponsored programs despite it being the night which caters to the largest listening audience.

Ing the night which caters to the largest listening audience.

A few advertisers have taken advantage of the lack of advertising periods bein, cluttered together on Saturday night, and because of that night's wide audience range they are now on the air.

### WAPI Commercial

Birmingham, March 28 The WAPI Broadcasting Co. has been formed to take over WAPI, now operated by the state, and put it on a commercial basis. The now operated by the State, and partition a commercial basis. The power is also to be increased within the next six months to 25,000 watts following an investment of \$150,000 for new buildings, equipment and

S. F. Clabaugh, Bragg Comer and Ormond Black are the incorpora-tors. Several weeks ago it was an-nounced by the state that funds for nounced by the state that funds for operation of the station were at a standstill. The Chamber of Commerce got to work and was instrumental in putting the new ownership through.

### Non-Pro Meddling Makes Experienced Artists Sing Those 'Sponsor Blues'

Ether artists with stage back-grounds are singing those Sponsor Blues, annoyed a-plenty by the meddling advice of the advertiser who is paying the piper throughout. Only the consideration and respect for the moneybags makes it at all bearable.

for the moneybags makes it at an bearable.
Some of the things those advertisers, the advertising agencies, the sundry v.p.'s of both, and friends and relatives do and the suggestions they make, drive the talent.
The bands have an easy time of it, relatively, as good arrangement can even offset some of the requests those sponsors make. But it's the vocal soloist and comedy specialist who has a grievous time of it, with the advertising sponsor creating much grief all the way from monkeying with the dails to attempting to write gags and coaching on de-livery.

livery.

Were it not for the embarrassment it might create for the talent, a mere mention of soule of the personalities would be sufficient to impress that they, by sole reason of their experience, should know enough about the subject of the subj

### VIC YOUNG COMBO WITH MILLS BROS. FOR CRISCO

Victor Young and a trick musical ensemble is the aggregation set for the Mills Brothers' Crisco broad-casts, which the colored quartet commences over CBS April 12.

casts, which the colored quartet commences over CBS April 12.

Since the colored boys imitate the trumpet, axa and tuba on the air, it was the idea of the agency handling Clisco to get an orchestra which would contrast with the musical effect the Mills Brothers give. The Victor Young group will therefore consist of strings and percussion instruments and will no exclude the contrast of the contra

### Buick Outs Black's Orc To Cut the Radio Budget

Starting this Sunday (April 3) Buick, on NBC, will cut its time in half to cut down on expenses and will also eliminate much of its tal-

will also enimmate mean venue.

Bulck has been on NBC from \$9.45 to 10:15 with Frank Black's orchestra, Olga Albani and the Revolers. Starting with this Sunday, Bulck will be on from \$9.45 to 10 p. m. and will eliminate Black's orchestra and Miss Albani. Only the Revolers, quartet, will be retained by the auto advertiser.

### SILVERNAIL BACK AT NBC

SILVERNALL BACK AT NBC Frank. Silvernall is back with NBC in the continuity department. Some weeks ago Silvernall severed connections with the merchandizing department of NBC with which he was connected for a number of years.

antiquated knights—act as if they not only wrote radio but all of show business. That they write the checks alone saves 'em.

### Juve Suggestions

Juve Suggestions
They have suggestions on the stance to or from the mile: the necessary volume; the type of gasg; the type of songs; the type of songs; the type of songs; the type of songs; the type of songs alone, and the song plugges are songs alone, even the song pluggers are beginning to realize that tifs relatively and the song pluggers are beginning to realize that tifs relatively accut-in radio artist, for there's no telling what some unsupected 13-year-old daughter of an advertising agency's v. p. might have to do in induencing the choice of song material.

influencing the choice of song material.

It's youngsters of such tender years who often are employed as the so-called norm of public measurement. One adv. exec is notorious urement. One adv. exec is notorious for predicating his judgment of his clients' ether programs by the standards of his juvenile household.



ORCHESTRA COLUMBIA BROADCASTING SYSTEM

WEDNESDAY SATURDAY SUNDAY



With a SMILE

ED CONNIE

MELODY SPEEDWAY



BENNY KYTE -And His Golden Tower Orchestra N.B.C. Network-WJR Wed., 12:30-1 P. M., E.S.T. Hi-Speed Gamoline cose Wile Biscult Co.

R. G. DENN CIGAR



#### H. LEOPOLD SPITALNY

SHEAFFER LIFETIME REVUE
Over NBC Coast to Coast Network
FOODTOWN POPS REVUE
Electrical Transcription Twice Weekly
Over 18 Stations and Increasing Weekly

HARRY HALL and His New BBC ORCHESTRA London and National BBC Relays London, Englare ophone appearance of the new Harry Hall dance combination was particularly important to British listeners as it happened to be the first relay from Broadcast to be the first relay from Broadcast exhibits the growing form of the combination was presented by the CBS night chain in Fortland place.

to be the first relay from Broadcast House, the BRC's palatlal pile in Portland place.

Jack Payne's BRC band ran off and the first appearance of the new combination was awaited eagerly.

Right away, it car be said that they are in for a rough time. Their place of the property of the p

the vocal work conventionally aweet.
Hall has made the big mistake of creating a dance orchestra and not a jazz band. The strings were always more prominent than the saxes, and the plano worked overtime on the more expressive bits throughout.

Chap.

### ROADS OF ROMANCE

ROADS OF ROMANCE Sketch CAL William Sketch CHOLA, Chicago Whether it's a relirond company out for new business or an auto club seeking new members, the popular idea for an air program seems to be anything that has to do with the control of the co

### ALONG THE C. & E. I. TRAIL Dialog with Sound Effects Orchestra and Vocal COMMERCIAL WBBM, Chicago

COMMERCIAL
WBBM, Chicago
Describing an imaginary rail trip
from Chicago to St. Louis and have
from Chicago to the control of the
from the chicago to the chicago
Eastern Illinois road, or any other
from the chicago to the chicago
Eastern Illinois road, or any other
found the chicago to the chicago
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### PANCHO and His ORCHESTRA El Garron Club WABC, New York

WARC, New form the new class El Carter New form the new class El Carter Carter Pancho and his orchestra possess a unique style that is in keeping with the class atmosphere of the various so-called 'exclusive' rooms they've been at. Aiming for that Continental flair, they achieve it by the type of music purveyed, dued and politely mutch, yet replete with rhythmic appeal. Panchottes don't do their stuff until around 1 a.m. They deserve a better time break even if it might prove incoverient to the after—Fanchot's style suggests itself favorably for a class commercial band when and if the band acquires sufficient popular vogue.

LINIT PROGRAM
Orchestra and Vocal
Wind Collator
Orchestra and Vocal
Wind Collator
Orchestra and Vocal
Wind Collator
This is Linit's contribution to the
morning hours after having been on
the CBs night chain for some time.
The addition of the daytime session
exhibits the growing interest of
hours. This is partly due to the
overcrowded condition of the evening minutes, and partly to the openportunity the the extensive attention
of the femme element. This doubling up by advertisers, to use both
evening and afternoon programs, is
awith a growing list of advertisers
parading two or more sessions on
the ether regularly.

Like the evening session this
ether regularly.

Like the evening session on
the ether regularly.

Like the evening session on
the ether regularly.

Like the evening session on
the ether regularly.

Like the have a session of
the thin and harmony, a sharp ear
for the service of the session
of rhythm and harmony, a sharp ear
for the session of the
the session of the session of the
the tendency on the part of sponsors to keep their product continuously in the forefront, and shade
the radio personalities so that they
contain the session of the session of the
the session it is handed
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LISTERINE CONCERT
With Erno Rapee Orchestra and
Vocalist
COMMERCIAL
WMAQ, Chicago
Erno Rapee's reason for keeping
his name of this present for his
Brook and the present for his
strong enough to offset the illogic
of such a move. Maestro's argument is that he is appearing on the
mouth-wash broadcast with a much
smaller combination of music than
ever before, and therefore his sensitiveness. Bapee could have heard his
initial broadcast from the other side
of the milke he might have changed
his mind in deciding that a good
little orchestra is better than a bad
big one, or words to that effect.
Not only was there nothing wrong
with Rapee's music, despite its limtually brilliant in more than one
spot.
Of course, Rapee can afford to be

itations in number, but it was actually brillant in more than one of course. Rapee can afford to be particular about the use of his name, being already entrenched over the air with such sponsors as Magazine.

Listerine went in the right direction when selecting the former Roxy mestro to fill the post left vacant by Russ Columbo. Good ciate Rapee and his class style of musical presentation. Only other feature on the program is an unbilled soprano, who probably fell game along with her conductor. Judging from just a couple of numbers she sang the owner of this voice shouldn't be ashamed of repeature on the program of the conductor. Judging from just a couple of numbers she sang the owner of this voice shouldn't be ashamed of repeating her life that the conductor. Judging from just a couple of numbers she sang the owner of this voice shouldn't be ashamed of repeating her life that the conductor. Judging from just a couple of numbers she sang the owner of this voice shouldn't be ashamed of reference that the conductor. Judging from just a couple of numbers she sang the owner of this voice shouldn't be ashamed of reference the four weeks are up. Span.

### LANNY ROSS With Don Voorhees Orch.

With Don voc. Songs COMMERCIAL WABC, New York This is CBS Maxwell House Cof. This is CBS Maxwell April 7, when it leaves the latter network and continues under its recently signed CBS continues.

the latter network and continues under its recently signed CBS contract.

The contract of the contract of the contract of the experience, has a clear and sweet tenor voice. He alternates with the or cheatra for feature spotting, with the Don Voorhees aggregation deserving of as a clear and sweet tenor voice. He alternates with the or cheatra for feature spotting, with the Don Voorhees aggregation deserving of as the contract of the contract o

### BEVERLY HILL BILLIES

Hedar-Dedge

COMMERCIAL

KTM, Los Angeles

Starting with the Beverly Hill

Billies the student of coast radio

volume and the student of coast radio

volume and the student of coast radio

viewpoint. But it seems it's al
ways necessary to start with the

Hill Billies. They provide the fund

damentals of acquaintance with

Beverly Hill Billies and any san
guine optimism is effectively in
sultated to withstand the cold, hard

realities. It's the average mean

out, where the worst never ends.

It goes on for an hour. Having

an invited audience seated in free

pews before them the Hill Billies

awareness of what snootly persons

might think. They are safe in the

besom of their native fellowship.

That studio audience laughts in

owar a quizutilistical expression.

They talk. Endlessly, pointlessly,

with self-conscious smartalectry.

A country bumpkin inquires of a

blumpkiness of the studence, and presumably

their stay-at-home counterparts,

verge oward apoplexy with unre
ricially laugh on signal. Let the

funny person pause at regular in
tervals and quick as lightning they
torial and the sum of the sum of the re
torial and the sum of the sum of the re
torial properties of the sum of the re
torial properties of the sum of the re
tically laugh on signal. Let the

funny person pause at regular in
tervals and quick as lightning they
torial and brassleres pop in con
vulsive risibility.

Of course, they sing and whoop

things up in good old cumberland to

push Moines culture added and a

station mention of what theatre

they're playing next. That's part

of the re
very What that mineral water

will do for and to the human sys
temporarilly exhausts his larynx it

seems like a pretty certain bet that

hangs onto its kilocycle so long that

it's possible to go wandering off,

sample other programs, and return

ping away from the mineral water

will a for and to the human sys
temporarilly exhausts his larynx it

seems like a pretty certain bet that

hangs onto its kilocycle so long that

KELLER SISTERS and LYNCH Harmony WGY, Schenectady WGY, Schenectady WGY, Schenectady WGY, Schenectady was a supera artists on early morning commercial of A. & P. Co. over NBC network. Brought before mike by George Rector, famous restrurateur, who gave them's graceful introduction. Rector knew the Early was a supera s

This despite fact planus to a groot one.

Not often listeners are served with a big time vaudeville dish before 10 a. m. This bit doubly relished because it was placed on radic table between usual morning course of 'inspirational' poetry, ensembly music and femme food and stor-batter. or music and femme chatter.

Trio rate an evening spot.

Jaco.

PROSSINI
Plano-Accordion
Sustain Sunnectady
Well-known vaudeville plano-accordionist, appeared on Revolving
Stage, hour-afternoon program
broadcast over NBC chain. Had
three or four spots, playing one
three or four spots, playing one
slated of Italian medleys and a
spanish fantasy.
Frossini is something of a virtuoso on the combination instrutruoso on the combination instrutruoso on the combination of the combination
from the average run of stuff fingered and pumped out by radio
players. However, insertion of one
or two raggy selections on this fastmore recording the combination of the combination
Artist is capable of filling an
evening interiude on musical review
and dance orchestra broadcasts,

Jaco.

### MONARCH MELODY MAN

MONARCH MELODY MAN
Ford Jasko
Ford Jasko
Ford Jasko
Ford Jasko
WGN, Chicago
It took the sponsor of this one
over three months and a record
the Monarch Melody Man session
and the Lyons Family skil over
WLS. Reed, Murdock & Co. is the
commercial which couldn't make up
with a singer whose voice and style
is reminiscent of when broadcasting was a puling pup and had to
ywith a singer whose voice and style
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is reminiscent of when broadcasting was a puling pup and had to
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is reminiscent of when broadcasting was a puling pup and had to
ywith a singer whose voice and style
is reminiscent of when broadcasting was a puling pup and had to
ywith owner who would be
Monarch Food Products or anything of the monarch of the Monarch Food Products or anything of the Monarch Food Products

The Music Box
Music Talks
Music Talks

The Music Box
Music Talks

The Music Box
Music Talks

week. Span.

THE MUSIC BOX
Music Talks
WGY, Soenectady
Series of weekly talks on music
by Mrs. Avis Larson Richard; a 16-minute afternoon broadcast. Discourses deal with various schools of famous composers, brief analysis of their style with regard to chords and melodic arrangements, and history of various kinds of music in the style with regard to chords and melodic arrangements, and history of various kinds of music in the sort that can be found in standard reference books, it is presented alm is to give listeners a weing knowledge of music; hour of broad-casts suggests that school children are the south of the sort that can be found in standard reference books, it is presented alm is to give listeners a weing knowledge of music; hour of broad-casts suggests that school children are the chords, melody and time, on plano, regard and the refer listeners to books where additional information is obtainable. Introductory and Instrumental introductory and Instrumental introductory and the salutation, Good afternoon, my radio friends, somehow sounds forced.

FINKE'S EDGEWOOD Orchestra

### FINKE'S EDGEWOOD Orchestra

FINKE'S EDGEWOOD Orchestra Sustaining WGV, Schenectady WGV, Schenectady WGV, Schenectady WGV, Schenectady Polymer Poly

### GOLDEN BLOSSOM HONEY

GOLDEN BLOSSOM HONEY
Piona. Song.
GOMMERCIAL
JUZ, New York
Jack Shilkret and Milton Rettenberg, planists: Maria Cardinale, soprano, and Willard Amison, tenor.
are teatured. It's a brief musicale
Shilkret and Rettenberg are an
y accomplished planist team. Their
livory work pleases, but it is of a
nature that can stand featuring for
but one number. Thereafter it
should only background the warhallson and Miss Cardinale each
have one sool number after which
w they double up. Both have pleasing
voices, although at times Miss Cardinale seemed to falter.

Tuesday, March 29, 1932

TONY'S SCRAPBOOK
Anthory Wons
Sustaining a

WBBM, Chicag CBS have a thinky
for 16 minutes in the morning. All hit
the midwest at 8:30. NBC uses one
each on its red and blue networks,
does not be varied and inviting,
and establishes Wons as a pleasant
commentator rather than a schoolmarmish sort of poetry-book reader,
and networks, and the red and the red and
for the red and the red and
commentator rather than a schoolmarmish sort of poetry-book reader,
also not the sir. He is also on the
Camel cuarter-hour at night with
Morton Downey and Jacques Renard. His night session is rather
more serious and frawing than his
solon on the sir. He is also on the
camel cuarter-hour at night with
Morton Downey and Jacques Renard. His night session is rather
more serious and drawing than his
solon on the sir. He is also on the
camel cuarter-hour at night with
Morton Downey and Jacques Renard. His night session is rather
more serious and drawing than his
more serious and

occasionary
the plugging by kidding the book
the plugging by kidding the book
whether this program will get or
wants a commercial is a matter of
conjecture. Other than Camel it's
likely that no other advertiser would
wons name is so set with the cig
program at night, that the association would stick even in the early
morning hours. Another angle is
that the control of the control
that is not expected to the control
that is not control
to the control

### PICKENS SISTERS

PICKENS SISTERS
Harmony

Wiz, New York

The Pickens Sisters are an unusual trio of harmonists, combining what appears to be the best catures of the Boawells made to the best catures of the Boawells made to the best catures.

This trio hasn't been with NBC long, but, judging by their present manner, they are bound to arrive among the topmotchers before long. The trion of the property of the prope

RING BARD
Jack tuerier
SwoWOO, Fort Wayne
For several veeks now King Bard
(Jack Guerier) has been a regular
feature here and is gathering a lady
increasing.
His presentations are of the
friendly philosopher type being set
and designed to be soothnee, with
some daily experiences brought in
for good measure. An organ accompaniment is also used as a background.

companiment is also used as a back-ground.

This friendly chatterer is fre-quently heard on other programs over this station and is being built up into a name draw.

Barql.

### MAJOR ICEQUICK

MAJOR ICEQUICK
And His Frigidarians
Orchestra, Quartet
COMMERCIAL
KYW, Chicaso
The Common Comment evident
here from the entertainment angle
over its predecessor program, labeled "The Story of Womens
Names". In the latter instance all
dance combo served as this
dence combo served as this
common common

### Radio Reports

(Continued from page 66)

(Continued from page 66)

and uninviting chatter, on the comotations of such femme monsiers as Esmeralda, Atheleta and 
Agstherita. All they've done in 
making own the such continued in 
making own the such in 
making own the such continued 
making all around and interpolated 
an united 
making at sweet pellet of harment and help keep the show going. 

Guestion rises as to whether the 
feet how maker has as yet picked the 
field as mart, shappy little elice of 
metertainment here. But for the 
potential buyers of the electric reformerators, presumably of the older; 
domesticated 
continued 
meters of the continued 
mete

frigerators, presumably of the older, domesticated category, perhaps something decidedly less noisy and pell-mell would have better chances of hitting the bulls-eye of interest factors of hitting the bulls-eye of interest factor of plugging unlosed for a quarter-hour occasion, but withal dealt out in manner not likely to ruffe the listener. Phrasing of the retrigerator, giveaway contest, particularly, is smoothly worded and to the point.

FUNNYBONERS Songs, Talk Sustaining WABC, New York

Funnyboners, intimately known as Gordon, Dave and Bunny, are





Mondays and Thursdays WEAF - - - 11:45 P.M. Wednesdays and Fridays WJZ - - - 12 Midnight (And Affillated N.B.C. Stations)

MILLS DANCE ORCHESTRAS, INC.
799 Seventh Ave. New York



"The Street Singer"

### ARTHUR TRACY

MON. & WED. - - 10:45 P.M. FRI. (Pillsbury Pageant) 9 P.M. SUNDAY - - 12:15 P.M. C.B.S. Exclusive Management

the same trio featured week-day mornings on the Oxol broadcasts. They commenced their sustainings under the billings of Funnyboners are supported by the sustainings under the billings of Funnyboners. They are a smert harmony group with a different style of vocal arrangements that smacks something of the male counterpart to the Boardan style. The sustainings where they have more leeway and where the tinge of advertising is a basic part of the sustainings, where they have more leeway and where the tinge of advertising is a basic part of the sustainings, where they have more leeway and where the tinge of advertising is a basic part of the sustainings, where they have more leeway and where the tinge of advertising is a basic part of the sustainings, where they have more leeway and where the tinge of advertising a basic part of the sustaining the sustaining the sustaining when the sustaining a comment of the sustaining the sust

"HOLLYWOOD NIGHTS'
GENE RODEMICH ORCH,
FRANK LUTHER
Orchestra, Songs
COMMERCIAL
WJZ, New York

This period derives its billing from the fact that Rodemich has from the fact that Rodemich has made orchestral synchronizations to a number of talking pictures, mostly shorts. He is given a big plug as a film name, but that's about all that's synonymous with the billing, for otherwise the program in no way carries out the titular sugges-

that's synonymous with the billing, for otherwise the program in no course out the titular suggestion. The course of the course

FRANK and FLO
Songs, Talk
COMMERCIAL
WOR, New York
If only this pair could get away
from that advertising angle the period would be jacked up 109%. As
is they shoot in too many plugs for
their sponsor during their patter
and song numbers, evidently under
orders.

their sponsor during their patter and song numbers, evidently under and song numbers, evidently under orders. Gardens Corp., real estate firm, foots the bills for this per real country of the period, which is about 60% advertising and 40% entertainment. That theme song is about Kew Gardens, the supposedly light butter between the couple concerns the benefits to are a few billing renarks by the announcer regarding the stupidity of city folk. Naturally, Kew Gardens, they are to ke harried couple at home in (one guess) Kew Gardens. They are to ke harried couple at home in (one guess) Kew Gardens. They are to ke harried to the pius. Finish is another drawn out plug regarding how information can be received about the advertised land developments as well as autographed photos of Frank and Flo.
Commercial phase offsets any en-

Commercial phase offsets any en-tertainment value of this pair might

EDITH CALDWELL

EDITH CALDWELL
Songs
Songs
Songs
Wells girl has talent and is network material; Manager Gardner of
WAPI admits it himself. She is on
every Wednesday, afternoon at 5:15
and her routine is a flock of popular
songs for all minutes
ar songs for all minutes
in songs for all minutes
it is a relief to
listen to her after hearing a bunch
of women sopranos who flood the
air daily. The way she handles her
pop songs is a further redet for
the usual jazz singers.

20016.

Hays Heralds 'Goldbergs Bill Hays last week was given the announcing job for NBC's 'Rise of the Goldbergs' program. Hays also does the announcing for 'Amos 'n'

Sam Kane was previously announcer for the 'Goldbergs.'

### **ALL RADIO NOW DOMINATED BY AD AGENCIES**

Future of radio lies in the lap of he advertising agencies. Broadcasting stations know that

and so does the ad agency in turn, is the mouthplece for the advertiser who is the economic source for the entire commercia

advertiser who is the mouthplece for the advertiser who is the seconomic state of the control of

of the ad men may be, they are the kingpins in the entire radio structure as the broadcasters, talent, et al., must cater to them. The two major networks, along with the lesses stations are primarities. Whenever possible too, they sell artists' services, through their artists' bureaus, but the advertisers themselves have become more and more stubborn as to their own standards of things and are running matters to suit themselves. The radio stations can do nothing but play ball with the advertisers or their advertising agencies, and the latter are taking matters into their own hands as a fearliers or continuity, talent, manner of treatment and presentation, time periods facilities, etc., with the result that everything is motivated around the agency as the key centre. The admentake the attitude that since creerybody is guessing, they'd rather do their own theorizing than be guided by the indefinite opinious of the broadcasting stations.

The ad men believe they contracted their own theorizing than be guided by the indefinite opinious of the broadcasting stations.

The ad men believe they contracted their own theorizing than be sufficed and on manship along experiment and direct experience, while the broadcasting stations recognize they can't persist in influencing; the advertiser.

The latter pays the piper and anybody who pulls the purse strings, especially in radio, is head man.

anybody who pulls the purse strings, especially in radio, is head

### McLaughlin's 4th

Chicago, March 28.

McLaughlin Manor House company is again angling for a return to the local ether and is now in the throes of auditioning. This appearance will make their fourth, formerly being on the air. here with an Opera Club program, the Gumps' cartoon seript, and the harmony team of Tom, Dick and Harry, Last north and the control of Tom, Dick and Harry, Last north and the control of the easilons under consideration is the 'Headlines' serial, formerly the air program for Wilson Bros, clothlers. When and if, Manor coffee is slated for three time weekly over a Chicago transmitter.

mitter.

### Neagle Set

John Neagle resigned from NEC's publicity department Saturday (26), yesterday (Monday) moved into the berth of head of the publicity depa lent for the Yankee network.
Latter network, in New England,
consists of 10 stations affiliated

### PAR PLANS ALL CBS RADIO SHOW ON STAGE

Paramount shortly intends to have a radio week on its stage, playing only radio artists.

It is now negotiating with CBS

It is now negotiating with CBS with this purpose in mind, to use only CBS talent. Negotiations may be consumnated this week.
Bing Crosby (CBS) returns to the Brooklyin Paramount April 9 for two weeks, at the end of which time his 10 week contract with raramount expires. Crosby remains at the New York Faramount next week.

### Winners of Auditions Picked by Whiteman; Idea to Be Continued

Shirley Brown, 17, singer, esterday (Monday) selected out of 450 auditions for girls as the winner of the best amateur radio talent held by Paul Whiteman in WEAF's Times Square Studio aton the New Amsterdam theatre. Miss Brown will be spotted by Whiteman on his forthcoming (Friday night) NBC Pontiac broadcast.

John Mercer, 23, songwriter and

Fontiac broadcast.
John Mercer, 23, songwriter and member of Charile Miller's muste publishing firm was last week selected winner of the 300 male auditions held. He was used by Whiteman on the last NBC Fontiac period Friday (25).
All the Whiteman audition vin-more account of the selection of the selection is that the would-be radio artists must never have been on the air before for a salary. Idea in setting this rule is that the would-be radio artists must never have been on the air before for a salary. Idea in setting this rule is that all artists are amateurs and that the winners selected have been started on their path to fame and money in radio. If they are the selection of the selection of

store.
Miss Brown who yesterday won
the girl audition contest was on
Saturday (26) laid off by the firm
of Abraham & Straus, Brooklyn
dept. store, with whom she was
temporarily employed. She will be
paid for her Pontlae broadcast.

### Coin Differences Outs Contracted Radio Pair

Chicago, March 28.

Al and Pete, comedy talk and har mony pair, failed to go one for Pebeco over WBBM here last week after they had been announced to after they had been announced to the public through the regular p.a. channels. They were replaced at the last minute by Brooks and Ross, staff artists. Toothpaste local hits the ether twice weekly. Reported that the dental company stepped out from under the Al and Pete pair be-cause of coin difference.

### Tremaine Set Back

Opening of Faul Tremaine's or-chestra in Yoeng's Restaurant, New York, scheducat for yesterday (Monday) has been postponed for about two weeks. Charles Bou-langer's band continues at the res-taurant until Tremaine comes in. CES, handling Tremaine, was forced to postpone the band's open-ing due to previous engagements which the band had booked; major-ity of them college dates.

### 'JUNIOR' OFF APR. 21

Wheatena drops its 'Raising Junior' NEC series April 21 after more than a year on the air. Mr. and Mrs. Pete Dixon play the Junior' series, which Dixon also authors.

consists of 10 stations affiliated with CBS.

Neagle will handle publicity for the Tankee network from Boston. Viewer on Linit's Bath Club' pellewas with NBC for over a year.

### R. R. BROADCAST **PROVES HUGE** SUCCESS

First complete broadcast from a moving train was successfully staged by CBS Sunday (27), in a le-up with the Baltimore and Ohio Railroad, with the Ever-Ready period, featuring Jack Denny's orchestra and Belle Baker. The program was transmitted from a short

gram was transmitted from a short wave station erected on the train to W2XEY, Laurel, Md, from where it was transmitted to WABC and sent out on the CBS network through the regular channels.

This broadcast, which tiement 155,000 in broadcasting equity of the train to which was split 50-50 by CBS and Ever-Ready, was the result of months of experimentation.

Baltimore, & Ohio contributed the rail facilities and co-operated with CBS in converting a kitchen train into a regular studio, with mikes, etc., and antennae on top of the train. Newspapermen were invited as guests of CBS.

### SAMMY FAIN

**'HUMAN THING** TO DO'

After Many Successful RADIO BROADCASTS Now in Person at

HOLLYWOOD THEATRE **NEW YORK** 

2nd Week and Indef.

Newest Songs

"WALKING HOME WITH YOUR GOOD-NIGHT KISS"

"FROM ONE PAIR OF ARMS
TO ANOTHER" WHEN YOU'RE GETTING ALONG WITH YOUR GAL'

"WHAT HAPPENED TO THE COUPLE NEXT DOOR"

### DON PEDRO AND HIS ORCHESTRA

Broadcasting Via

NBC Network, Chicago FEATURING

### **'SOMEBODY** LOVES

JOE MORRIS MUSIC CO. 1587 Broadway, New York



Personal Management-Ted .. Colline

### **MUSIC GUIDE**

### 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

"KISS ME GOODNIGHT "STOP THE SUN, STOP THE MOON (My Man's Gone)" "YOU'RE THE ONE (You Beautiful Son-of-a-Gun)"

"You Only Want Me WHEN NOBODY ELSE IS AROUND" "EV'RY TIME MY HEART BEATS"

### DeSYLVA, BROWN & HENDERSON. Inc. 745-7th Ave., New York



"LADY OF SPAIN"
"MY WORLD BEGINS AND ENDS
WITH YOU" "LOOK, HERE COMES A "RISS ME GOOD NIGHT, NOT "ALL THE WORLD WILL SMILE AGAIN, AFTER TOMORROW"

### SAM FOX PUB. CO.

158-160 West 45th St., New York (Cleveland—Chlcago—Los Angeles)

### KEIT - ENGEL, Inc. 719 7th Ave., New York

"OH! WHAT A THRILL"

"SHADOWS ON THE WINDOW"

"IF IT AIN'T LOVE"

### MILLER MUSIC, Inc.

TIME ON MY HANDS" "TWO LOVES" "WHILE WE DANCED AT THE MARDI GRAS" "DRUMS IN MY HEART" Conceded Hits by the Public Studios and Executive Offices 62 WEST 45TH STREET NEW YORK CITY PHONE: VAN. 3:3036 CABLE: MILLERMUSE

### Remick Hits

"CAN'T WE TALK IT OVER?" "THE MORE YOU HURT ME" "WHERE THE LILIES OF THE VALLEY GROW" "WHISTLE AND BLOW YOUR BLUES AWAY"

"FROM ONE PAIR OF ARMS

REMICK MUSIC CORP. 1657 Broadway, New York

### Witmarks-Hitmarks

"Was That the Human Thing to Do?" "Put That Sun Back in

the Sky"

"By a Rippling Stream" "Too Many Tears"

M. WITMARK & SONS 1657 Broadway, New York

### IRVING BERLIN. Inc.

"STRANGERS"

'I'II. MISS YOU IN THE EVENING (Irving Berlin's Latest) "GOSH DARN" "THINK OF ME"

"I CAN'T BELIEVE IT'S YOU' "TIL GET ALONG SOMEHOW" "ALL OF ME"

1607 Broadway, New York

### 3 NEW HITS

From "One Hour with You," Chevalier's Latest Paramount

WHAT WOULD YOU DO?

"WE WILL ALWAYS BE SWEETHEARTS"

"ONE HOUR WITH YOU"

FAMOUS MUSIC CORP. 719-7th Ave., New York

### HARMS' HITS

"WHAT A LIFE" "CLOSE YOUR EYES" "DANCING ON THE CEILING"

"THE QUEEN WAS IN THE PARLOR"

PROFESSIONAL OFFICES 1657 Broadway, New York

### E. B. MARKS Gives All You Drummers a BREAK With the Greatest of All Drum Solos

TOM THUMB'S DRUM

as played b

VALLEE, BERNIE & HYLTON The New Spring Novelty

West NEW YORK OF Hits

"Devil and Deep Blue Sea" "Kickin' the Gong Around" "Twenty-One Years" "Bells of Avalon"

"Wrong Number" "I've Been Expecting You" "Minnie the Moocher "You Rascal You"

MILLS MUSIC, INC 150 W. 46th St., New York

### Shapiro, Bernstein & 🔐.

"LAWD, YOU MADE THE NIGHT TOO LONG" SAY THAT YOU WERE TEAS

"If I Ever Meet THE GIRL OF MY DREAMS" "LONESOME MELODY"

"TAKE A PICTURE OF THE MOON"

Capitol Theatre Building
COR. BROADWAY & SIST STREET
NEW YORK

### JACK YELLEN

CHARLIE WARREN

"Youre Still in My Heart" "How About You and Me?" "That's What Heaven Means to Me"

1674 BROADWAY Cor. 52d St. New York City

#### Overlook Nothing

San Francisco, March 28. Jim Walsh, trombonist with Anson Weeks' band at the Mark Hopkins, started using an empty coffee can as a nutc. Within a week three manufacturers had supplied Walsh with cans bearing their labels.

### Talent Tieups

(Continued from page 65) (Continued from page 63) discussion due to its preponderance. Examples of advertisers with kiddle products putting on class singers and musicales and thereby drawing grown-ups to listen, but chasing away the youngsters desired, happens often. Along this line was the Rollo and Dad series which a few months ago went off the air. A cigar company spönsored this program, and yet the script was such that it appealed to kids only.

Smart Ad Coupling

Smart Ad Coupling
Beauty cream companies go on
the air with men as speakers, in
no way tieting up the talent with
the product. For this reason Edna
Wallace Hopper, although she has
received numerous pans for her
manner of speaking, is nevertheless getting results with her leauty
products. She endorses her products, and because she is known as
perennially youthful, is a natural tieup for the type of product advertised.

Richman Clothes, currently on the air, is trying to sell men's clothing with a woman singer and a band. In advertising circles it is felt that this talent tie-up is nearly 100% wrong. It is stated that Richman should have a Harry Richman or Buddy Rogers, or sonie juvenile with a reputation for being well dressed. This account at first wanted to stage a children's Hour & Hardart, but gave this up because the proper time couldn't be arranged. The fact that a children's hour would appeal to kids but wouldn't get the male listeners the advertiser was after appeared to be of no consideration.

A. & P. Gypsies is one of the periods hield up as an example of the proper talent tie-up because it is definitely aimed at the middle-class because of the product, Chipso.

One Agency's Idea

Erwin-Waser is one ad agency

One Agency's Idea

uct, Chipso.

One Agency's Idea

Erwin-Wasey is one ad agency
which is getting hep to the necessity for proper product and talent
tie-ups. For Prince Albert it secured Alice Joy because she has a
peculiar old-fashioned voice and
told hee to sing mainly old-fash
not be to sing mainly old-fash
old men and young boys living in
the hinterlands smoke pipes and her
type of voice was believed would
best cater to this type of audience.
The results have borne out the belief of the agency.

Lawrence Tibbett, on the Firestone. Tire period, is believed by
certain agencies to be too much
class for the product. Tibbett appeals, these agencies say, to a limited class audience and does not reclass in the control of the control
class in the control of the control
class in the control of the control
This condition of improper pro-

class listeners which the advertiser needs.

This condition of improper programs and product tie-up will be greatly remedied by the end of the current year, according to the present plans of some of the ad agencies. Also because more radio-trained men than heretofore are coming into the radio agency business. These radio men have been for the most part trained in the little of the contrained in the little of the contrained in the little of the county, and the contrained in the little of the county of the contrained in the little of the county of the contrained in the little of the county of the contrained in the little of the county of th These men have learned th methods of securing results.

#### JONES IN N. O.

Band bookings at the Club For-rest, New Orleans casino, include Isham Jones for four weeks. Jones follows the Tom Gerun band, which starts four weeks March 30. Lew Irwin is booking the Forrest's bands and floor shows from New York.

"Let That Be a Lesson to You"
"My Extraordinary Gal"
"I Wish I Could Leave You Alone"
"After the Dance Was Over"

### OLMAN MUSIC CORP.

745-7th Ave., New York

### **EL GARRON**

New York, March 25.

New class spot on West 49th street, above the old Peter's Bluc Hour, occupies the room which George Olsen had at one time and which has been through a checkered career, including a padlock. But under the Ramon and Rosita auspices, with Ramon managing and operating the smart room, and doubling also from his El Patio, it's one of the chic nite spots along a lean Main Stem. And no selling despite the general liberality of New York right now.

SEX. FRIEDO'S COMDO NUMBERS 10.
Everything is built for subdued class and the turnout of tails and white ties evidences a liking of this policy. It's not a mixed crowd, but makes their text near Broadway at 49th street (off 7th avenue) all the more notable. more notable.

more notable.

Politely discreet, they're by no means stiff, yet very attentive to the lyric stuff which Frances Maddux and DeLys and Clark purvey. Miss Maddux does smart lyric songs, self-accompanying. DeLys and the state of the lyric street of the lyric songs, self-accompanying, bely and the lyric songs, self-accompanying, DeLys and the lyric street of the lyric songs, self-accompanying, Delys and the lyric street of the lyric songs self-authored ditties in great style. They half from London originally, working in one of the smart speaks in the British capital (they have the sees luquor law), from whence they went to Paris.

Dario and Diane are a terpsicho-

nite excise liquor law), from whence they went to Paris.
Dario and Diane are a terpichorean class fash. Dario and Irene rean class fash. Dario and Irene paris.
Diane fash pario and irene paris committee the paris of the paris plonde, with Dario looking younger and stepping better than ever. Experienced in class cafe ballroom work, their routines are a natural for the Garron. Team incidentally doubled for a time into the Experience of the paris of the paris

Garron just opened.

DeLys and Clark have a novelty
Winchell and Sobol and Sullivan'
ditty which evidences their adaptabillity, making their stuff locally
topical and not tending too much to
the Continental thing. There's
enough of that about the place.

enough of that about the place. Peppy De Albrew, who operated his Trocadero in Paris last, is a swell host for a spot like this. He mixes around, gives 'em that, of the work of his with those naughty inscriptions, and vehemently declares himself no gloot. The femmes look at him quizzically and his table chat only, enhances his value. De clat only, enhances his value. De handling himself welly.

handling himself well.

Pancho, for four years at the
smart Embassy with his nifty
dance band, is no small asset to a
cafe like this, aside from his capable dansapation. The tango band
also more than calls out its quota

The music and the flash of the room makes it one of those places that induce that very thing—sitting around and listening, if one is not inclined to anything more active.

### KTAB ON OWN

San Francisco, March 28. With the Pickwick Broadcasting System, Coast group of indie stations, in the hands of receivers, its station, KTAB, is operating independently.

Independently.

Tom Morgan, vice pres of Pickwick, stepped into the manager's
chair at KTAB, leaving out Bob
Roberts. Latter has entered the
radio ad field. Station is being run
on a sparse budget with only a
tew hundred dollars weekly allotted
for talent.

#### DILL PICKLE TUSSLE

DILL PICKLE TUSSLE

Jack Jones of the Dill Pickle
Club, Chloago's arty Bohemian
hangout, is in a tussle with the
gendarmes. Coppers claim that
Jones is selling refreshments and
staging public dancing at the clubrooms without benefit of license.
Case is continued and will face
the judge again early next mouth.

MANAGEMENT: MUSIC CORF. of AM.

### Kaberett der Komiker

Kaberett der Komiker

Berlin, Match 18.

With this March program Kurd

Robitschek wins the palm. It is

Robitschek wins the palm. It is

Herrn Pilm' (Call

Herrn Pilm' (Call

Herrn Pilm'), which, apart of the other college,

which, apart of the other college,

tention. This kind of cabaret open

is a most interesting novelty in the

history of international nite club

round the college of the college of the

same orignality as to the story that

The setting has been very civerity put up by Hermann Krehna, and the opera is performed just before this one scenes idea of the opera is very original. This miniature nike very original. This miniature nike the property of the operation of the ells old jokes in a ciever way.

Bressaert and Paul Wallburg also

Magnus,

### Glogau on His Own

Jack Glogau has gone into pub-lishing business for himself. Until two weeks a Glogau was with Shapiro-Bernstein as professional manager.

### JANE FROHMAN

AND HER ORCHESTRA

Broadcasting Via NBC Network, Chicago

Featuring:

### **'SOMEBODY** LOVES

JOE MORRIS MUSIC CO. 1587 Broadway, New York



Repards and Rest Wishes to IRWIN DASH and BILLY MASON

Who Are Somewhere In London Please Communicate with A L D U B I N Writer of "TOO MANY TEARS".

### LOCAL NO. 802 SHARES IN DAMROSCH \$300.000

The Musicians Unemployment Re-lief Fund controlled by Walter pamrosch has entered into an agreement with New York's musi-cians' union (No. 802) as to partici-pation in the distribution of about

\$80,000. The Damrosch fund is being applied to the entire musical field, including non-union people such as operatic singers, music teachers, conductors out of engagement, others in the musical arts and instrumentalists, the latter all being in

ers in the musical arts and instrumentalists, the latter all being in
the union.
The union's unemployed will pardichate in the Damrosch relief to an
street of approximately one-sixth of
the foldor of the control of the control
the control the co

rosch fund for its unemployed, hav-ing paid \$5,000 from its own fund.

### Remick-Witmark Separate: Offices Are Too Tight

Remick will be separated from the Witmark offices and placed in the separate quarters within a month.

About two months ago both Remick and Witmarks were physically combined in one office, Remick moving into Witmark and Harms moving into the offices formerly occupied by Remick. Shortly after, Joe Keit's contract with Warner as Remick's gen. mgr. was settled.

Now it has been decided to sen-Now it has been decided to separate the offices again due to the personnel and catalog being cramped in the one office. It is most likely that Remick's will be moved to 1650 Broadway, where Warner has a lease on a suite for which it is paying but not using. Buddy Morris, head of the Warner publishers, will continue as active head of Remick as well as Withark.

mark.

Only a pro. mgr. will be placed in charge of the Remick: offices when they move, with about four professional men now connected with Remick.

#### Columbia's 3 Bands

Columbia's 3 Bands
Chicago, March 28.
Local Columbia phonograph office last week recorded three local
orchestras using Art Kasell, Danny
Russo and Paul Specht. All three
turned out four two-side discs.
All drew flat sums for the recordings, the royalty plan largely
plassing out of the disc field due to
the falling sales.

COLUMBIA'S NEW DISC

Phonograph Co. Doubling-Tripling Names On Long-Playing Record

Names On Long-Playing Record

Chicago, March 28.

Columbia phonograph is due to hit the market in about a month with a six-minute record on the regular 78 revolutions scheme. It can be played on the standard machine. This is Columbia's bid for the long-playing record biz, following the Victor initial entrance in the field. The Victor lengthy, however, while running closer to table motor.

These Columbia waxes are slated to bring three or more acc record names on each saucer, the plan being to spot on each disc two orchestras and an ace vocal, or two vocals with a name band. Thus, Kate Smith is understood pencilled to ride with Ben Selvin and Eadle Duchin bands on one platter. Entire roster of Columbia falent will be doubled and tripled on each platte. For the record of the platter of the record of the platter of the present standard at 75 kopecs.

### Roger Kahn May Pick Up His Baton Again

Op His Baton Again
Roper Wolfe Kahn is planning a
comeback as a band leader. Otto's
son laid aside his baton two years
ago and hasn't picked it up since,
confining most of his interest during the past two years to aviation.
Young Kahn is alated to return
from the South in about two weeks.
Upon his return be will set about
to obtain an orchestra for himself.

### Hollywood's Pansies

Hollywood, March 28.
Second pansy floor show is
planned for Hollywood by Gene
Morgan. BBB announced the first.
Morgan, whose name has been
over the Pyramid Club since the
boulevard spot's reopening, has officially taken over the DI Marco

D'ALLESSANDRO-KAHN COMBO

John D'Allessandro and Sammy Kahn of the Original Versatile Sex-Kahn of the Original Versatile Sex-tet are reorganizing a large stage band combo with the sextet as an integral unit.

Kahn, as Allen Kane, has been a Publix m.c. and D'Allessandro has been with Irving Aaronson's Com-manders and others.

### KLAPHOLTZ BACK

Ernest Klapholtz is back on Broadway orchestrating and arrang-ing after three years with Pathe studios in Hollywood. Klapholtz's partner, Arthur Lange, is still on

Meantime Klapholtz and Merlin Schuyles have formed a musical partnership.

#### SYMPHS SWAP

Waterloo, Ia, March 28.
Residents here will hear the Cedar
Rapids Symphony orchestra and
Cedar Rapids residents will hear
the Waterloo Civic Symphony orchestra.

It's a swap idea and going over big.

Olsen Doubling
George Olsen opcned a fortnight's
doubling into RKO houses at the
Kemmore, Brooklyn, this week, and
may extend it further.
Can't leave town owing to his deal
with the Montmartre cafe, where he
is regularly engaged.

#### Organist's Razz

Los Angeles, March 28.
Gaylord Carter, organist at
Warner Bros. Hollywood theatre, has a screen novely
called 'Ballyhoozis.'
Between song verses Carter
has sides razzing various ads.
Recently he picked on a perfume manufacturer, collar
company and a patent medcine sold as a morning 'cocktall.' Names of the companies
were used:

### 18-POINT S. P. A. PACT **DEPENDS ON ONE CLAUSE**

Before publishers will agree to the 18-point proposed agreement between songwriters and publishers, the Songwriters' Protective Association will have to eliminate from its constitution the clause whereby all writers assign all their rights to the S.P.A.

The publishers strongly object to seeing into any basic minimum to the contract of the seeing into any basic minimum to a standard form of contract. Pubs insist the S.P.A. will have to abolish the writers' rights assignment clause before they will agree to the 18 point proposed agreement. Nothing official was done about the 18 point proposed agreement last week excepting that at an informal iuncheon meeting between Sigmund Romberg, president of the S.P.A., and about five publishers, the proposed agreement was discussed.

### LILLIE'S CLUB BID

Likely for El Patio, Class Spot-at \$1,500 or Half Price

Beatrie Lillie at \$1,500 may go into the El Patto,
That's 50% of her past nite club salary, which gives us an idea, as the l'atio is one of the few remaining couvert cafes.

Dick Robertson, vet radio and recording singer, has joined the Vincent Lopez orchestra as vocalist. Robertson will be on WEAF thrice weekly with the band. Eand has started on a six-week vaude tour.

### HERE AND THERE

Ted Cook band now getting a WMAQ, Chicago, wire out of the Frolics cafe, first time this station has tied in with the southside Chi

Kitty O'Mera's Dancing Colleens and Morrie Hoffman's orchestra in the floor show at the Ambassador Inn on the Albany-Troy (N. Y.) Road.

Blue Valley Butter radio discs have been placed on two Chicago stations, WAAF and KYW, the former for afternoon sessions, and the latter for the nighttime.

Leo Erdedy, New York concert master, has returned to Chicago to devote his time to radio.

Irving Milis returned from a six weeks' trip to the coast yesterday (Monday).

Ted Black's orchestra opened at the New Lido Club, New York, Sat-urday (27). Band, NBC booked, will receive an NBC wire.

### Only Increased Radio Rates Can **Save Many Publishers from Quitting**

### **Audition Gag for Bands Grows in Eastern Halls**

An audition gag involving little no salary has become a fav stunt or no salary has become a fay stunt of numerous small dancehalls in the east. The small time creep joints practising the trick prey upon starving musicians exclusively. Con-

starving musicians exclusively. Constant repetition cuts band expenses to almost nothing.

Routine involves the engagement of a band on the 'make good' condition, necessitating in some instances a full week's work under scale. He not not the start of the grounds of laying an erg. When the leader tries to collect he's paid off short or told to come around next week.

next week.

There's no recourse for the band, since a formal complaint would reveal the fact that the musicians agreed to work under scale and result in loss of union membership.

### LINK ALLIES

With Keit & Engel as Partner-Also Prof. Mgr.

Harry Link has become a third partner in the firm of Keit & Engel yesterday (Mon.). His position is professional manager. Link resigned from Santly Music on Saturday (26) after holding an interest in the firm since its inception. Link disposed of his share when he resigned.
Link's interest in Keit & Engel is equal to that of Harry Engel, with Joe Keit, who recently bought out NBC's interest, holding the majority interest.

### Lombardo, Fiorito Both 'Sweetest Heavenly Music'

Culver City, March 28.

Culver City, March 28.

When Guy Lombardo played Chicago, Ashton Stevens wrote that his was 'the sweetest music this side of heaven'. Lombardo, later adopted the quotations.

Ted Florin, ow. broadcasting creek RFWB, rom the local Froite creek RFWB, rom the local Froite and liked the slogan, too. So he's using it out here.

### Whiteman Staying East

wniteman Staying East
Paul Whiteman plans to remain
around New York, for which purpose he has established limseft in
an apartment, counting on his NBC
tle-up for his limmediate most important activity.
Whiteman has further stage offers, but is loath to leave the bir
town.

### GROFE'S 'TABLOID'

Ferde Grofe, who has come under Jimmie Gillespie's management, is planning a concert tour, during which he will feature Tabloid, a symphonic impression of a newspaper. Work will be given a ballyhoo when introduced at Symphony Hall, Boston, next summer.

Walters Follows Kent

Billy Walters next week replaces Dave Kent at Donaldson, Douglas & Gumbie.

If the raise in radio rates doesn't come through soon it will be too bad for many publishers. The pub-lishers say that during the past three months the sheet music business has been worse than they remember. And most of them can

About six of the smaller pub-lishers are known to be operating purely on credit, unable to raise cash. These may shortly be forced to fold.

The radio plug angle also has the publishers worried. At one time they were sure that a few days after getting a few plugs on network programs they would receive orders for 1,000 or more copies. Today these orders after network plugs

these orders after network plugs are getting scarce.
Publishers say that when name air attractions use a good song the same night and they are sure that about 20,00,000 listeners hear it, the publisher can expect an order within a few days for 1,000 copies, within a few days for 1,000 copies, after to be unjority of instances, after to be unjority of instances, after to be unjority of instances, after the second of the 200 copies or so. No Life Left

It is an admitted fact that there inn't much life left in the sheet music business anymore, despite the intermittent hits that show un. These infrequent successes, say the publishers, are freaks and cannot be relied on to carry the sheet music industrie.

be relied on to carry the sheet music industry.

All eyes are turned toward radio as the salvation. Publishers say that they must get and expect, when the new rates are put into effect, at least twice and nearly three times at least twice and nearly three times as much annually as they are cur-rently receiving from radlo. Pub-lishers declare that guaranteed a fair income from radio, they can af-ford to continue to publish sheet music at a loss, but otherwise it will be a lossing fight for the music

will be a losing fight for the musiciowers:
To date the American Society of Composers, Authors & Publishers has taken no action on the proposed, new radio rates, which it was supposed to settle Peb. 1, last. Its radio committee, appointed during the early fall to decide the best means of entering into a new radio contract, has been convening with E. C. Mills, gen. mgr. of the American Society, regarding radio, but nothing definite has resulted. Neither has the radio situation been discussed by the Board of Directors of the American Society, as far as increased rates are concerned.

### Vallee Ends \$1,000,000 Piracy Suit With \$250

Los Angeles, March 28.
Sum of \$250 settled the \$1,000,000
suit of Roberta MoKay against
Rudy Vallee for alleged piracy of
the song, 'Vagabond Lover.'
Charles K. Feldman, Vallee's attorney, settled the case out of court,
but the amount must now be approved by the court as the McKay
woman since filing suit has been
adjudged incompetent. adjudged incompetent.

Baby Marie's Platters

Baby Rose Marle placed under her first recording cont.act, The baby singer will make six records for Victor.

THE BIGGEST SONG HIT IN AMERICA TODAY

# 'SOMEBODY LOVES YOU'

By CHARLIE TOBIAS and PETER DE ROSE

We Are Grateful to All Who Are Responsible for Making This the Number One Song

IRVING ULL MAN Woods Theatre Building, Chicago JOE MORRIS MUSIC CO.

ARCHIE FLETCHER 1587 Broadway, New York

### HOLLYWOOD

and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taft Bldg.)
Phone Hollywood 6141

Victor Neuhaus, recently leasing the Figueroa Playhouse, is sued for \$475 rental of furnishings from the Cinema Props Co.

Tivoli Theatres is suing to oust J. William Denning from a building in Sawtelle. Theatre co. says Denning moved in in the plaintin's absence last Nov.

Bclasco & Curran have taken Coast rights for 'Whistling in the Dark.' They are dickering for 'Blessed Event' also.

Fanchon & Marco have a two weeks' option on 'Oh Susanna,' coast musical, which has been warehous-ing two years.

Rene Borgia is writing Spanish dialog for 'Today,' indie production, of which Abe Meyer planned a dubbed version.

Dichard Wilhur and Arthur Hock Richard Wilbur and Arthur Hock-wald are framing a rep company to play the western sticks. Pair pro-moted the ill-fated stock company at the Hollywood Music Box.

Henry Halstead's orch replaces Hal Grayson's combo at the Roose-velt March 30. Harry Owens band moves from the Westward Ho, Phoenix, Ariz., to the Cosmopolitan Hotel, Denver.

Harris Recording Laboratories, Ltd., sued by F. H. Bowers for \$1,500 for services as attorney and for sal-ary claims of Isabelle Russell and E. R. Harris amounting to \$6,142.

Temple theatre, at 59th and Vermont, has been bought by M. Raymond Peterson from George A. Harrison and Hobart E. Swan.

#### HIPPODROME

(Continued from page 44)

colored youth is brought on for a fast hoofing number.

An acrobatic turn, Monge Troupe, an acrobatic turn, Monge Troupe, an acrobatic turn, Monge Troupe, an acrobatic turn in the middle of the bill, but oke here, as would be difficult for the usual closer to follow the Gus Edwards "fash, which closes. Monge Troupe consists of acrobatics. A double some result by a girl from a springboard into a supported chair, while bliadfolded, closes the act nicely. Since the control of the cont

finale.

The Edwards revue has changed some of its falent since last caught, but the majority of the acts remain. Garr is the cog around which the acts revolve. He plays Edwards in



RKO STATE LAKE 'GIRL CRAZY'

With BERT WHEELER— BOBBY WOOLSEY—MITZI GREEN EDDIE QUILLAN and DOROTHY LEE

a scene supposed to be the latter's booking office. Act features Hildegarde, a comedlenne and songstress with a cute Dutch accent: Aber Twins, good looking blonde dancers with a cute Dutch accent: Aber Twins, the second looking blonde dancers in the second looking blonde dancers in the second looking blonde dancers in the second looking blonde word harmonists, and Gloria Core taking the place of Mitzl Mayfair, who first played with this act when it opened. Miss Gilbert is an extremely clever markable spins which keeps her revolving on her toes like a top.

#### **RKO GOLDEN GATE**

San Francisco March 21.

San Francisco, March 21.
For 10 years this RKO house has pulled in a consistent family trade holding up to a generally satisfactory and the second of the se

### Paramount, Newark

Paramount, Newark.

Adam A. Adams has scooped the town this week, as his ads proclaim, of the usual vauleville. First time one of these tabs has played here, and whether it's to be a series depends largely on 'Follow Thru's reception. For a Good Priday matinee in the series of the

### INSTITUTION OF INTERNATIONALE

Shoes for the Stage and Street SHOWFOLK'S SHOESHOP - 1552 BROADWAY

the applause with the opening of the next act. Olive Olsen is nearly as well sted. While she forced one to the cone to the con

more. Unusual in being both pretty and funny, she played attention and and funny, she played attention and and funny, she played she costumes with many changes. They are pretty and lively, and while they reprety and lively, and while they vivacity is a welcome change from the wooden animated doils that so often grace dance revues. The numbers are pretty, and one with mauve on the other, is most attractive.

The sets show a fine view of the outside of the golf club, the inside trance between two walls. There is also a flowered drop. Nothing is skimpy-looking. The lively shows the seems lilegical in the shortened versons, perhaps it is no more so than in the original. All the well-known songs remain though some versons, perhaps it is no more so than in the original. All the well-known songs remain though some othan in the original. All the well-known songs remain though some othan in the original. Highling could be improved, and probably has been by now. But on the whole it's a good plane don't you are the standard of the seems of

### Bills Next Week

(Continued from page 48)

Woodland Rev PHOENIX
Fox (2)
Hot Java' I
Caligary Bros
Armanda Chirot

PORTLAND
Paramonnt (31)
Gobs of Joy' I
A 'Pat' West
Lee, Port & D' A 'Pat
Lee, Port & D'
Pablo
Elmsr Herling
Rose Mario Carter
Myrna Modle
Sunkist Ens

Rose Mario Cartes

Nyrni Mode

Sunda Mario Made

Sunda Mario Mario

1st For

Lester & Garion
June Worth
Matt Brooks
South Worth
Matt Brooks
South Matt Brooks
Large & Morgner
Rodney, & Gould
Ser Green
Rodney, & Gould
Ser Fox Foll (2)
Fox Foll
Ser Fox Foll
Sunding End (3)
Fox Fox Foll
Sunding End (3)
Fox Fox Foll
Sunding End
Sunding
Sundin

### London

### Week March 28 KILBURN Grange Barher & Sievens Bernardi NEW CROSS

Week M
Jet half 78 - 30
Pagan Trio
Shannock & Lee
Shannock & Lee
Shannock & Lee
Shannock & Williams
Wickert & Williams
Magan Presental
Type Edon M. H.
Other M. H.
Astoria
Tenna Squire Brown
Half (28-80)
Terrihalf (28-80)
Terrihalf (28-80)
Terrihalf (31-80)

Bendetti Bros
Shamrock & Lee
EAST HAM
Promier
Auklands
Leo Sax 3
EDGEWARE BD,
Grand

Grand
Barber & Stevens
Kondo & Hanako
FINSBURY PK.
Astoria
Jack Payne Band

Kinema
1st half (28-30)
Bennett & W'ms
Moran and Elof
2nd half (31-2)
Pagan 3 Moran and 2nd half (31-2) Pagan 3 F Sylvester Co OLD KENT ROAD RESENT ROAD FECKHAM Tower 1st half (25-20) Michel F Sylvester Co (31-2) B Green & James Terrianos INTER B Green & James
Terrianos
SHEPHER'S BUSH
Pavilion
Czardas Band
STRATFORD
Broadway
Kabaret

Broadway
Klifton Kabaret
STREATHAM
Astoria
Naughton & Gold
Ds Haven & Page
Rome & Romaine
Taranaki, T & B

### **Provincial**

#### Week March 28

CARDIFF
Capitol
Plaza Tiller Girls
HULL
Palace Palace
Geo Jackley
Rebla
Fred Emmy
Embery Sis
Ern Brookes
Ern Brookes
Kew & Kew
Ruane & Martin
Melody Murderers
LEEDS'
Poramount

Par Tiller Girls
Danny Lipton 3
Tony-Beb-Rens
Dawn Asheton
MANCHESTER
Faramount
O Parkington
Engine
County of the County
County of the County

### Hard Times Fatten Seers

(Continued from page 1)

(Continued from page 1)
know more about the bir than the
boes, to take it from seers whose
only knowledge of the bir is the
boes boat has account. Usually the
women are in the great majority
among the customers, but now the
men are catching up. Those in
trouble or in poor health generally
turn to their church. The psychista
are grabbing the overflow.

Ordinarily advise on affairs of
the heart is easily in first place
among questions fired at
which are the season of the company
matters are now occupying a very
close second place. While every
psychist receives man; dizzy and
nondescript requests, most of the
questions fall into one of six
classes. Listed according to the
number of each class asked on an
average, the six are:

1. Love affairs.

2. Business ventures

3. Inberitances.

5. Lost articles.

6. Missing persons.

The top-notch stage psychists re-

3. Inheritances.
4. Health.
5. Lost articles.
6. Missing persons.
The top-notch stage psychists receive upward of 10,000 malled questions during a week's stand in a town. Radio broadcasting between times is a recently acquired aid. Stage running time limits the average number of questions answerable to around 15 per performance. If doing four-a-day, the representative psychist can't answer more than 400 or so requests in a week stand, leaving many in the unopened fan ma'l basket. Of the remainder, answers are confined by many psychists to letters accompanied by money or samps.

psychists to letters accompanied by money or samps.

Frequently a psychist will get innocently Jammed through leaving town for the Lext jump before all the mailed questions are delivered. In such instances the letters, some containing money, don't find their to the abender.

Rich Private Seances For the most compelling psychic

acts, income from sale of books and private readings on the side dwarf their actual stage salaries. Theatre basements are flooded with customers for private readings between shows at from \$1\$ to \$10\$ a reading, with the cellar or receptory their country products from \$1\$ to \$10\$ a reading solution of the stage vortes in wolve crystal gazing or plan mental reading as the mediums for predictions, since the stage work limits close contact with the anticus. But offstage everything goes. The big things outside of stage psychiatry and crystal gazing are astrology (reading the stars), palmistry (mitt massaging) and phremology (feeling head bumps). Gratis tea. cup peeping in conjunction with sandwiches in the tea rooms is inexpensive and the big fav with stenogs, offse boys and housewires. Sciomany (reading by shadown), Genethliacs (by stars at birth), Meteormancy (by meteors, when available), Austromancy (by minds), Mayomancy (mice), Orniscopy (balanced hatchet), Geomany (water), Halomancy (salt), Akinomancy (balanced hatchet), Geomancy (otch), Lithomancy (precious stones), Pesmade at random on papier or cloth). Lithomancy (preclous stones). Passonancy (nebbles). Catoptromancy (mirrors). Tephramancy (writing in ashes). Onleromancy (dreams). Arithmancy (numbers), Onneancy (numbers), Onneancy (number of letters in name). Gelocopy (laughing). Gastromancy (ventriloquism), Gyromancy (wilking in a circle), Geromancy (dropping hot wax into water), ichthyomancy (dice).

Reschiltige of sown of these was ide at random on paper or cloth).

Possibilities of some of these are practically limitless.

practically limitless.
The only similar field feeling the depresh like the rest of the world is spiritualism, since folks not in the mood to be initiated in the field of conversing with spirits and ghosts.

### Cabaret Bills

### NEW YORK CITY

Beaux Arts
Ruth Goodwin
Ivon Bouvier
Lee Gibson
Betty Wilson
Grace Mitchell
Louis Barsoni
Central F'k Casir
Veloz & Volanda
Eddle Duchin Or 2 Little Words 3 Sepia Songbirds 8 Rhythm Kings

8 Rhythm Kings
Cotton Club
Blue Rhythm Boys
Leitha Hill
Boys
Leitha Hill
Boys
Leitha Hill
Borothy Crowley
Al White
Hillyr'd Restaurt
Doris Eaton
Harriet Hilliard
Folies Bergere G'is
Frank Hazzi
Dolorez Ray
Capped & Mimil
Ak Katz & Kittene

Conniès inn
Don Redmond Or
Corna Green
Mae Alex
Baby Coc
Robersman
Paul Meeres
Snakehipe Tucker
Lois Deppe
Wille Jokkson
Wille Jokkson
Wille Jokkson
Terracy & Vinette
Enoch Light Orch
Dakland's Terrace Nut Club
La Belle Rose
Eton Boys
Nutsy Fagan
Bainbow Inn Chris Pender
Miliard & Anita
Diana Deering
Bobby De Fay
Mildred Jay Oakland's Terrac Calif. Rambiers Burns & Swanson Sylvia & Les Frances Mildren Keller Sis Ada Winston Gertrude Niesen Georgie Tapps Snooks Rambiers Busslan Arts

Oakl

old Vienna
Florie Hutchison
6 Prater Singers
Helen Polka Co
Al Belasco
Bela Loblov Orch
Paramount Grill

Bussian Arts
Joe Morantz Orch
Voa Trogzento
Barra Birs
Natalya Davis
Misha Usanora
Helen Kazanova
Gregory Grestrow
Irene Kuloff

Irene Kuloff
Show Place
Sammy Walsh
Sylvia Miller
Eddie Joyce
Val Vesto
Kitty O'Dare
Sydney Hawkins
Mildree & Maurice
Jean St John
Betty & Andre
Rita Whits

Rita Whits

Village Bara
Reily & Comfort
Josh Medders
Danny Drayson
Lew Beck
Chic Kennedy
Bashful Hank
Texas Redheads
Helen Manning
Davs Abrams Orch

## Faramount drill Dan Healy Peppino & Rhoda Alda Ward Cora Le Redd Swan & Lee Anise Boyer Roy Atkincal & T Welle M Clarical & T Bernice Short Elmer Turner Jimmy Baskette Bobby Sawyer Norman Arwood CHICAGO

CAGO

Edna Mas Morris
4 Stepping Stan
4 Stepping Stan
Edda Makina Orch
Edda Makina Orch
Lafyet's & Bryte
Bilt Sis
Ben Colestinos
Majoris Chies
Ben Colestinos
Majoris Chies
Andatis & Howard
Francins Lea
Andatis & Howard
Francins Lea
Lillian Rares
Radins Editis
Facilian Belitut
Ted Cool Orch
Frittal Batin
Frital Batin
Frital Main Ambassadenr Fred Villani Helene Ward Laura Lec Kathleen Phillip Frances Marion Kathieen Phillip Frances Marion Clarice A Cafe De Alex Marie Alverez, De la Vega Sig Henrico Calarist San Guaraniello Joska de Babary O CUbb Añbann Patey McNair Billy Boyes Mary Thorne Mary Thorne Frank Fivilett Or Club Noeurne Boyce Brown

Dominique Orch Dominique Orch
Kentucky Ctub
Karyl Norman
Leon LaVerne
Vaughn' Sis
Dick Staub
Jimmy Campbell O
Faramount Ctub
John Steel
Billy Carr
Julia Lyons
Sid Lang Orch

Sid Lang Orch
Pla-Mor
Ercelle Sis
Estelle Fratus
Murlel Parker
Scovelle Sis
Rose & Ray Lyte
Jimmy O'Keefe
Ray Reynoids
Paul Specht Orch

Dotte Date
Bernice St John
Madee Keefer
Bernice St John
Madee Keefer
Walter Hawtings
Eddle South Orch
Hazol & Klatoff
Vorcell Sue
Mary Stone
Mary Stone
Mary Stone
Charlie Crafte
Clifford & Wayne
Lorraine Tumler
Bobby Cook
4 Abbott Dincerr
Gup Annelm Orch
Gup Annelm Orch

#### SAN DIEGO 4 DAYS

SAN DIEGO 4 DAYS

San Diego, Cal., March 28.

Fox theatre will play F. & M. dieas only four days a week instead of the former full week.

Change is caused by the Saturday opening at Loews Sitat, Los Angeles. Ideas will come here following the State closing and return to Hollywood to opening the following Thursday.

#### **LETTERS**

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING OF. CIRCULAR LETTERS WILL NOT BE ADVERTISED LETTERS ADVERTISED IN

Bell Nettl Bennett George Carroll Jean Clark F Mrs Crooks Edward Hoel C M

Loper Theo Macdonald Flor'nce Petro John Rehsen Frank Rogers H

Jackson T P Vold To CHICAGO OFFICE Black John S Clayton Dolores M | Glibert Bert Van Billy Edwards David | Keeler & Duser

DOROTHEA ANTEL

316 W. 72d St., New York City The Sunshine Shoppe New Assortment of GREETING CARDS For All Occasions



The Leading and Largest ACCORDION FACTORY In the United Stat The only Factory that makes any set of Reeds unde by hand.

Guerrini & Co. 277-279 Columbus Ave. Co. Famelico, Cal.

### OBITUARY

FRANK NORMAN HEARN, JR. Frank Norman Hearn, Jr., 24, dled at his home in New York March 26 as the result of a pul-monary infection; ill about two

months.

Born in England but appeared
here as a child actor in a vauderille sketch. His legit stage debut
wake Up Jonathan' (Mrs.
Fiske). Also appeared in John
Barrymore's 'Hamlet' and 'The
Shannons of Broadway'. Last appearance was in 'The Silent Wit-

ness on tour.

His mother is professionally known as Julia Knox. He was a nephew of Teddy Knox (Nervo and Knox) and of Sax Rohmer, British

DOLLY FLOYD"
Dolly Floyd, 35, of the Flying Nelsons, vaude and circus aerial act died at her home in Chicago March 21 from complications resulting in peritonitis. She was married to Floyd Nelson, head of the circus troupe that was a standard Ringling flying act for years, and Ringling flying act for years, of the circus trougeling Mowatte or a reperation as the standard of the Juggling Mowatte or a constant, of the Juggling Mowatte or a constant, of the Juggling Mowatte or a constant, of the Juggling Mowatte or a constant of the standard properties of the

generation ago.

Besides the husband a daughter, two brothers and two sisters survive. Burlal at Graceland Cem-

#### MARTHA WATSON

MARTHA WATSON
Mrs. Martha R. Watson, former
actrear, died March 20, of heart disease on the cruise ship 'Marlposa,'
as it neared Manila.
She was once leading woman for
the late Chauncey Olcott and was
fore the died. Survived by a sister living in Santa Barbara, Cal.

MAX BROOKS

Max Brooks, 58, of vaudeville, died

March 21 at his home in Brooklyn. At one time he was teamed with his brother, Sam Brooks, and later with his wife. Sadie Vedder. For a

### The Mother and Brother of JACK E. MANSFIELD

wish to extend their thanks for the many messages of condolence and lovely floral tributes in their late bereavement.

time Brooks published a paper, The Widow, daughter and two broth-

#### IRVING T. LAY

Irving T. Lay, former film com-edian, killed himself by gas poison-ing at the home of his sister, Mrs. Mildred Sullivan, in Seneca Falls,

Mildred Sumivan, ...
N. Y.
Weighing 400 pounds, he was signed by the Goldwyn Co. some years ago but had not been active of late.

JOHN STOKES

John Stokes, 62, professionally known as King Burke, balloon trapeze performer, died in Cieveland last week after an illness of land last week and five years.

Had toured the country as free with circuses.

### RICHARD E. LYNCH

RICHARD E. LYNCH
Richard E. Lynch, 63, once a
noted clog dancer, but for the past
fey years a clerk in the Detroit
traffic court, dled in that clty
March 21. His wife, Ada Jewell,
who shared his stage appearances,
survives.

### NELLIE RICHARDS

NELLIE RICHARDS
Nellie Richards, 63, former
vaudevillian, who popularized the
song. Johnny Get Your Gun, was
found dead in her London apartment March 21. Police believe that
a teakettle on the stove boiled over
and extinguished the flame and that
she was asphyxiated in her sieep.

### ANNE BOOKER

Anne BOOKER
Anne Booker, 23, carnival diver,
who broke her back in Vienna last
July, died in Mami, Fla., March 24.
She was brought home following
the accident.

WM. H. LEAHY
William H. Leahy, 54, head of
the play broking firm bearing his
name, died March 26 of a complication of aliments. Survived by,
its widow, two sisters, and a
brother and nephew.

WARREN LAWRENCE

died recently in New York. Death came while the writer was prepar-ing to produce one of his own plays and five days after he was stricken with preumonia. Deceased is survived by his wife, father and a brother, Vincent, also a playwright.

Brother, 65, of Alex Pantages died in Los Angeles last week. A stroke six years ago was followed by an illness which terminated in his death. Was formerly a doorhis death. Was formerly a door-man at the local Pantages theatre. Leaves a widow and two daugh-

William Hanna, stage carpenter at the Music Box, New York, died, at his home in Elmhurst, L., March 26. He was stricken with pneumonia last summer and never fully recovered.

George B. Scherff, 43, musician, died March 25, at Rochester, N. Y. after week's illness. Mother and brother survive. Funcral gervices were Sunday (27), with burial in Rochester.

George E. Faucett, 34, died in Waterbury, Conn., March 20, following an illness of five years. He was leader at Poli's theatre orchestrathere. Survived by the widow. Wm. W. Wilcox, 67, died in the General hospital, Kansas City, March 22. He was a musician and

March zz. ne nee nad no living relatives. Harry Roselle, 61, former dance teacher, died at his studio, Cam-den, N. J. Hc ls survived by his widow, a daughter, two sisters and

George T. Edwards, 63, composer, dled at Faimouth Flreside, Me., March 21. Survived by his wife, four sons and a daughter.

Mother, 63, of Alfred E. F. Mc-Corry, of Am. News Reel Corp., dled at her home, Belle Harbor, N.

Father of Walter Batchelor, agent died March 24 in Toledo, O.

### UNIDENTIFIED

UNIDENTIFIED

Birmingham, March 28.

An unidentified show trouper was buried by the city of Vicksburg, Miss, last week when efforts to locate relatives were fruitless. Man was believed to have been from Syracuse, N. Y., and was passing through Vicksburg. He died from injuries received in an automobile wreck. wreck.

He was known around Vicksburg only as "New York."

### Going Places

(Continue from page 54)

butes in abundance, but she is the very first of them not to be a spir-fire. That is her triumph, her dar-ing, her distinction. True, she dances once, and in tulle-ruffled sliver cloth trousers, but it is a sinuous dance, quictly undulating, not a feverishly passionate outburst. It may take Miss Montenegro longer a feverishly passionate outburst. It may take Miss Montenegro longer to attain the notice of her com-patriots, for hers is a quieter way, but for that very reason she should last longer. She's so much more restful.

### South Africa

(Continued from page 61)

### FAIR CONTRACTS SET FOR COMING SEASON

Fairs and state fairs, counted among the leading annuals of their kind in the United States and Canada, have closed contracts with the following shows, rated amongst the major carnivals to go on tour this season:

Beckman Geraty
Davenport, Des Molnes, Lincoln,
Topeka, Hutchinson, Oklahoma City,
Dallas,

Dalias, Johnny Jones
Springfield, Ill., Indianap
Johnson City, Greensboro, She
Winston-Salem, Concord, Colum
S. C., Orangeburg, Anderson
Augusta. Indiananolis

Castle, Ehrlich and Hirsch Brandon, Calgary, Edmonton, Saki-toon, Regina, all Canada; Iona, Goshen, Detroit, Batesville, Tulsa, Memphls, Jackson and Shreveport

Model Shows of America
Kankakee, Toronto (3 wks.), London, Ont., Sallsbury, Columbia, La.,
Spartansburg, Gastonia, Greenville
and Rockhill.

Madison, Baraboo, Superior, Man-itowoc, Owatonna, Minni; St. Paul, Huron, Nashville, Knoxville, At-ianta, Columbus, Ga., and Mont-

Huron, Nashville, Knoxville, At-ianta, Columbus, Ga., and Mont-gomery.

Although no state fairs have been cancelled this year, premium and percentage arrangements have been drastically slashed.

### Finis

Dallas, March 28.

Passing of another ghost.

Local park board cancels existing five year contract with pony golf promoters and orders the relic courses cleared from the muny grounds.

### Miller Ranch Sold

(Continued from page 1)

survivor of original Miller Bros., ranch yielded \$10,900,000 worth oil during last nine years, and still is grossing \$1,500 monthly royalty.

grossing \$1,500 monthly royalty.

Miller, suffering from nerves, is
booked for preliminary hearing at
Newkirk, Okla, April 15, on charges
of assault with deadly weapon, resulting from shot fired at one- of
receiver's lawyers last Thursday,
Under \$15,000 appearance and \$1,000
peace bonds.

peace bonds.

Couple of attorneys who tried to serve papers last week on Col. Zack Miller for the auction of the 101 ranch at Ponca City, Okla., met the business end of a shotgun. Riled up at way things were handled; the aged circuman let loose a load of buckshot underneath feet of Neal Sullivan and R. C. Wilson, assistants to Fred Clarke, receiver.

ants to Free Clarke, receiver. No one hurt.
Charges of assault with deadly weapon being prepared against the Col. at Newkirk, Okla., stated for heart was the content of th

### **UNCOMMON CHATTER**

Woolsey film. They're not sup-

Woolsey film. They're not supposed to.

They're expected to register standard ingenue cuteness and welcome subordination to forced comedy gage. Dorothy Lee and Arline Judge willingly comply with these requirements. Kitty Kelly has a broad comedy role whose only consolation is that it grants her a good rousing verse and chorus of a swell Gershwin song. Her costume and delivery, in keeping with surrounding media, have the insincerity of an obvious cartoon.

Mital, once again the pesty little show-off, may thank her impersonations for litting her out of the background and rating her monsentarily above the woo gaster stars. When styles of Bing Crosby, Rooce thes, George Arliss and Edna MacOliver. She captures the essence of each personality and develops it in a menter undired her own.

(Continued from page 61)

ment information are Saul Herbert
Langbart (company manager); Robert Waddel Davenport, alternate to
Langbart (company manager); Robtangbart; Cive Dudley Heeger
(secretary). All of Johannesburg.
(secretary). All of

### Late Buying Season for Fairs As Secs Show No Hurry to Book

### Sailors Snub Show

Los Angeles, March 28 Burlesque troupe organized by Sam Goldberg for the Savoy the atre. San Dlego, will come into the Majestic, former legit house Broadway. Opening is set for

San Diego run of the burley show lasted but seven days. Outfit was rushed in to take advantage of the return of the Pacific Fleet but meant nothing to the saliors. Goldberg, candy concessionaire at

meant nothing to the sanors.

Goldberg, candy concessionaire at several Main street grind houses, also operates the Grand, two bit burlesque theatre at First and Main.

### FIGURE COUNTY FAIR DROP AT 25%

It is estimated that the smaller county fairs throughout the country this year will show a drop of fully 25%. Principal reason is that the counties in the various states have thrown in the sponge in the face of conditions and have falled to set aside the appropriations necessary to carry on these yearly

events.

Although of a minor nature the county fair is important to the carnival owner and outdoor showmen for whom such a drop in dates predicates a discouraging season.

In the past the averaging number of county fairs has been placed between 1,400 and 1,500 years with years of the past of t

#### Chas. Fox Soon Free

Milwaukee, March 28. Charles Fox, burlesque theatre perator, will be paroled from Fort eavenworth May 5.

Leavenworth May 5.

Fox was sentenced to a year and a day followin; his plea of guilty to an indictment charging him with conspiracy to embezzle funds from the National Bank of Commerce in connection with Erwin F. C. Voelz's defalcations totaling \$25.600.

Collaboration of the bank.

### Gentry's First Out

Birmingham, March 28. Gentry Brothers Circus opened he season at Mobile Thursday (24) with a one-day stand at Prichard It was the first opening of the sea-

Rubln & Cherry, carnival, pulls out of Montgomery, winter quarters, April 1.

### Fireworks Bankruptcy

Chicago, March 28.
Thearle-Duffield Fireworks Company last week filed voluntary petition in bankruptcy at Indianapolis. Understood that the creditors will take steps to help reorganize the fireworks company, which has been in the business 20 years.

### **CARNIVALS**

(For week March 26-April 2 when not otherwise indicated)

not otherwise indicated)
Cetlin & Wilson: Columbia, S. C.
Crafts: San Diego, Cal.
Fleming: Providence, Ky.
Leggotte: New Iberla, La.
Nye: Jackson, O.; Lancaster, 4-9.
Page: Johnson City, Tenn.
Rock City: Jasper, Ala., 2-9.
West Bros.: Fulton, Ky.
White Way: Kennett, Mo.

### Columbia Wheel

Week March 28

Rurlesque Feenta-Hudson, Union City, Dainty Dolls--Gayety, Washington, Hello Gool Times-Gayety, Ballymore, Jersey Belles--Lyrle, Bridgeport, Night Hawks-Route No. 1. Step On It-Trocadero, Philadelphia, Templers--Empire, Newark.

Chicago, March 28.

Agencies catering to the fairs are howling that the present sciling season of acts is proceeding more slowly than any time in the listory of the outdoors bit. Agencies which used to have all their fairs at present still in the midst of the selling wrangle, with only a small portion of the fairs booked.

Fair secretaries are not rushing to put their monikers down on the contracts for a flock of acts, since they feel that there are more than enough acts at present to go around. This wasn't the case in the past when there was heavy competition between fairs and vaule for material, necessitating the entry significant.

rial, necessitating the entry openups.
Last-minute booking figured to 
save coin in many angles for the 
fairs, principally in lower performer 
salarles, which works on the supply and demand rule. Besides, many 
of the fair seca are not, celtain 
whether there's going to be any 
maxum available to hold a festival 
this year and even if going to 
committees, it's just as ilkely that 
it'll be a fraction of former sums.

Full Week Work

But what is particularly burning

committees, it's just as likely that It'll be a fraction of former sums.

Full Week Work

But what is particularly burning the performers is the solid increase in the number of days for each fair. Practically every fair which formerly ran two or three days has increased the time of performance to seven or six days. This is because of the fair contracts, which call for matter how many days they play, or even if rain or other elements prevent their appearing at all.

Because of the full week play or pay contracts, the fairs have decided that since they're forced to pay for seven days' work that they might as well stretch their showling days to cover that period. Often, however, the increase in the number of date has not the final take, evidencing that there's only a certain potential audience for fairs, and they'll come as well within a space of two or three days as in a full week.

In the booking of shows for fairs there has arrived a new idea in delivering two styles of shows, one for the evening and the other for the day. The night-time show are mostly of the presentation flash type, singing and dancing.

There have been some attempts to give these flash shows in the atternoon, but they haven't proved successful, due to inability to get proper lighting effects in the sun light, or draw thing effects in the sun light, or draw thing as the great maintage.

### Howard's Troubles

Chicago, March 28.
Legal reverberations of the southside Howard stock burlesque attempt are still floating through the
local courts, Chicago Costume Company is suing William MacDonald,
reported backer of the venture, for reported backer of the venture, for several ventures and electrical equipment. MacDonald is associated with the 'Southdown Economist,' noighborhood paper.

Art Moeller, manager and organizer of the stock, is recipient of a number of warrants from the city license department, which claims that Moeller had no reader.

Claims of the performers are still

Claims of the performers are still unpaid, and it's likely that the group will go to court to settle salaries.

### NIGHT SHOWS FOR FAIR

Northstown, Pa., March 28.
The Montgomery County Fair is
planning a six day and six night
fair week Sept. 5 to 10.
A new policy of paying more attention to the money-making possibilities in amusements after dusk
is to be pursued.

### H-W for Louisville

Opening date for the Hagenbach-Wallace finally down on the books as May T at Louisville.

Will make the latest opening for any of the Ringling outlits.

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