

VARIETY

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64 PAGES

LIFTING 42D STREET'S FACE

**Film Contracts Certain Reward
For Grid Stars This Coming Fall**

Hollywood, April 4. Numerous football pictures contemplated by studios for summer filming will make the lives of graduated grid stars a happy bed of contracts. Situation in which football stars have been forced to turn down offers because of previous contracts has already occurred in the case of Marchmont Schwartz and Tommy Yarr, ex-Notre Dame captains.

Universal has been quietly listing up all-Americans selected on last fall's lists by the best authorities and is preparing another football picture as a follow-up to the successful 'Spirit of Notre Dame.' Schwartz and Yarr were approached by Metro with contracts, but the boys had to turn Metro down because of being previously placed under exclusive contract to Universal. Selection on a prominent all-American team of last fall is almost tantamount to getting a job in pictures.

Universal's aim is to get two teams representing choices of two coaching boards, such as the boards on which Pop Warner or Howard

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**Bootlegger in Person
Airs His Lowdown
On the Booze Biz**

Cleveland, April 4. Federal Radio Commission is investigating a radio talk by an alleged Cleveland bootlegger, broadcast March 19 by WGAR, which may lose its eligibility for license renewal as a penalty.

Radio interview was handled by Fred Bergerhoff of WGAR, who introduced talker as 'Mr. A, one of Cleveland's most prominent dealers in liquor. Bootlegger, whose identity was kept a secret by radio control, explained his racket, quoted prices in Cleveland and complained about the tough problems faced by an honest hooch salesman.

Chief complaints were based on news stories of the broadcast, but Dr. Lyles Hughes, federal commission investigator, declined to give name of official complainant.

Investigation is being held to determine whether talk was containing to air listeners' morals, by making such bootleggers and public nuisances seem glamorous figures, or whether it was all a gag.

John P. Patt, WGAR manager, has not denied charges, but claims the station got more letters of commendation than squawks.

Station claims novel interview was put across only as a controversial topic of public interest, without taking any stand on question of prohibition. To give both sides a break, the manager now dickered with local W.C.T.U. for a radio interview with either a reformed bootlegger or Salvation Army girl.

Don't Take Long

Those marble machines worked by a spring with the idea of getting the spheres in holes with the highest numbers, has already been made into a racket.

Along Broadway 'professionals' use the game and bet the yokels on totals. Usual wick on a bet is 50 cents—until a special cop gets wise and throws the pros out.

10c COVER CHARGE AND POETS' NITE IN VILLAGE

Greenwich Village joints reached a new level last week with the declaration in one place of a 10 cent cover charge. Floor show, or entertainment of some sort, is thrown in for the dime, with sandwiches and coffee at a 15 and 20c scale and not compulsory.

Several of the smaller village 'tea rooms' have been using a 25 cent minimum charge for some time. The dime angle is the lowest yet, however.

Most of the places going in for the small change are rendezvous for the long haired lads. At least one night a week is 'Poet's Night' at which the boys are allowed to read their poems to each other.

Speak Exploitation?

New York speakeasy in the 50's collected a flock either purposely or inadvertently, when a block of admittance slips were being picked up from the sidewalk of a street in the 40's.

May have been they were dropped there purposely, maybe by accident. But supposing a Fed picked one up?

Recreation!

Brussels, March 24.

The latest Sunday morning amusement in Brussels is a visit to Belgium's first and only crematorium at Uccle, a suburb on the south side of the city.

Guides conduct parties round the ovens and explain the process, and police are on duty marshalling the queues.

BIG LEAGUE GESTURE

New Orleans, April 4.

Raschall is being showmanized at last.

When Brooklyn and Cleveland played exhibition games here Saturday and Sunday, signboards in front of the park screamed 'See Dazzy Vance, see Hack Wilson, see the other great stars.'

**BIG DEPT. STORE
AND BIZ BLDG.**

**Between 7th and 8th Aves.
—Would Eliminate Nine
Theatres from Block—
Radio Angle to Office Edi-
fication—Monied Interests In
on Building Program**

START BY 1933

Transformation of 42nd street by means of expected building improvements is indicated from reality moves of recent origin. Program is figured to swing into action before the end of the year and would automatically restore a famous block to its former standing.

Possibility of a department store occupying most of the north side of the street between Seventh and Eighth avenues is not just a vague idea. The name of big firm creeps into the picture here. The south side of the block, east of Eighth

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**WILL AIR COOL
22 CARS FOR
R. R.**

They're trying to make the public and public service purveyors ice conscious. Beginning in theatres, with slightly over 300 now going Arctic in the summer, cooling systems are being devised for railroad trains, office buildings, homes, stores, hotels, apartment buildings, etc. In view of conditions with sock possibilities on cooling systems for theatres only, the Carrier Engineering Co. is penetrating other fields.

Trains, tough on torrid days, will be artificially cooled. So far Carrier has a contract with the Santa Fe to chill a total of 22 cars on crack trains. This road will start out by applying the method to the dining cars. Other railroads figuring on going for cooled cars, either diner or passenger, are B. & O., Southern Pacific and C. & O., which penetrate southern states.

In the office building class, a con-

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OVER THE RIVER

Telescopes on both sides of the George Washington Bridge, over the Hudson, is another effort toward kids.

Telescopes have raised platforms for the kids.

**More Ambish, Practically No Gifts
Or Motors, Is 1932 Showgirl's Lot**

Marked

Hatless males playing the sidewalk circuit in Times Square are getting difficult to distinguish as from N. Y. U. or what.

Only way to tell the hoofers from collegian office boys is to look for flat plates on their shoes.

NEW FORD'S GRATIS AD. PLUG ON 6,000 SCREENS

New Ford car moneyless campaign is designed for theatres, 4,400 prints of the subject, titled 'Ford Buick's Prosperity Drive,' having been developed by the auto producer. Ford figures that before release is complete at least 6,000 theatres will have shown this ad reel for nothing.

Father News has agreed to incorporate the clip, which runs 240 feet, in its regular subject matter. Ford clip was turned down by Fox-Hearst and Paramount reels.

In addition to the new reel tie-up Ford has made an arrangement with some of the Allied Exhibitor theatres. Projection is strictly gratis, Ford people holding subject up as 'meritorious news.'

Jazz Shaves

Syracuse, N. Y., April 4. A musical barber shop is the innovation of Chelisa Furner, who trouped for years with Robert Brinker in a blackface troupe.

Turning barber, Furner has installed a piano, banjo and violin in his shop, and there are tunes between shaves and haircuts for patrons.

'Business is good, so good that Furner, finding there's not sufficient time for his music, has decreed a five-day operating plan. His shop starts the week on Tuesday; Monday is given over wholly to melody.

\$12,500 for Station

Dallas, April 4. Station 'UT at Austin, Tex., advertised for sale in local paper for \$22,500.

First case of broadcaster announced publicly for sale in this section.

IT'S NOW 3-FOR-2'S

Minneapolis, April 4. Two-for-ones are extending from showhouses to other lines of businesses.

One local restaurant advertises 'free dinner,' whereby groups of three need pay only for two.

Old man Depresh, playing no favorites, is now a regular around the stage door of all New York theatres currently operating, especially those playing musicals. After-the-show activities are off more than 75% from the peak year of 1928 at the Ziegfeld Theatre stage door, according to those few show girls now in 'Hot-Chat' who were also in 'Show Boat' when that place was the attraction at the house.

Gone are many of the familiar faces of the boys from Wall street, Park avenue, and those love-sick college boys with money to spend who used to congregate nightly along the curb to keep appointments with show-girls and chorines. Missing also are the long lines of expensive motor cars waiting to whisk Zieggy's glorified femmes away after the performance.

Conspicuous also by their absence is the troop of gift-and-flower-bearing messenger boys who used to dash in and out of the alley that leads to the stage door over which Ziegfeld has posted a 'Thou Shalt Not Pass' sign.

Too Busy In answer to the query, 'what are you doing about the depression?' the first girl encountered in the wings, Jane Lane, explained that she could speak for five other girls in the show.

'Virginia Biddle, Iris Adriants, Cackles O'Neill, Patti Harding, Marion Volk and myself,' she said, 'haven't much time to attend parties even if there were any go-

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DRAMA AND COVERAGE IN POLITICS ON WAX

Chicago, April 4. Politicians locally, in their race for votes on the primary election day of April 21, have at last discovered how to be in two places at once. Many of them, such as Len Small and T. B. MacGrath, Jr., have made radio recordings of speeches, and are spotting them on local transmitters and indie stations throughout the state.

MacGrath has started a new fad in political speeches by making his plea in the form of a dramatic radio script. Candidate hit the dial here about two months when, as president of the Mayfair bank, he called in all depositors and paid them off in full before closing his bank and is using this incident in the drive.

MAX HART

Attractions, Inc.
REPRESENTING YOU FOR
RKO

1010 B'way, N. Y. C.
N. E. MANWARING

Noel Coward Views Hollywood With Altruism and Compassion

By CECILIA AGER

Pictures, to Noel Coward, are a very interesting medium, very interesting, but one that he knows nothing about. Some day, when he has the time, he'd like to study them. Right now the theatre beckons.

He has just returned from a six months' jaunt through South America, and since it is his rule to work terribly hard for two years, and then rest for six months, he feels he wants to dedicate the next two years to serving his true love, the one which has claimed him for the past 22 years—the stage.

Mr. Coward's refusal to concern himself with the pictureization of his play 'Cavalcade' there is not spring from a contempt for Hollywood or a flippant attitude toward the seriousness of pictures. Not at all. He respects them deeply. It's only that he realizes he knows nothing of picture technique. It was just a coincidence that Mr. Coward happened to be in Hollywood three weeks ago when the Fox studios was starting its preparations for the filming of 'Cavalcade'. Mr. Coward was on his way back to England from South America, and he stopped in Hollywood to visit the many dear friends of his who live there.

He had sold 'Cavalcade' outright to Fox, and with this sale went responsibility for the picture. Naturally he hopes it will make a splendid picture, but he himself wouldn't know how to assume that probably the picture's sincerity and zealotism for the standards of workmanship prohibit his fumbling in a medium for which he is not equipped by experience. He turned picture writers, he feels, could do a so much better job of it than he.

Coward's Individualism

When Mr. Coward does decide to write pictures, it will not be to adapt anything he has written for the stage. He sees pictures as an individual medium of entertainment, not as the stage, photographed. He would like to do something directly for the screen. Pictures deserve and warrant to be treated as a new field, an exciting field, not as an imitation of the theatre. Such will be Mr. Coward's approach to them, at any rate, if he ever finds time.

Coward agrees that while the picture offers to writers successful in other fields in most respects, it is hardly sporting of them to take money for their names when they have no genuine interest in writing for pictures. Writers who accept picture offers without a sincere desire to give their best efforts only weaken their talent, for to Coward a writer worthy of the title must write pictures as heartily in whatever he is doing.

If he goes to Hollywood with the intent of working for pictures only to make a pleasant sum that will enable him to continue to write while he writes on the side—or afterwards—what really interests him, his ability to produce good work must inevitably be lessened by his compromise.

Observing the Hollywood scene a few weeks ago, Coward was convinced more than ever that he had kept faith with his own standards in refusing picture offers. He likes to work alone. Whatever he does he sees as a whole first, then tries to execute it faithfully, according to his original conception.

The Long Wolf Idea

For instance with 'Cavalcade', the idea for it brewed, grew, developed in his mind for more than a year before he felt he was ready to write it. Before he was ready to write it, then, writing it, he visioned its direction, its lighting, its costuming, and he saw it was produced.

Similarly, when he writes an opera, such as 'Bitter Sweet', he writes it all alone, book, lyrics, music. It is an individual effort, the product of one personality; so it must be, to Mr. Coward, to satisfy his own artistic integrity, and so

CULTIVATE THE ART OF EXPECTING SUCCESS.

MR. AND MRS. JACK NORWORTH
130 West 41st Street
New York

Portable Baubles

Jewelry salesman barred from the studios is working another angle in selling his baubles. He now invites a picture femme to attend premiers with him and rides the girl out in swell jewelry.

He then parades her around the foyer of the theatre during intermission while he demonstrates the jewelry to prospective buyers.

—From Variety's Hollywood Bulletin.

CHANDLEE'S PERFECT SCRIPT ANNIHILATED

Hollywood, April 4.

Harry Chandlee, Paramount's lawyer-script expert who was in the studio because he sold E. P. Schulberg the idea that he could determine the success of a picture by the manner in which the public's likes and dislikes were handled, left the studio because he couldn't determine how the studio's editorial board would accept his suggestions. Day before he was let out, Chandlee and Schulberg returned to Hollywood from Palm Springs, where what Chandlee announced as a perfect script. Script was turned over to the editorial board who voted it impossible, every member of the board voting negatively. That finished the script expert.

U Awaits New Process For Bug-Man Picture

Universal City, April 4.

Story along the lines of 'The Lost World', showing insects photographed through a magnifying lens. It is in the nebulous stage at Universal. Lewis Tothurst, camera man, who made a series of shorts five years ago showing the private lives of bugs, is experimenting with a photographing process for the picture.

Story idea calls for the humans to be in the bug world, with the photography showing the insects the approximate size of humans.

Developing end of the story awaits Tothurst's success with the film process. It should be to have value, artistic importance. Pictures, like many musicals, Mr. Coward says are 'bitty'. The finished product is the work of many people, people not necessarily sympathetic to one another's ideas. The results are diffused, wavering in intent, hybrid. Since this appears to be the method by which pictures have to be made, and since Mr. Coward finds in his soul he can't do it, he can't work that way—and since he finds in his pocketbook that he really doesn't have to—he is very happy that he's able to say it's spinach.

And Producers' Sense

Mr. Coward, along with his varied accomplishments, is an actor. As an actor he is enchanted with what he sees on the screen. However large their salaries, Hollywood stars in his opinion earn every farthing of them. They work faithfully, believably hard, he says, as a matter of fact far too hard for their own or their employers' ultimate good.

Mr. Coward is amazed at the lack of foresight on the part of picture producers, who, instead of protecting their most valuable property, their star, wear them out with pictures made and released in incredibly rapid succession.

They develop their stars slowly, until they have made them quick, then feverishly they try for quick capitalization on their property, instead of all the more carefully nurturing them, building them up to greater and greater heights. Their box office life need not be so short, he terminates so comparatively quickly because of pictures' own stupidity.

The few stars whose draw, after years in pictures, is ever on the second hand, are the Chaplins, the Colmans, those who sensibly and shrewdly make one, or at the most, two pictures a year. The rest are doomed to a brief existence by greed that defeats its own purpose.



WILL MAHONEY

In 'Earl Carroll's Vanities', 'The Atlantic City' 'Press' said, 'When Will Mahoney, with sticks fastened to his feet, makes melodies on a huge xylophone by jig steps, the theatre roof trembles from the thunderous applause.'

Direction
RALPH G. FARNUM
1560 Broadway

SCHENCK BOW TO HAYS WIDENS HUGHES RIFT

Hollywood, April 4.

Rift between Howard Hughes and Joseph Schenck over 'Scarface' was widened with announcement from Schenck's office that the gang picture had been cut 'in conformity with the provisions of the motion picture production code.'

Caddo side of the fence denies that the film, which premiered in New Orleans last week, and which brought forth the Schenck statement, is any different from that shown the press here. This was the print banned by New York's censor board.

Schenck's announcement, in regard to the New Orleans showing, said: 'Verdict at the public showing was unanimously one of praise and confirms our belief that with the changes and additions made possible by co-operating with leading law enforcement and other authorities, the film will be a powerful and constructive influence against organized crime.'

Ready for 'Rain'

Lewis Milestone, Chester Erskine, Charles Lederer and Harry D'Arrast left Sunday (3) for Hollywood. All will be active on United Artists' talkerization of 'Rain', which goes into production in 10 days. Film will be Erskine's first film assignment, but he will receive no credit.

'Rain' will be located on Catalina Island.

WB STORY CHANGE

Hollywood, April 4.

Warners Washington story, 'Dark Horse', was suddenly changed to a story of a governor.

Courtney Terrett has been in Washington securing material and will use the D. C. background in a later picture on the subject, if any.

SAILINGS

April 19 (New York to New York) Sam Eckman, Jr. (ile de France).

April 13 (Berlin to New York) Anna Sten (Europa).

April 12 (New York to New York) Herbert Herman (Majestic).

April 13 (New York to London) Joe Cook, Dave Chasen, Alexander Woodcock, Noel Coward (Bremen).

April 12 (Berlin to New York) Fred Niblo (Europa).

April 8 (New York to London) Stanley Whitney (Empress of Britain).

April 6 (London to New York) Frank Brockliss (Mauritanian).

April 6 (New York to London) George Black (Aquitania).

April 1 (New York to London) Mr. and Mrs. Roland Young (Europa).

April 1 (New York to London) Maurice Ozer, W. J. Gell, Arthur Dent (Europa).

April 1 (London to New York) J. H. Seidelman, Arthur Loew (ile de France).

April 1 (New York to London) Mary Ellis, Basil Sidney, Albertina Rasch (Majestic).

April 1 (New York to London) Morris Green (Bremen).

March 31 (Berlin to New York) Max Schmeling, Max Machon (Bremen).

March 31 (London to New York) Jack Warner (ile de France).

Much Excitement in Palm Springs For Sensational Hoptoad Derby

H. J. Brown May Leave

Radio After \$700 Cut

Hollywood, April 4.

When Radio handed Harry Joe Brown a slash of \$700 in his weekly envelope, the associate producer got ready to leave and resign Charles Rogers as production head on the eight films Rogers is doing for Paramount. Brown now getting \$1,250 a week. Brown now getting \$1,250 a week. Brown now getting \$1,250 a week.

METRO IRKED BY GABLE BALLYHOO ON 'POLLY'

Hollywood, April 4.

Exhibitors' billing Clark Gable as the unofficial star of 'Polly of the Circus' has been creating quite a bit of heat around the Metro studio from reports.

Indie exhibitors often starred Gable alone, leaving the player of the title role, Marion Davies, to be guessed at.

Metro's 'Wet Parade' Into B'way Par House

The first Metro picture to ever play the Rialto or Rivoli, Broadway Public runs, with exception of last summer's revival of 'Ben-Hur', will be 'Wet Parade'. It goes in following current run of 'One Hour With You' (Far), with opening probably inside of two weeks.

Metro has booked surplus product all around Public, some of it during the past year have gone to Roxy and the Strand.

Boy Scout Mentors Don't Appreciate a Good Turn

Boy Scout officials are reported as having laughed raucously at a Hays preview last week of a special Scout two-reeler designed primarily to stimulate interest in scout recruiting throughout the country.

Not only the scout men but industry officials pronounced the action in the theme 'Infantile' at conclusion of its projection. Picture, it is understood, was made independently on the Coast for good will purposes.

Talbot Vs. Fox—\$12,000

Hollywood, April 4.

Hayden Talbot, writer, is suing Fox for \$12,000 balance on his contract.

Claims he was discharged a year ago without explanation.

JERRY SACKHEIM TO RADIO

Jerry Sackheim is en route to the Radio studio to serve as an assistant to Kenneth Macgowan in production. Apollonius was made by David O. Selznick.

Sackheim worked in the New York scenario department of Radio. His first play, 'When the Bough Breaks', was recently produced.

ANNA STEN FOR 'KARAMAZOV'

Anna Sten, under contract to Sam Goldwyn, is scheduled to leave Germany for the States April 15, to be in Hollywood not later than June 1. She will be German girl who did her first picture work in Warner's 'Hatchet Man'.

Miss Mori was formerly a member of Theodore Kosloff's ballet.

Boulder Dam Hot Again

Boulder Dam as a film topic looms again with 'Universal' ready to script titled 'Reclamation' around the project.

Martin Mooney returned from a few days' jaunt to the scene of operations with the germ of an original.

Yoshio Mori Grabs

Hollywood, April 4.

Part turned down by Anna May Wong in Radio's 'Roar of the Dragon', because she considered it too small will be played by Yoshio Mori, local Japanese girl who did her first picture work in Warner's 'Hatchet Man'.

Miss Mori was formerly a member of Theodore Kosloff's ballet.

Hoptoads ran around in circles Friday in Palm Springs Canyon. In a way it was like the show business. The frogs ran wild.

'Yellow Cab' won the international toad derby and got a silver cup. It didn't seem any livelier than any other of the 100 or more toads but the winner got away in a streak. Eddie Cantor was one of the four judges and he seemed satisfied with the decision for 'Yellow Cab'.

But Eddie wasn't so hot over the rest of the sunny affair. He didn't like the way the single bookmaker at the toad track made book and mingled with the toads' executives. When Eddie saw the bookmaker of the event Eddie muttered in, it didn't do any good. The winning toad wasn't even on the bookie's slate so the bookie had a 100% clear day. Eddie Cantor was one of a couple of come-on men were one of the four judges and he seemed satisfied with the decision for 'Yellow Cab'.

Cantor and the Gov.

Besides Eddie Cantor as an eye full for the natives with Eddie's sweet paragon and his own pansy makeup was Governor Ralph. The Gov. flew over to catch the derby. Said it was the first toad he had ever seen but didn't say it was the first and last. But Cantor did.

Race was held in a picturesque ravine alongside a swift brook with a lunch just before it. Everything happened in the sun. Everybody forgot his hat as usual and they all envied Eddie's paragon.

A toad race occurs now and then in the west. The Indians started it. But an international toad derby is something even less than novel or then. It's a brother-in-law to dog racing and mother-in-law to jai alai for betting.

Toads are numbered and for a little more coin beside admission you can have an entry named after your favorite hobby. The toads have nothing to say. One toad is known to have carried as many as 40 names in one race without missing a hop. Race is run in four heats and then the grand final order.

The track is circle 25 feet in diameter. In the center the toads are released from a covering at a gun's shot. They can then run as they please. Some prefer not to circle. That's all over it. Others run any way they think of. Oftentimes disputes occur as to how many toads hit the line first. The line is a string around the circle. That's all over it. Others run any way they think of. Oftentimes disputes occur as to how many toads hit the line first. The line is a string around the circle. That's all over it.

Others run any way they think of. Oftentimes disputes occur as to how many toads hit the line first. The line is a string around the circle. That's all over it. Others run any way they think of. Oftentimes disputes occur as to how many toads hit the line first. The line is a string around the circle. That's all over it.

The grandstand is on rocks on the turf or on hills. Even a couple of nervous mammals are perched on an outspunged crag.

No one cared much either way after it was over. They had to climb down into the gulleys without thinking of the climb back up. That alone helped to ruin a sunny day that caused the Governor to show off his best pair of suspenders.

And the bookmaker, after getting into his of without having been called upon to pay off a solitary bet, didn't even say goodbye to Judge Cantor. But the Governor did. The Governor waved his hand, and a look of relief on his face as he sped to the airport.

6 Allied for Mono

Hollywood, April 4.

Indie Productions has closed a deal with Monogram to produce six pictures for the latter. M. H. Hoffman, in New York, and Ray Johnston of Monogram made the terms. Pictures will be 'Street of the Yank', 'The Thirteenth Guest', 'Big City Lights', 'Guilt or Not Guilty' and 'West of Singapore'. Some of the stories are remakes, including 'The Ape'.

Aimee Outfoxes Metro on Debate; Carries Off All the Glory and Coin

Hollywood, April 4. It cost Metro around \$5,000 in miscellaneous expenses to stage the prohibition debate between Aimee MacPherson Hutton and Walter Huston. Originating as a showmanship stunt between the Metro publicists and Sid Grauman, the net result of the event was a sense of humility on the part of the film people in the presence of a scintillating show-woman. Sister Aimee, Metro paid and she costed it.

Huston didn't have a chance on Aimee's home grounds. She had two strikes on him when she made him present the negative first. She followed that with a resounding, flay, "vibrating" singing of "The Demon Rum." Then leaving her audience glowing in indignation at the wets, she raised her hand for the congregation to pick up a hymn. Huston wasn't allowed any rebuttal.

Disregarding all debate rules of equal opportunity, Aimee used every artifice of holy roller showmanship including including a girl dressed as Columba and an Uncle Sam stooge.

It was a great evening for her round haircuts who saw their slater walk away with everything. From the youngest to the oldest in her congregation, they came to see Rum laid low and a play actor get told about Sin.

Companions Temperance songs sung by little girls, testimonials by former drunkards, instances of the depths to which a booze hound would sink, were part of the buildup against Huston. Aimee, however, was the star. Huston's introduction by Upton Sinclair, author of "The Wet Parade," was nothing short of brutal. Sinclair told of his father, uncle and other close relatives dying as drunkards in the same breath with which he presented the actor who was to start out with the negative side of what was at best, a useless case.

During Huston's entire talk, the Aimee adherents cold-decked him. The audience was a seething mass of dead pans. When their leader started her side of the argument, they went wild. Animation ruled. Nothing but smiles and applause was given to the evangelist. She also handed Hollywood plenty of slams which went well with the faithful.

With some \$,000 jammed into the auditorium and 2,500 more overflowed into the balcony, Aimee saw to it that the collection plates were given a break. Her husband, David Hutton announced that every one should give double because they were giving the privilege of lamping a flock of picture celebs. The offertory was an organ solo. Huston suggested that the organist was disturbed by silver dropping into the plates. Billie made no noise. The gross was probably heavy. A new plate is used for about every six persons seated. It's tough to drop a lone dime into a clean plate.

About 10,000 people jammed the streets around the Temple. They heard, but didn't get a chance to contribute. Somebody offered. After it was all over, both Metro and Grauman realized it was a mistake to stage the debate at the Temple. Would have been ideal as the Metro of the theatre prior to it, it, no noticeable increase in b. o. business resulted from the ballyhoo.

And now that it's over, Aimee and her husband are eating mid-night lunches at Henry's and the Derby in Hollywood.

Frances Marion Oke

H. wood, April 4. Frances Marion, discharged from the hospital last Sunday, will spend about a week convalescing. Then she expects to go to New York to join Mary Pickford for conferences over the year's next picture which Miss Marion will author.

Mary Daly's Fox Test

Mary Daly (Mrs. Jack Osterman) is being tested by Joe Pincus for Fox.

Miss Daly, when on the Coast recently, was advised to diet before making another test which she has been doing.

All 12 Years

Hollywood, April 4. Young Journalist tried to sell to a newspaper syndicate a life story of Alti Green.

Reply read: "We'll take it if you can squeeze it into 24 chapters."

NAGEL RAPS W. C. T. U. IN CHI CLUB ADDRESS

Chicago, April 4. Conrad Nagel took a rap at screen reformers in the form of over-the-top clubwomen and organizations such as the Women's Christian Temperance Union, while speaking before a meeting of the Illinois Federation of Women's Clubs here. Nagel was appearing at the Chicago theatre last week with the tleup of his personal appearance tour calling for just such speeches while enroute.

As the unofficial good will ambassador of the film industry, Nagel urged his lady listeners for provision of a better understanding between the picture industry and movie critics. Nagel's crack at the W.C.T.U. came when he told of the gross misrepresentations recently made by Mrs. Maude Aldrich, chairman of the organization's committee on motion pictures.

Among other film items discussed by the club ladies was the femme opposition to double featuring and for adult only pictures, which, claiming the ladies are unfair to both children and adults. Some of the club members even went as far as admitting disappointment in the pinked films, which they anticipated to be salacious and immoral, but which are not usually so hot.

Par and MGM Studios' New Talent Schools

Hollywood, April 4. Stuart Walker has dropped his director's megaphone at Paramount and will shift to the direction of Par's training school for players.

Walker will devote his energies to experienced players only, leaving the instruction of the lot's novice talent to assistants and concentrating on retraining the more promising material for early screen use.

Metro will establish a legit theatre locally as a training school and fill-in for players between pictures. Will use a Fox-West Coast house, probably the Carthay.

Irene Rich's Fox Call Postpones Vaude Tour

Answering a call Fox made for her, Irene Rich leaves at the end of this week to work in a new Will Rogers film.

Actress had been playing some RKO vaude dates and was forced to postpone completion of the time to meet the Fox summons. Dates will be finished at the completion of the picture, one of the bookings being for the Palace, New York.

U's Arctic German

Hollywood, April 4. Universal is bringing Dr. Arnold Pack from Germany to direct an Arctic feature.

This is one of several announced by the various studios.

WB'S MEXICAN 'TUNA'

Hollywood, April 4. Warners will send a company to Mazatlan, Mexico, next week for the fishing scenes in "Tuna" in which Edward G. Robinson will be starred. It is expected that the outfit will be gone about five weeks.

Sherman Loses 'Red'

Hollywood, April 4. Scheduled to direct Radio's columnist film, "My Face Red," Lowell Sherman, instead, will play the part.

About Hollywood, Constance Bennett picture.

William Sauer will pilot "Face."

Photo of Home Driving Dietrich to New One

Hollywood, April 4. Reason why the name endeavor to keep their addresses and telephones a secret was manifest by Marlene Dietrich's recent experience.

As a sideline to the Lindbergh baby kidnapping, a local paper ran a story on the precautions being taken by colony members against any similar abduction of their children. Picture was run showing Miss Dietrich's home, with windows barred, and the address was given. Since then an average of 60 telegrams a day have been received by the star from salesmen and racketeers trying to interest her in every conceivable bargain or opportunity to make money.

More than this number called at the home with similar propositions while hundreds of others, mostly hitherlanders, have paid visits to the home to get a look at the player in person. Several times the Dietrich lawn was cluttered with picknickers who brought along their lunches realizing their vigil might be a long one.

Star is now looking for another house.

Garbo's Future Still in Air as Mgr. Quits M-G

Hollywood, April 4. Rumors are about saying Greta Garbo may not re-sign with Metro or give any indication of her future choice of film producer until after she has had a vacation in her native Sweden. That vacation is apt to start before the summer.

Stories are that other proposals are before Garbo. These offers, it is said, cannot be affected by the producers' recent arbitration agreement on contractual adjustments of talent, since back of the proposals are independents not aligned with the Hays organization.

It's said Metro's possible money offer has had no influence on Garbo since the producer has not under consideration by her is reported to contain an equal partnership deal by its producer. Garbo's current Metro contract at \$7,000 weekly runs off around May 1.

Washup of Harry Edington, Metro associate producer in charge of foreign production, whose contract was to direct the next Constance Bennett film at Radio and consents to being billed as assistant picture producer.

Cukor returns to Paramount after the Bennett film.

Edington will leave shortly for Japan and China, thence to his villa in Italy where Mrs. Edington is studying music.

Gilbert Indie, Mebbe

Hollywood, April 4. John Gilbert, now working out his final picture on his M-G-M contract, may land with an indie producer.

He would work on a percentage arrangement, with the agreement he can select his own stories.

Ruggles for Prexy

Hollywood, April 4. Charles Ruggles has been assigned to the part of the President in the picture, "The Lionel Lincoln," being readied by Paramount.

Richard Rodgers and Lorenz Hart are now polishing up the script.

Frank Lloyd on Loan

Hollywood, April 4. Radio has borrowed Frank Lloyd from Fox for director duties.

One will probably star Constance Bennett, Ann Harding appearing in the other.

BUSHMAN'S COMEBACK

Francis X. Bushman turns to picture work in "For Hire," indie talker Irwin R. Franklin wrote and will produce in New York. It's the former matinee idol's first film job in some time.

Production will be at the Ideal Studios.

Norma Talmadge also has a deal on with Franklin.

Actors Vigorously Protest Producers' Agreement in First Academy Session

Star Phone Lists, \$75

Hollywood, April 4. Studios and film celebs are trying to trace down the method of which their department and dress stores are buying lists of stars' telephone numbers. One complete list sells for \$75 to each store and is changed quarterly. Use them for soliciting sales from the picture proms.

Warner Baxter had his household staff keep a check on his calls from such sources and reported they came on the average of one every five minutes. He is not listed in the phone book.

MRS. JESSEL BLOCKS DIVORCE FOR GEORGE

Mrs. George Jessel has made a condition that may block any chance of a divorce between her husband and Norma Talmadge. Mrs. Jessel has reputedly said that she will not consent to a divorce unless she can sue her husband and name a correspondent. Jessel is supposed to have made an emphatic refusal after hearing the name his wife wished to mention.

Mrs. Talmadge has not as yet started the agreed upon divorce suit against Jos. M. Schenck. The Schencks were married about 16 years ago. The unavoidable delay in Jessel's effort to file himself has held back the Schenck divorce action from accounts.

The Jessels have been twice married to George Jessel now 32. Mrs. Jessel is the former Florence Courtney of the Courtney Sisters, high ranking sister team of their day. The Jessels remarried following a divorce procured by Mrs. Jessel after a prolonged separation.

Since their second marriage, Mrs. Jessel has become an ardent Christian Scientist.

Cukor Settles Lubitsch Suit for Considerations

Hollywood, April 4. Compromise on George Cukor's screen credit suit against Paramount over "One Hour With You" arranged so that the director is permitted to direct the next Constance Bennett film at Radio and consents to being billed as assistant picture producer.

Cukor returns to Paramount after the Bennett film.

Weismuller's Consolation Tour for Bathing Suit Co.

Hollywood, April 4. Before going into any pictures under his new contract with Metro, Johnny Weismuller will make a personal appearance tour with a water carnival in which he will jointly plug Metro and a brand of bathing suits.

The swimmer, when he came to the coast to make "Tarzan," was under contract to the bathing suit company. To have the latter relinquish its contract, Metro had to agree to the tour. Deal was arranged by the Edward Small office.

Weismuller is currently making the German version of "Tarzan."

Cooper's Footage

Gary Cooper brought back with him from Africa 5,000 feet of film shot while on a wild game hunt. Whether he will commercialize the film or merely add it to his personal collection, not indicated.

Cooper got in Friday (1). He was gone since September 1.

Will take off for Coast by the end of the week.

CAGNEY'S VISIT

That James Cagney European vacation publicity is hokey. Actor is sticking around New York for a while.

Cagney's Hollywood agent, George Frank, is in with him, but will probably return to the Coast ahead of the WB player.

Hollywood, April 4. That a real battle is to be waged by the four employee groups of the Academy against the recent producers arbitration agreement on talent was indicated by the hot fight put up by the actors' division at their meeting Wednesday night (30) when Edwin Loch, representing the producers, was the target of accusations that the studio heads were attempting to make chattels of the players similar to the situation in organized baseball.

Employees are not going to accept the agreement lying down, the actors vigorously pushing their charge that they had not figured in any pre-signing consultation on the agreement as they did on the free-lance uniform contract and the day-worker agreements.

Technicians, directors and writers are expected to voice similar objections at the general Academy board meeting April 5.

Admitting that their own competitive bidding and inside dealings are chiefly responsible for inflated player incomes, the major picture makers, with the exception of one Hays member, Columbia, are digging into their own pockets to establish permanently what spokesmen in New York describe as a medium-sized protect themselves against themselves.

Legal authorities have studied the new so-called waiver system set-up and, according to Haythe, have pronounced it outside the bounds of coercion or restraint of trade. Producers can band together and set prices and be within the law according to lawyers in the industry familiar with the plan and its intentions.

The machine which is expected to work out the problems is that have produced in Edwin Loch, Los Angeles lawyer, who at first was described as Hollywood's sheriff to break up star raids.

Oakie's 2nd Stardom

Hollywood, April 4. Returning to star rating at Paramount, Jack Oakie will be topped in an Olympic games story to which Joe Mankiewicz has been assigned as screen end.

Oakie was dropped from stellar billing after his contract woes last year.

Marion Davies Renews

Hollywood, April 4. Marion Davies has signed with Metro for another year, renewing on practically the same terms.

She is now drawing \$5,000 weekly from M-G-M and \$7,500 weekly from Cosmopolitan Productions, with Miss Davies understood to own the stock control of Cosmopolitan.

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Arthur Will Operate for Poli; Inaugurates Percentage Plan For Mgrs. Who Will Also Exploit

First all-operation percentage management of a theatre-circuit is to be instituted by Harry Arthur in taking over the Poli chain in New England from Fox. Circuit comprises 18 houses and was taken by Arthur following the settlement of his Fox Theatres contract which held a future payment value of some \$300,000. Settlement figure is not given. By this Poli deal Arthur returns to indie management after years of circuit affiliation on both coasts as a company operator. Herschel Stuart, division director for Fox of the Poli circuit, will sub for Fox at the Rocky pending permanent affiliation elsewhere, probably either with RKO or the Skourases.

Arthur's plan of operation is to situate a special type of house manager who will both manage and handle his own exploitation. Their reward will be to share on a cut-in of their grosses.

This percentage plan was figured by Arthur some time ago for the Fox houses at the time he was directing the operating activities of that circuit. This plan never was passed by Fox men and was picked up by the Skourases Brothers who, however, gave it authority only in part on the former Fox update (N. Y.) houses.

By the terms of the Arthur negotiations, already completed, the change in Fox-circuit ownership became effective Saturday (3). Arthur will make a tour of the Poli territory and will visit Sylvester Poli this week. Stuart remains in charge until Arthur assumes direct operation in about a week. At that time Stuart will move into the Rocky operation.

Charles Cabellero is currently president of the Rocky Theatres Corp. Formerly he was purchasing agent for Fox and now is with the Skourases Brothers. Cabellero operated the Rocky for a brief period this winter.

Bridgeport, Conn., April 4. Two weeks notice was posted Saturday (3) at the Rocky Theatres, formerly the Fox-Poli houses. Notice affects all unionized employees.

Object is evidently to make stagehands and musicians accept a new contract at lower wage scale. Union members may balk.

Of 125 Employed Cameramen, 30 Draw \$500-\$750

Hollywood, April 4. There are around 600 members of the cameramen's union. There is also a new department recently inaugurated by Selenick & Joyce for agency representation. Agency is after better paid shutter clickers. Of the cameramen now 100% organized for studios, there are at present about 125 working. This is a fair average of active workers. Of these 125 perhaps 30 receive from \$500 to \$750 weekly. Highest cameramen pay on record is \$1,500 weekly. But two or three are in the \$1,000 class.

Quigley Daily Folds

Hollywood, April 4. Quigley publication suspended its Hollywood daily trade paper Saturday (2). It was the most complete trade paper flop known on the Coast, except, in about six months.

FOX'S NEW 'REBECCA'

Hollywood, April 4. Rearrangement of schedules at Fox places Marjorie Nixon in the prime part in Rebecca of Sunnybrook Farm to which Jimmy Gaynor originally was assigned. Production will commence in about two weeks with Al Santell directing. Miss Gaynor will go into Frank Craven's "The First Year" with Charles Farrell opposite and with William K. Howard directing.

McCarthy on 'Symphony' At \$2 in 2 B'way Houses

RKO-Radio is preparing to open 'Symphony of Six Millions' (Radio) at both the Criterion and Gateway theatres, New York, April 14, with J. J. McCarthy to handle the showings. Both engagements will be on a \$2 twice daily basis. It's the second time such a dual showing has been tried, first being 'Hell's Angels' at the same houses.

Film company has the Galety on a four-weeks lease with options. A similar deal will be the object at the Criterion. Should negotiations for the latter spot fall through, picture will play the Galety anyway. Max Weinlich will handle the publicity on the dual run of 'Symphony.'

Producers Indicate Writers' Ethics Code Partially Approved

Hollywood, April 4. Following a year of conferences and stallings between writers and producers are reaching an agreement on the code of ethics for which the scribblers have been fighting. This came at the last meeting of the secondary sub-committee, consisting of Oliver H. C. Garrett and Ralph Block, writers.

Though the writers were forced to compromise in a number of instances, it is indicated that they are getting many of the things for which they battled, including limit of two writers credits to a picture; adequate notice of discharge to week-to-week writers; contingent compensation to writers whose treatments are not accepted and giving of information regarding conferences on their stories to script writers.

RADIO PLUG CHANCES KILL NO-TIEUP RULE

Hollywood, April 4. All major studios are relaxing from their recently established 'no tie-up' rule. Studios are resuming occasional merchandise exploitation ties on suggestions from the home office, which never wholly countenanced the move of the local p. a.'s to arbitrarily turn down advertising and publicity schemes which might also give plugs to advertisers outside.

Both Metro and Paramount are now going for the tie-in stuff, but not on the scope of the past. Must be done with a current picture or they are out. Back of the changed policy is the chance radio is offering to help plug current pictures on programs paid for by other advertisers. Fox's 'You With You' connection with the Lucky Strike hour April 2 is an example. Picture people worked gratis and studio got nothing outside the publicity.

tribute through any channel and to accept any bid. Levee's idea is to achieve as much independence as possible, to make the best product they can and to obtain the best terms.

Roy Pomeroy-Fox? Another Independent project similar to the Levee scheme is also reported in process of formation by Roy Pomeroy, Fox's publicity offices with a staff at Metropolitan studios.

It is believed that Sidney R. Kent figured somewhere in the Pomeroy deal before the latter's move to Fox. Whether or not this group goes Fox as its outside product, is a matter of conjecture, as Fox is mentioned here as possibly following the lead of the other majors in the matter of accepting indie product.

Pomeroy is attempting to keep his plans dark, although it is known that he is attempting to place pictures on a commonwealth basis somewhat similar to the Levee idea. Pomeroy would appeal to directors mostly, who have up their sleeves a story they would like to make and can't interest studios. Company would be a co-operative proposition of experts in their various lines, including the story department. This would pass on the story to the director, costs and other details and if acceptable the company would finance.

Director, then would make his picture, sans salary, on a profit-sharing basis.

Report Skourases Will Not Play Films On Percentage for Fox-WC Chain

Par May Play Revivals; Shortage of Product

Paramount may go into revivals this summer in its B and C houses throughout the circuit for occasional booking. As a result of experiments on an extensive scale in the Pampus-Canadian division, it has been proposed that the policy might be tried in other parts of the circuit. J. J. Fitzgibbon, division head over the Canadian setup, brought up the matter with Public heads.

Several Canadian houses have been kept in the black only through revivals, according to figures. Public has been playing Par as well as outside pictures on revivals. Product scarcity also figures.

FILM MERGERS OKAY WITH WASH.

Filmdom's closest contacts with Washington are relaying reports that the Federal Government is looking with a more approving eye on consolidations than ever before and that the company get-togethers in the picture business have little to fear.

Consolidations are seen by the Government, according to spokesmen, as one of the chief means to stem, at least, the current depression.

METRO STARTS NEW CYCLE-HINDU MYSTICS

Hollywood, April 4. Looks as though the purchase by Metro of the rights to Chandu, Indian mystic radio act, has started another cycle. All the others are scouting around for similar air stuff as a means of cashing in on other popularity and reputations.

Universal is dickering for the film rights to Rajput, Indian secret service story now being broadcast over NBC network.

Reported here that it cost Metro \$40,000 to put its brand on the Chandu rights.

Metro Is After Lesser's Rights to 'Tarzan' Serial

With Metro planning a sequel to 'Tarzan' with Johnny Weissmuller, M-G has been dickering with Sol Lesser to buy the latter's rights to an Edgar Rice Burroughs' serial on the Tarzan subject. Lesser has Burroughs under contract for the 'Tarzan' serial this fall which would conflict with the M-G follow-up to its current feature.

Metro has offered to settle with Lesser, from the understanding, but latter appears intent on proceeding with his production plans. Lesser leaves for the Coast today (5) after settling his deal with Frank R. Wilson for Principal Distribution Corp. This succeeds Wilson's Talking Picture Epics.

In Chicago, Lesser will confer with Fred Levy, Sr., of Louisville, and Mike Rosenberg, coming on from the Coast, his partners in Principal Theatres.

U'S WESTERN YEN

Universal City, April 4. Western star for a series of westerns to supplement the Tom Mixes is being sought by Universal. Studio has been considering Hoot Gibson, who is at present tied up with Allied Pictures, and Richard Talmdage, who is producing his own on the U lot.

U will probably accept independent product, either buying it outright for the low cost or releasing it on percentage.

Los Angeles, April 4. Understood that the Skourases brothers expect to shortly make known through trade channels that they will not play pictures in Fox-West Coast theatres on a profit. They will play only on flat rentals in the report.

Several angles are involved in this decision if reached by the Skourases. One is the Fox-Film connection which holds the West Coast chain as a 100% subsidiary. Skourases are said to have taken over the operation of Fox-West Coast without obligation other than the brothers must pay all operating losses while they are directing F-WC. So far, the Skourases have been in control. The average loss has been \$100,000 weekly, it is claimed. This amount is being reduced by cuts ordered by the brothers in F-WC operation.

Will See Kent Report is that the Skourases brothers say if they cannot rent film on suitable terms they cannot place Fox-West Coast on a profitable basis. The Skourases are not bound by contract to continue F-WC operation but can turn back the circuit to Fox at the end of one year. Fox can also withdraw the circuit from the Skourases operation at any time.

It is said that Sydney Kent understood this phase of the Fox situation when agreeing to take over the Fox Film reins. Kent will probably go into the matter of rentals with Fox at the end of one year.

Another angle is how the Skourases stand in their business relations with Paramount on the matter of film buying from Paramount. Fox-West Coast houses. Still another side is whether producer, distributors will sell the Skourases on a flat rental basis.

When it is known the Skourases have operated theatres as independents, they have always pursued the indie's scheme of purchasing feature films as far as possible.

San Francisco, April 4. Skourases delayed their departure for a new northwest until Sunday (3) to inaugurate changes of policy in outlying towns in the northern California division of F.W.C.

Brothers handed out to most of the managers but put out no walking paper.

Skourases created two districts under divisional manager Arch Bowles. Richard Spier moved up to the Fox-Poli division. The entire Frisco bay district chief, replaced by Frank Burhams of the Senator, Sacramento.

Nick Turner, Stockton manager, was sent to the northern California valley towns. It's the first time that the individual supervisor system has been used in a large local Fox division.

Phoenix, April 4. In line with Skourases economy policy, Earl Engelman, formerly house manager at the Fox and Warren Krause, p. a., dropped from payroll. Engelman now in California; Krause remaining in Phoenix.

Broughton's Fadeout

Los Angeles, April 4. Clifton P. Broughton, independent picture supervisor, is asking bankruptcy status on liabilities totalling \$178,850. About \$68,000 is on notes and \$110,000 is on other liabilities. The \$100,000 is potential liability in a lawsuit pending. Judgments in several minor suits are \$104, with \$1,136 potential in two others pending. Broughton's assets consist of clothing and household goods, insurance policies with a face value of \$10,000, and a small amount of stock in the collapsed Bank of Hollywood.

Indian's largest note is for \$50,000 signed by Broughton and M. D. Reid and issued to Sound Pictures Finance Corp. Security is a purchase contract by Sono-Art Productions.

AL LIGHTMAN BACK Al Lightman returned to New York Sunday (3) from the Coast after product conferences with Joe Schenck and Sam Goldwyn. The line-up for '32-'33 is 12 pictures.

LES INCENTIVES TO HAYS

Undue Burden on Smaller Exhibs Seen in Proposed Over 45c Tax

Approximately 5% of filmdom's gross revenue will be turned over to the Federal Government and the burden will be borne mainly by the neighborhood theatres of the country. If the Senate ratifies Congress' approval of a 10% tax on all admissions over 45c, according to industry officials.

The tax reveals that over 50% of the theatres now operating in the U. S. have top admissions of 40c. and over. Of the 15,500 theatres listed as active only about 600, however, are checked as exceeding the 40c. top.

Just 5,000 theatres have 50c. tops. Of these, 4,000 are classified as neighborhood and small theaters while the remaining 1,000 are the large circuit properties and deluxe.

Because droves of the small theatres cannot afford to open matinees they are forced into the 50c. top at night. In view of this condition they cannot afford to compete with big theatres which, it is officially advised, will most certainly receive admissions if the present tax becomes an actuality.

As the result officials closest to the theatre field generally figure that at minimum 2,000 of the smaller houses will initially bow under to the tax.

Because pictures comprise the only national entertainment industry of any consistency, film executives figure that the government will collect \$30,000,000 of the \$40,000,000 planned from admissions directly from the picture boxoffice.

Hope is expressed by picture lobbyists that the Senate will 'shoot holes' in the congressional endorsement and that if the tax becomes a law it will be relegated to a still higher bracket. At the start, it is being pointed out by the Washington contacts, Congress moved for an admissions tax that would include everything over 25c.

Distributors Okay Indie Pooling As Money-Saver

Independent theatre pools are meeting with the indorsement of major distributors who are of the opinion that if the indies get the right men at the head of their consolidations, matters will be better for the business as a whole.

The move to get together 2,000 houses in the middle west is being watched with interest by distributor representatives, who are figuring on a marked saving in sales campaigns and a short cut toward expediting contracts if the grouped indies carry out reported plans to book on a regular circuit basis.

Wurtzel-Kent Confab

Hollywood, April 4. Sol Wurtzel left here Saturday (3) for New York to confer with Sid Kent. Understood to be for a general discussion.

Wurtzel's contract with Fox ends in May, with one report current that he may switch over to Metro. Another, more likely, is that Wurtzel will effect a new contract with Kent in New York.

KAHANE'S ABOUT-FACE

Hollywood, April 4. R. D. Kahane, new executive v. p. of Radio, arrived Friday (3).

Marking the new dispensation, he did a hide-out from the press in favor of the once customary lounge.

ROGERS-FOX SETTLE

Report Company's Former General Counsel Gets Under \$200,000.

Saul E. Rogers, formerly general counsel for Fox Films, has settled his contract with that company and has returned to active law practice. The settlement figure is not given, but is reported something under \$200,000.

Settlement follows suit which was instituted by Rogers. The contract called for a weekly salary of \$3,000 and had some three years to go. It was made by the company during the regime of William Fox.

Settlement was reached Thursday (3).

EXHIBITS DEMAND ACCESSORIES GRATIS

Exhibitors are preparing to demand of distributors that accessories, or all advertising matter, should be given free of present extra charge to the boxoffice. Percentage bookings arrangements are largely responsible for this exhibitor trend, indie chieftains holding that the split basis makes the distributor a partner with the indie.

The no-charge for accessories was revealed Monday as the motivating factor in the present posture which, ostensibly, is a hand and glove affair between the New York Theatre Owners' Chamber of Commerce and Fox.

Actually both national organizations, the MPTOA and Allied, are involved in the poster battle which the 'POCC' is bringing to a head.

The stand of the indie is that the more a picture is exploited the greater the chances for b.o. return and the resultant increase in profit to the distributor. For the comparatively few dollars involved in accessory display distributors stand to lose big money if they continue to tight-on the advertising cost reins over the indie.

Fox's Stance

The opening gun is directed at Fox, it is stated by Charles O'Reilly, factum of the T.O.C.C. That company, in addition to charging more for its paper than any other, is now causing to boomerang to the detriment of the exhibitor certain clauses of the contract which it has into the rental contract several years ago to protect all departments of the business against 'snipers.'

Under the amended contract, directed at by-by-night producers who would paste title credits of their own product over the stills of legitimate picture companies, the accessory phase was so worded that it technically exhibits only 'leased' paper.

During the past month Fox is charging with demanding that stills be returned to the Fox exchanges at the cessation of a picture's run. This means, according to O'Reilly, an extra cost to the average New York theatre's weekly budget of \$10 for paper.

Skourases Back April 25

Spyros and Charles Skourases, on the Coast, are expected to return to New York April 25, after realignment on Fox-West Coast operations, policy, etc.

Eddie Alpersen, who went west with the Skourases, will also be with them.

KATZ'S FOREIGN O. O.

Suea Katz may trip abroad early this summer, around June 1. Following the Paramount sales convention in mid-May in L. A., European voyage would combine vacation with a look-over of Paramount activities abroad.

RECOGNITION FROM MAJORS

Plan Proposed to Ease Membership Dues—Hays Organization Holds Forth Code and Industry Advice as Important Advantage to the Independents—Latter Take Sardonian Attitude That the Picture Is the Thing

GENERAL OPTIMISM

Major independent producers will shortly make the Hays group 100% representative of the industry's picture-making, according to a unique merger plan which is pronounced satisfactory by both sides.

The plan, which will probably feature the next session of the Hays directorate on April 11, calls for a 'major' independent plank in the Hays flooring which will be represented by a single vote.

This means that at least five of the largest indies will pool their contributions, so as to make the same commensurate with the sum paid in by any major member. For this, the quintet will have the same privileges as the independent plank in the Hays flooring which will be represented by a single vote.

Any other procedure will not work for the indies who will not turn over a portion of their receipts, as do regular Hays members, since they claim the returns don't merit the expenditure in the prescribed channel.

No Partiality

As for the present Haystan directorate, opposition will be strenuously recorded to any attempts at partiality toward the indies. The little producers who want individual voting privileges will have to comply with the regular dues' demands of the organization. Paying as a group with a single vote, however, will not be contested.

The names of Sol Lesser and Joe Brandt are already being mentioned as the representative for the indies. Either of these or a distributor handling the product of several of the indies, such as Richard H. Thomas, are up for consideration.

Independents long in the business and veterans of several campaigns are up to Hays' organization of their own concede that probably the only manner in which they can hope for routine is through the regular Haystan route.

The names of Sol Lesser and Joe Brandt are already being mentioned as the representative for the indies. Either of these or a distributor handling the product of several of the indies, such as Richard H. Thomas, are up for consideration.

Indies' Consent?

With announcements showing that for 1932-33 indies, as a whole, are preparing to accept three times the number of features they have ever attempted, and with major companies cutting their own total output, the indie attitude is summed up as follows:

'We are getting stronger. They are getting weaker. Naturally they are looking for us to contribute toward the support of their organization budget.'

Hays members, independent of the organization headquarters but whose votes will have an important bearing on the new indie-admission policy, do not concede this indie conceit. They feel that the organization will be benefited by the entrance of the indie mainly because he can then be coaxed the Haystan way and censor irritabilities for the industry as a whole will be minimized.

Some of the regular Hays members are favoring the indie's move. (Continued on page 16)

Future Par Exec Lineup Holds Zukor at Head, Katz Gen'l Mgr., Balaban Theatres, Dembow Films

Wall St. Wisdom

Hollywood, April 4. Suggestions and recommendations for improvement of Radio's production are beginning to come to the coast studio from New York bankers who inspected the studio last December.

Member of Lehman Bros., banking house, has suggested that the studio make a series of comedies adapted from 'Arabian Nights' and call them 'Conundrum Comedies.'

SHEEHAN STAND UNCERTAIN; MANPOWER

Leave of absence given Winnie Sheehan in January was up yesterday (Monday) with the situation regarding Sheehan reported unchanged and undetermined. Whether or not the leave of absence, as such, will be extended further, isn't indicated. Sheehan, who has not been concerned in any way with Fox production since his nervous breakdown, is in New York.

Just what hearing, if any, entrance of Sidney R. Kent into Fox as v. p. and general manager will have on Sheehan's status and production is also not hinted. Kent, who has been on the job a week now, and will thoroughly familiarize himself with all germane Fox matters, will shortly look the production situation over. He expects to leave for the Coast about April 15 to officially study the studio end, its personnel, plans, etc. Thus far he has only superficially looked into production. Richard A. Rowland will stay on the Coast until he arrives.

Convention Set Back

Kent will be gone about two weeks, returning in time for the annual sales convention in New York, which has been set back from May 2 to probably May 15. Number of pictures for next year, incidentally, will depend, it is said, on Kent's studio visit. Tentative number was recently set at 48.

E. R. Tinker, Fox president, left Thursday (3), preceding Kent to the Coast and will return east before the new v. p. goes west. Tinker's job is on financial matters and will also embrace installing Leonard A. Woolams, Fox v. p., who will keep a financial eye on Fox Coast properties.

Though a distribution leader, Kent's duties with Fox will be general, it is pointed out, and not lean specifically to sales.

Hollywood, April 4. Edward R. Tinker arrived today (4), with Leonard A. Woolams, 'Chase bank rep and new v. p., who assumes charge of Fox finances on the West Coast.'

AN IDEA OF HOW THEY CENSOR FILMS IN OHIO

Columbus, April 4. A sidelight on talker censorship in Ohio discloses that B. O. Skinner, chief censor, because he is also state director of education, saw few enough films before he got the post. He never did like the flickers.

Since he has been on the censor job he says: 'All I have to do is see bad shows, when I'm not even interested in a good one.'

While eventual elevation of Sam Katz as vice-president and general manager of Paramount is looked for, the change will not, it is believed, transpire officially right away although Katz is now conceded to be the operating head of P-P under Adolph Zukor and with John Hertz.

Moving up of Katz will also change the official positions of Sam Dembow, Jr., and John Balaban who recently assumed operating charge of the P-P theatres between them. Katz is concentrating mostly on distribution and production at present with special effort on the foreign end.

Any question of Zukor retiring is entirely discounted, although such rumors have been around for some time. Understood that John Hertz has no desire to succeed to the presidency, Hertz is already chairman of the company's finance committee.

Emmanuel Cohen is overseeing production and at the studio B. P. Schullberg will continue in charge according to report.

On the theatre end it is expected that John Balaban will be made director of all Public theatre work in the near future while Sam Dembow will assume command of all film buying. Both Balaban and Dembow now jointly have theatre duties with Dembow also being concerned with the booking of pictures.

Another means of operation is reported the forming of two theatre boards to be known as executive and operating committees. Most of the higher ups on the theatre will sit in on both committees while division managers will participate when the operating committee convenes.

KENT STARTS FROM SCRATCH

Reduction of Fox capitalization from \$90,000,000 to \$12,000,000 is now revealed as the highlight of the demands of Sidney R. Kent to the bankers. Kent, it is learned hold that as over and over he could not attempt to make the organization show a profit as long as its income was based upon what was described as an excessive valuation.

Kent, therefore, officially took office yesterday (4) in a position which is described as 'virtually starting him with Fox on financial scratch.' The difference between the old set-up and the new means that Kent will not have to worry about showing a return on \$78,000,000, the difference between the old \$90,000,000 capitalization and the re-valuation of capital stock.

JEFF LAZARUS HEADS NEW PAR AD. COUNCIL

Hollywood, April 4. Paramount has formed an advertising advisory committee as the next step in its new trend toward the use of the home office from the studio end instead of the home office.

Jeff Lazarus, formerly with Fox-West Coast, will be the chairman with A. M. Linstead, Russell Holman and William Wright sitting in. They will key campaigns for Frank Whitehead and Arch Reece.

B. P. Schullberg will supervise the work of the committee. Every member of it has been connected, now or previously, with Paramount's advertising. Committee is mainly fun and will make pictures not ready for release.

PATHE NEWS' 5 SCOOPS TOPS REELS

That notable scoops are few and far between and that newsmen now seem inclined, as a whole, to take the path of least resistance is being borne out on the record with greater consistency.

For the five weeks during March worthwhile enterprise of an exclusive nature has been scarce in virtually all of the reels. Pathe is highest with five scoops checked to its credit during that time while Fox and Universal tie with four apiece; Paramount is last with two. Talk among the reel people is that the economy is retarding the chances for the work of the individualist; that crews have been cut to the bone and that the lessened manpower is being made up by an increase in fraternalistic feeling among the reels.

Sameness

During March, and for that matter the previous month, there have been weeks when so-called spot news was found in practically covered in both Broadway's houses. For that matter the greatest difference in variety these days is to be found in the magazine material or clips resurrected from the vaults or lifted out of short subjects, and redressed to meet the program's needs.

In considerable of the foreign material, particularly European, the Translux has so often been a week behind the Embassy, with virtually the same material, that regular attendees have ceased attributing the situation to coincidence. Various coverages of the Sino-Japanese conflict almost alone remain to contradict this belief. This was started with an exhibition of old-fashioned competition between Fox and Paramount, both landing the first prints at the same time, with Par, scoring in initial Broadway showing.

U's Lesson

To some of the big reels Universal's coverage is being held up as a lesson to their own crews. One of the reels compels its men to witness every U edition. At the same time such reels point out that U holds the position of advantage because its 100% adherence to silence enables it to utilize hundreds of free-lance cameramen whose services generally were largely dispensed with until the talking reporter became recognized as an economist over natural sound recording and an easy way in which to satisfy the average newsreel public.

Universal has made its reputation upon its ability to get freak subjects. This is being imitated by short subject producers who, in several instances, are now grouping freaks such as these with little more than the cluster and a major title to distinguish them.

The chart:

Pathe
Virginia Mine Disaster.
Ohio Kidnapers.
Candian Explosion.
Four Miles Over Manhattan.
Darrow Prison Interview.
Fox
Rocketeller in Russia.
Manhattan's Subway Control.
Youngest Congressional Representative.
Hindenburg-Hitler at Polls.
Universal
Kansas City Grain Fire.
Penn Grove Fire.
Chicago Red Trouble.
All-American Basketball Team.
Paramount
India Riots.
Bermuda Ship Rescues.

WASHINGTON FOX GOES LOEW ON 20 YR. LEASE

Washington, April 4.

Fox will be the only picture presentation house here, under terms of a Fox-Loew deal whereby Loew takes the theatre on a 20-year lease. Loew's picture house, now playing the Palace, will transfer to the Fox. Palace will go straight pictures.

Fanchon & Marco units, playing the Fox, go out around June 1. Necessary eight weeks' notice was delivered last week.

1st Runs on Broadway

(Subject to Change)

Week April 8

Paramount—Misleading Lady' (Par).

Roxy—'Disorderly Conduct' (Fox).

Capitol—'Hell Divers' (Metro).

Rivoli—'One Hour With You' (Par) (24 week).

Rialto—'One Hour With You' (Par) (24 week).

Strand—'It's Tough to Be Famous' (Par) (7).

Winter Garden—'The Crowd Roars' (WB) (24 week).

Cameo—'Adventures in the South Sea' (TPB) (24 week).

Week April 15

Paramount—This Is the Night' (Par).

Roxy—'Careless Lady' (Fox).

Rivoli—'One Hour With You' (Par) (24 week).

Rialto—'One Hour With You' (Par) (24 week).

Strand—'Man Wanted' (WB).

Winter Garden—'The Crowd Roars' (WB) (4th week).

\$2 Picture

'Grand Hotel' (Metro) (As to) (12).

Foreign Films

'Tempest' (Ufa) (German) (Little Carnegie) (4th week).

'Raub der Mona Lisa' (Superfilm) (German) (Europa) (24 week).

'Mein Leopold' (Capital) (German) (Hinderberg) (2d week).

'L'Est Charming' (Par) (French) (5th Ave) (8).

RKO Press. Dept. Set Centralized on 1 Floor

Under the new realignment centralizing the RKO (theatre) and Radio (pictures) advertising, publicity and exploitation, the setup is complete except for manager contact men intended for out of town divisions.

Physical consolidation of publicity quarters will take place on one floor in the Radio Building. Immediate heads under R. V. Sides are Barrett McCormick, who will preside on publicity and advertising over both ends, and Terry Turner, who will be in charge of all tie-ups including vaude campaigns. Balance of the men and duties are as follows:

Rutgers Neilson, all daily and trade publicity on pictures.

Ken Hallam, exploitation on pictures only.

John Monahan, press books for Radio.

Harry Gittelson, Radio house organ.

Floyd Scott, RKO theatres house organ.

L. Gaudreau, business end of Radio pictures (bills, invoices, costs, etc.).

E. J. Rosenwald, business end RKO theatres.

William Gieselson, all trailers.

John Pollock, photo and press bureau.

John Dowd, assistant to Pollock.

Harry Mandel, to handle all paper on theatres in the New York division.

John Cassidy, assistant to Mandel.

Charles Washburn, publicity on Palace, New York.

Joseph Cullen, manager contact men for all Bronx houses.

Charles Courtney, head of art department, RKO theatres.

Dave Strumpf, head of art department, Radio pictures.

Duties of manager contact men without telling them how to run their theatres.

Arthur Hausman campaigns for theatres on pictures other than Radio, playing in RKO houses.

Bill Adler, who handled campaigns on pictures, and Arnold Van Leer, in charge of publicity for the Mayfair and Albee, Brooklyn, are dropped. Former went off the payroll Saturday (2), latter goes off Saturday (3).

Jack Goldstein, formerly with Public in Boston, joined yesterday (Monday) at theatre contact man in the Brooklyn division with headquarters at the Albee. These contact men are to be under orders of division managers. Later on similar contact representatives will be chosen for out of town territories.

TRUE MURDER FILM CYCLE

Hollywood, April 4.

Taking a hint from the heavy selling popularity of true murder story type of magazine, studios are now following a sheep-like routine for similar kinds of material for pictures.

Current story of the majors are working up films based on famous killing cases, reaching back as far as the Lizzie Borden case in Fall River, Mass., in 1891.

Warners started the cycle with 'Ferguson Case' based on the Hall-Mills case, Columbia's 'Thatcher Cole' series is written around the Borden case, the Hall-Mills murder, 'The Goddard Case' is about the killing and 'Dot King' mystery.

Radio and Metro are also on the same tack, racing each other to see which can first get to the plate with a film based on the Donaldson-Allyn murder in Philadelphia. This was the case in which a boy killed his sister's sweetheart, claiming the latter had seduced her. Metro's version is being written by Bayard Veiller.

Film Business Has About Forgotten Those Novelities

Wide film, color, third dimension pictures, in the talkers and television, once upmost in the minds of major film men as developments just around the corner, have been shelved entirely by conditions. They represent innovations that must be forgotten for a while.

Economic strain has also brought to a standstill theatre building. Showmen throw up their hands in resentment and half in astonishment, when the subjects of innovations or expansion are broached. A peek at theatre building activity shows that while several chains hold sites, only one theatre among the majors is set to be built. This is a New York house by RKO at Broadway and 42nd street, for which contracts and financing have been arranged.

Most of the chains are unloading. Skouras Bros., on whom some of this unloading occurs, stand alone in an expansion way. Improvements to theatres, film exchanges, studios and other properties of major film companies have also been killed off by the economic upset.

When business betters and shows signs of permanency, wide film, color and all the former proposed contrivances will probably return to the scene.

May Revive Kinograms Newsreel, Says Kandel

Acquisition of the Kinogram Library now gives General Film Library, Inc., the largest deposit of negative film in the industry. M. J. Kandel, head of General, states he may shortly revive the Kinograms newsreel which was one of the first in the business.

According to Kandel, General now has on hand 14,000 feet of negative film. While Kandel claims Kino yielded about 4,000 feet, other newsreel people who were overbid by Kandel for the property, claim it is about half that figure.

General was awarded the property by the Irving Trust Company, as Kino receiver, when it topped a bid made by Universal at slightly over \$6,000.

Norman Moray.
Edwin Bruce.
Sol Wurzel.
Herman Zolbel.

L. A. to N. Y.

N. Y. to L. A.

Diane Sinclair.
Bernardo de Pace.
Celine Lescar.
Jerry Schackheim.
Gary Cooper.
Steve Rice.
A. P. Waxman.
Sol Lesser.
Arthur Mayer.
Mike Connolly.
John H. Brown.
Claudette Colbert.
Lewis Milestone.
Harry D'Arrest.
Carter Brinkley.
Charles Lederer.

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.

Can't Cool 'Boarding House'

Metro has abandoned attempts to get Helen Morgan's 'Boarding House' story cooled down to a temperature that would get by censors. It's now in camphor for good.

Billie Burke in 'Follies'

Billie Burke and Patricia Ziegfeld, at WHJ, joined in the first 'Ziegfeld Follies of the Air' on CBS last night (3).

How's Things Down There

Anticipating possible diplomatic objections from Mexico to parts of 'Tampico,' Columbia is changing the locale to Mesopotamia. A handler mouthful is now needed for title.

Not Promising

'Oh Promise Me' is a jinx title at Universal. Peter B. Kyne yarn with those quotes for Tom Mix has been postponed. Stars play with that handle was previously shelved.

Can Growler Spial

Prohibition debate by Almee Semple MacPherson and Walter Huston was photographed by Columbia and goes on the Screen Snapshots list.

Still Hopeful

Ben Schwartz, formerly Paramount's L. I. biz manager, is here thinking about indie production.

Difficult 'Bird'

King Vidor presiding at plot huddle to figure an ending for 'Bird of Paradise' is still in the thick of working days, with a Catalina location and trick volcano suit to come.

Whitbeck's Hired Hands

Eddy Eickles and Sam Lisle, formerly with Whitbeck at Fox West Coast, have been taken on at Paramount by him for special campaigns.

Romney Brent's Play

'No Money to Guide Her' is the title of Billie Sunday's next coast production. Play by Romney Brent goes into rehearsal about April 17.

Shorts Pick Up

Best week for comedies during past month was last week, with four shorts working. 'Shin Aho,' starring with a McGuire two-reeler after three dark months, fifth Thalan at Fox. 'Hattie Marr' comprised the activity.

Pete Smith and Eddie Cantor last

of show crowd left at Palm Springs. El Mirador postponed closing until April 19.

U's 16-Year-Old Lead

Up next week approach is Universal's contract for \$100 a week during 'Heroes of the West,' serial to Jacqueline Wells Brown, 16-year-old lead.

Waiting for Irene Rich

New Willy Rogenbaum, Down to Earth, set back on the Fox starting list for 10 days until Irene Rich returns from her eastern vaude tour, April 1.

Westerns Start

Harry Carey and Hood Gibson begin this week on new productions at Tec-Art. Fred Newmeyer will direct 'The Cowboy' and 'The Cowboy's Cris,' for Supreme. New Gibson picture, for Allied, is 'A Man's Land.'

Howard Hawks getting ready to

make 'Tuna' for Warners, having returned from Hawaii. Will use lower California sea locations.

Making Russia Satanic

In next installment of 'Ten Commandments,' Soviet Russia may be included in a sacrilegious angle, with Paramount assigning several authors, including James B. Hearn, to the task of adding the U.S.S.R. to the Bible story.

Six-day bicycling: Is Joe E.

Brown's job in his next for Warner, 'You Said a Mouthful.'

King Vidor will direct Ronald

Cagan in 'Up Again' as well as 'Brothers Karamazov,' his next.

Ben Piazza is back at the Metro

lot with 100 tests to show for his eastern talent hunt.

Hoffenstein-Morris Settle

Samuel Hoffenstein settled his William Morris account with \$13,000. Case was set for trial today (4). Writer has booked transportation east, although still dithering with Par to continue.

Tiffany's 'Corpus'

After a month of inactivity, Tiffany's 'Corpus' is being completed by the studio's 1931-22 schedule. 'Corpus' has Zerk Paul, Eugene Plette, Marjorie Segar, Theodore Von Eltz, Lucian Littlefield and Charles Williams in the cast.

Radio's 32 Shorts

Just 32 two-reel comedies set for Radio this year. Lew Brock in charge of production. Names are Clark and McCulloch, Harry Sweet and Edgar Kennedy and the Warner shorts. Zlon Myers and Mark Joseph will also be in the writing. Harry Sweet will direct his own series.

Topping Marx Bros.

Laurel and Hardy feature will have 12 collaborators on the script with Hal Roach heading. The two comedies will also be in on the writing. All others will be classed as gaggers.

Extras' Union Leans

Picture Players' Alliance is furnishing data on working conditions of extras to William Green, American Federation of Labor prez, here to unionize extras and bit players. Joseph Cullen, former capital organizer, is due here to help form the long talked-of extras' union.

Real Bold-Like

Inside political stuff on Washington will be included in Columbia's 'The Bold-Like' series. Though at first it was decided to depict the politicians with kid gloves, Joseph Cullen, former capital newspaperman, now on the script, induced extras to inject the realism.

Like's Distribution

Ralph Like's 24-picture program, financed by Phil Goldstone, will be state-righted by Majestic Films Inc., being distributed by George Weeks. Weeks is going into the production end as Mayfair Pictures.

Pepping Up Renee Adoree

Renee Adoree, returning from Arizona in June, where she has been taking the cure for a lung ailment, has been notified by all studios that they will have parts for her as soon as she is available.

M-G Pays Radio

Metro paid Radio to lay off one day on 'State's Attorney' so it could have John Barrymore back for 3 days' retainer on 'Grand Hotel.'

LaRoque's Act

Rod LaRoque and Vilma Banky are preparing a vaude act.

Par Forgets Options

Arthur Plerson, Regis Toomey and Gene Pallette, actors, and George Yohansen and Jeffery Shurlock, writers, have been dropped by Paramount. Ward Wing, writer, has been engaged to work on 'Come On, Marines.'

Fazenda-Gleason Shorts

Loisort Fazenda and James Gleason have been engaged by Warner Doane to make a series of two-reelers for Universal. Doane is producing a series of comedies for U. working at the studio.

Ed Perkins, Hollywood p.a., east

last week on his annual New York trip.

Fanchon & Marco Have Contracted

Lassiter Brothers, Dezzo Reiter, and Madeline and Rose for units. Booked by Bill Parberg.

Low Brice, 'Tanny Brice's brother,

and Florence, Arthur Lake's brother, are rehearsing an act for vaude.

Standard Sound—Again

Mrs. Ada Frances Wallace received a most drastic for famous scene and was awarded \$995 damages from Standard Sound Pictures, Inc. Damages for rent and alterations.

Leo Morrison Loses Suit

Leo Morrison lost his \$5,500 commission suit against Kenneth McKenna when James Ryan, former Fox cameraman, testified that he saw a test of the actor's six months prior to McKenna's engagement and that the day before negotiations were started, as he is alleged to have stated.

Office Help Sad

Paramount studio office and maintenance workers took a cut last week most drastic for famous scene and stenos, whose checks had been from \$55 to \$30.

U Goes Piccadilly

Universal's English contingent remained in London today (4). Ernest Theisger and Eva Moore for 'Old Dark House,' and R. C. Sheriff to adapt 'The Road to Nowhere' by R. C. Sheriff and Lillian Bond, also Britishers.

Columbia's Writers

Six new writers get into action at Columbia today (4). Frank Cavett and A. L. Roberts, Bert Keith and Sidney Kingsley, teamed for originals; Harlan Thompson to adapt the 'Thatcher County' mystery.

(Continued on page 10)

Stock Market Decline Halted By Oversold Shorts; Theatres Break Loew Under 23; WB 13¼

BY AL GREASON

Stock market broke further to new low levels yesterday (Monday) before a last hour rally got underway, growing out of an oversold condition of the list. There was hope news to help prices, improvements being due to technical conditions, and therefore only temporary.

There was a recovery from the day's lows were considerable, such as 6 points in Auburn and 4 in Atchinson, Topeka & Santa Fe, but the response of the amusement leaders was not encouraging, demonstrating anew that they have not been under a heavy bear attack.

PHOTOPHONE NO LIKE GOLDSTONE PROPOSAL

On the eve of the official announcement of an adjustment in its recording royalties, so that licensees' fees will be sent, RCA Photophone has called William Graham, former owner of the company, which is described as an unauthorized deal made between its West Coast agent, John Klenke, and Phil Goldstone, who is now in charge of the arrangement, Goldstone would not only be able to beat Photophone's own plan for a national recording agreement, but would be able to do so, as well, as a competitor of the entire Photophone system.

Goldstone's accredited plan, described in the East as the first all-expense, sound recording, sampling will not be allowed to materialize, according to New York Photophone

CASTLE TO BE FIRST CHI NEWSREEL HOUSE

Chicago, April 4.
Chicago's first newsreel theatre will be Clarence Beck's tiny Castle spotted on the crossroads at State and Madison, rated as the world's most bustling corner. Will start on April 24, running 30 minute shows.

WB Stock Holders Being Pestered by List Workers

Warner Bros. stockholders whose identity is not a matter of public record for access by list workers are being bombarded with mailed letters, investor's advice and other similar material through the mails. The letters, some 600 of them, are recent and are coming out of Wilmington, Del., raising a squeal among holders of Warner shares.

From a cursory checkup it would appear that a list of Warner stockholders has fallen into hands which are exploiting it from all angles. Letters are being mailed to the holders solicitation for subscription to market letters, usual investing advice and etc. Others suggest promotions, including sale of Warner stock, and songs and dance routines in other

New Roach Series Builds Several Comics at Once

Culver City, April 4.

New series calling for 10 comedians has been decided on for the Hal Roach program. Series will take the place of 'Boy Friends' which will be abandoned after this season.

Aim of Roach executives in doing the multi-color shorts is indirectly to launch new comedy talent for which the studio has been conducting an intensive search. A few of the comedians will be well known while the rest will be newcomers receiving buildups.

Studio shut down March 26 until May 2, when production gear begins to be cranked.

An Annoyance
Some of the stockholders are declared much annoyed that the names have gone onto these lists.

That the full list of Warner shareholders has in some manner been obtained, is cited by stock owners. On the certificate of stock held by one shareholder his middle initial is given as 'C,' whereas really it is another initial, yet the deluge of matter through the mail uses the 'C' initial. On another certificate the surname is misspelled as it is on the record. Many arriving is accordingly misspelled.

Free Screen Puzzle

Decision of local park board could cut free summer picnics for the open-air mob, left room for the promoters. One promoter, Orrin O'Reilly, offers to handle the free flickers in return for screen ad concession.

Where he'll get his product, where park board couldn't, or where advertisers would come in, is matter of spec. Claims similar concessions in Houston, Ft. Worth, and Waco.

Board considering offer, involving 21 parks.

Loew Breaks 23

The belated drop of Loew's group, however, did not prevent the new bottom for all time when it went under 23 on several strings aggregating 1,400 shares. This was around noon and the sales apparently represented an early reaction to the news. The market held steady in the afternoon, immediately after the pressure abated throughout, the final quotation for the day was 24½, off net ¾ and a new closing price on the movement.

Bonds did not do as well. Bonds were showing a loss of 1½ and Loew touching a new bottom of the reaction below 30. Warner's bonds gave their first show of defense under pressure, holding to the recent low levels and making a recovery of 1½ by the close of the day. Turnover here was fairly heavy and apparently represented a sharp engagement, with the company sponsors giving up

Dealings were moderate most of the day with the total around 1,500.

000. Tape was sluggish at times but the Street was on edge, half expecting a 'spill' to happen any minute. Announcement of the sale of a Stock Exchange membership at \$33,000, down \$15,000 from the last previous transfer, was an item of ominous import. Urgent dumping of General Motors at a new low of 14 1/4 inspired nervousness all over

New Bear Market Lows

[illegible]

Wall Street, looking for an imme

diate reason for price weakness tried to attribute the break to tax expeditors in the House unwelcomed to the business world, the impost of security transfers being the special target of criticism, and taxes levied upon specific industries as secondary causes. This week the revenue measures go to the Senate, and the financial community looks to see revisions made that will take the edge

Film Stocks Position

As far as the amusements are concerned there are definite signs that seasonal influences are at work. Specifically Paramount is reported to show a net loss of nearly \$500,000 for the first quarter of 1931, the first time the organization has reported a deficit for that period in its history. First quarter losses are also reported for other studios, with about \$50,000 the final figure for 1931 and that, with summer just ahead, makes a rather disheartening financial picture. Year upturn is helped along by operating eliquely was based on a spurt of theatre attendance during the holidays and the few subsequent weeks, but this

PA (Man)	POX		
O'Brien	"About Town"	C-Ray June	"Heroes of the West"
	(2nd week)	C-Ray Mark	"The Great March"
		Florine McKinney	"Ray Taylor
D-John Francis Dillon	"Merrily We Go To Town"	A-Nenny MacRae	"The Great March"
A-Danionniff	Chorus	C-Dorothy Arner	Onlaw Stevens
C-John Lucas		C-Edna Wells	"The Great March"
G-Warner Barker	Edwin Justice Mayor	Noah Berry	"The Great March"
C-John Abel		C-"Edna" Culver	(starting)
Conway Tenier	S-None	C-Wm. Wier	"The Great March"
Tom Monahan	C-None	Fredric March	A-George Green
Lawrence Grant	Adrianne Allen	A-E Patterson	"The Great March"
Hallwell Hobbes	"The Great March"	C-Tom Buckingham	"The Great March"
"The Great March"	(starting next week)	C-Bill Emmert	"The Great March"
D-Sister "Red Girl"		C-Bill Emmert	"The Great March"
D-Sister "Red Girl"		C-Bill Emmert	"The Great March"
D-John Larkin, Jr.	A-Loopal Marchand	C-Bill Emmert	"The Great March"
C-Charles Armon	Waldeimar Young	C-Bill Emmert	"The Great March"
C-George Barnes	Samuel Hoffenstein	C-Bill Emmert	"The Great March"
James Dunn	C-Bill Emmert	C-Bill Emmert	"The Great March"
Peggy Shannon	Jeannette MacDonald	C-Bill Emmert	"The Great March"
Patricia Brown	RADIO	C-Bill Emmert	"The Great March"
Barl Barton	"State's Attorney"	C-Bill Emmert	"The Great March"
	(2nd week)	C-Bill Emmert	"The Great March"

Ula Guy **'The Killer'** D—George Archambaud
A—Louise Stevens D—Michael Curtiz

[illegible]

S—Ellena Landl
Down to Earth'

D-(starting about April 14)	Zsúfi Tócs	Mae Busch
D-Donald Butler	'Route of the Dragon' (1st week)	The "Dark Horse" (4th week)
A-Homer Croy	D-Wesley Russell	D-Al Green
S-Will Rogers	A-Marien C. Cooper	A-Joe Jackson
Irene Rich	S-Richard Eatbrook	C-Courtesy Terrett
INTERNATIONAL	S-Gerald Dix	C-Sol Polito
"Assault Orders" (2nd week)	Gwill Andrea	S-None
D-Frank Strayer	C-Harry Gordon	Warren Williams
(Life-Weeks)	Dudley Digges	Bernie Davis
A-Scott Darling	Rafael Batoff	Guy Kibbes
C-Julius Cronjager	Edward Everett Horton	Vivian Osborne
S-Blanche McChaffey	Zana Pitts	Robert W. Lewis
	"Hail, Ho! Ho! Jai!"	"Jewel Robbery"

Matthew Betz (starting) D—William Dieterle
Jay Wilcey D—Norman Tauger

'Dance Hall Kisses'
(1st week)
(King-Big Four)
A—F. McGraw Willis
A—Timothy Whelan
Iew Lipton
Eddie Welch
H—Bert Wheeler
A—Ladislaus Fedor
Erwin Gelsey
C—Bob Kurrie
S—Wm. Powell
Wm. Fennell

METRO Robert Woolsey Ray Francis
'Strange Interlude' Edna May Oliver Hardie Albright

D-Robert C. Leach	Roscoe Atiles	Helen
A-Eugene O'Neill	"Truth About Hollywood"	Leslie Kolker
B-Meredith	(Starting next year)	Les Kolman
A-Carole Sullivan	D-William Selzer	Robert
B-Norma Shearer	A-Roger	"Week-End Marriage"
Clark Gable	S. John Hyland	(3rd week)
May Morgan	S-Constance Bennett	D-Therion Freedland
Alexander Kirkland	TEC-Art	A-Frith Baldwin
Betty Hutton	"Six Guns"	D-Therion Glibney
"Huddle"	(1st week)	S-None
Walter Catlett	D-Fred Newmeyer	Loretta Young
	(Supreme)	George Brent

D—Sam Wood
A—Francis Wallace

C-Harold Wenstrom	D-Harry Belafonte	Aline MacMahon
D-Ramon Novarro	(starting) (Allied)	"Competition"
Madge Evans	A-Felic Huffman	(2nd week)
Frank Albertson	S-Hoot Gibson	D-Earle Kenton
Martha Sleeper	TIFFANY	D-Carl Erickson
John H. Johnson	'Strangers of the Evening'	(2nd week)
'As You Desire Me'	(3rd week)	D-Ced Jennings
(6th week)	D-Lucky Humbertone	S-Cile Sile
D-George Fitzmaurice	A-William Thaw	A-Howard Hughes
A-Luigi Pirandello	Warren B. Duff	David Mannes
Markay	Stanley Anthony	Edna St. Vincent
John Meston	A-Chur Edmonds	George Ernest

C—Wm. Daniels	S—None	Noah Beery
S—Greta Garbo	Zasu Pitts	'New York Town'

Helvyn Douglas	Eugene Pallett	(2nd week)
Eric von Stroheim	Marion Seegar	D-Merwyn LeRoy
Lewin Lutz	Lucien Littlefield	A-Ward Morehouse
Owen Moore	Thodore von Elms	Lily Hayward
"Prosperity"	Warner Richmond	C-James Van Trees
(3rd week)	UNITED ARTISTS'	S-Joan Blondell
D-Leo McCarey	"Movie Crazy"	Eric Linden
A-Wanda Tuschko	(7th week)	Inez Courtney
Zelma Sears	D-Clyde Bruckman	Walter Catlett
C-Norbert Brodins	(Harold Lloyd prod.)	Jimmy Engels

WYOMING DEPARTMENT OF EDUCATION

WAXMAN MEETING GIBBONS
A. P. Waxman left for the Coast last week to meet Floyd Gibbons upon the latter's return from China. Pair had inaugurated a series of historical one-reelers for Radio-Pathe at the time the war correspondent left to cover the Sino-Japanese situation for the Hearst papers.

Gibbons and Waxman will see

'Miracle Man' at Crit., Mebbe
Paramount may reopen the Crit. tonen in May with "The Mirac

Man.' This is a remake of the slice

MAYER'S COAST TRIP
Arthur Mayer, publicity director for Public, leaves for the Coast this week for a general look. He will be gone three weeks.

... gone three weeks. ... way theatre has been so prostrate

'One Hour' a \$30,000 L. A. Click; Houses Are Still Reaching for Stage Talent; \$17,000 for Orph

Los Angeles, April 4.

Improvement, if any, at Grauman's Chinese is a result of the wet-dry debate between Albee Hutton and Walter Hutton was too slight to be registered in local newspapers. Quite probable Metro figures on an ultimate, accumulative, exploitation benefit in the nation at large. "Parade" at the Chinese has done poorly against that \$150 barometer.

What to do about the tendency of attractions to fall down and disappoint is being answered at the Orpheum and Pantages with special stage elements. Only picture drawing on its own this week is "One Hour With You" at the Paramount. It is almost certain that this house, long in the doldrums, will switch to Skouras operation and with that, Fanchon and Marco shows. This contingency would send the State into long runs. Large capacity at the Paramount would be the inducement for the change.

In the face of general admission cuts, Fox's Palace, downtown grind, has the tendency to up its tariff from 15 to 25 cents matinees, and from 25 to 50 evenings. Reason was the special occasion: picture and glass freak draw. This is the girl in the Alexander Pantages case. She is more of a curiosity than a draw locally. Picture is of no importance or interest in a trade sense.

Warner's Hollywood solved the dual problem of name and economy, and enjoyed both, by booking Mrs. Donald Novis this week. Last week they had "The Girl Who Came to Coast" popularity via radio. And is by way of being a Pacific Rudy Vallee. His wife comes to fame by profiting her married time. Gives her spending money and the theatre something for the marquee.

Estimates for this week: "Parade" (Fox) (2,025; 50-60-150); "Wet Parade" (M-G) and stage show (34-final week). Looks like "Parade" will come in ahead of "Wet Parade" too weak for forcing. Since Basty Wright quit, no Fox-West Coast stop at the Palace. "Parade" by Grauman and Metro jointly, as that company supplies all product. "Parade" in both theatres, making under \$10,000. Last week \$12,200.

Downtown (WB) (1,800; 25-65); "Beauty and Bow" (WB) and vaude. House slowed down this week. It may indicate novelty of 10-act policy pulled by RKO Hillstreet assault on Battery. "Beauty" gave Hollywood mild stanza last week, so \$11,600 anticipated. Last week "Heart of New York" just over \$11,000.

Hollywood (WB) (2,000; 25-75); "Man Wanted" (WB) and stage show. Look for \$10,500, not hot. Last week "Beauty and Bow" found \$12,000. Jack Crawford bows out after eight weeks as m.c.

Orpheum (2,270; 35-80); "Final Edition" (Col) and "Purston (1st week). Macdonald-Lubitch combo carry along the benign state of affairs at this house during past six weeks; around \$17,000, very good. Third and final week of Ellington felt longevous strain. About \$8,000, but better than former average during the melancholy epoch.

Pantages (Fox) (2,700; 20-40-65); "Lena Rivers" (TIF) and "Girl Crazy". Gregory Ratoff's number two company of the night still playing easy; opened strong and headed for fancy \$16,000, but not holding over. Last week "Strangers in Love" warranted \$7,700, secured by regular house measurements.

Paramount (Franklin) (3,595; 35-81); "One Hour With You" (Par) and stage show (1st week). Macdonald-Lubitch combo hefty locally; studio mud travels downtown for this one. Last week \$15,000, secured. First week will hover around \$30,000, smash. Last week "Broken Wings" around \$15,000.

RKO (2,560; 25-50); "Carnival Boat" (Col) and RKO vaude. Cuts in overhead, dropping of locally-bought extra, and responsible reaction to scale cut have encouraged RKO; grosses no bigger but more gratifying. Around \$9,000. Last week with "Paradise" \$9,000.

State (Loew-Fox) (2,024; 35-41); "Beat of City" (M-G) and stage show. Came in Saturday and holds mild \$14,000. On 10 days "Hell Divers" ran up \$26,000.

Diane Sinclair, Metro

Latest contract negotiated in East by Metro goes to Diane Sinclair, 19-year-old Philadelphia native. Usual options extend up to seven years. Miss Sinclair leaves for Hollywood April 4.

'SHOPWORN' AND SHOW \$55,000 IN BROOKLYN

Brooklyn, April 4.

Heavy stage fare at the Par is the excitement downtown this week. House heading for an excellent \$55,000. Biz due to the combination of George Jessel, Burns and Allen, and Lillia. Both together with local interest in Barbara Stanwyck and her flicker.

Paul Whitman, at the Albee, attracting more than average trade for \$25,000, good. Other deluxers just about average.

Estimates for this week: Paramount (4,200; 25-35-50-75-85); "Shopworn" (Col) and stage show. Will finish to a fine \$55,000. Last week with "Shanghai Express" (Par) and condensed version of "Three's a Crowd," \$51,400. "Shanghai Express" (Par) and "Gay Caballero" (Fox) and stage show. Uneventful with a mild \$20,000. Last week "Hotel Continental," \$24,000.

Albee (3,600; 25-35-50-75); "Ladies of Jury" (Radio) and vaude. Paul Whitman band hitting for good \$20,000. Last week "Girl Crazy" (Radio) strong at \$24,200.

Estimates for this week: 25-35-50-65; "Folly of Circum" (M-G) and vaude. Headed by Arthur Tracy (radio), just fair with \$18,000. Last week with "Ladies of Jury" (UA), better with \$21,120.

Strand (2,500; 25-35-50); "Playboy" (FNF) and stage show. Last week "Alas the Doctor" (FNF), \$15,400.

K.C. COMEDY WK. NO. WOW: DEVIL'S \$16,000

Kansas City, April 4.

It's laugh week on the downtown screens with "Silly Devils" at Loew's, "Cohens and Kellys" at the RKO and "The Girl Who Came to Coast" at the Newman, but taking only fair all over. Pantages newly added vaudeville with "Final Edition" and "Leftover Ladies" at double rates before building. Sure a lot of show for 40c.

One Hour With You gave the Newman such a fine week that it was held for a second week and where it's \$6,000 pace is good.

The Newman with its Joe E. Brown and "Silly Devils" is making the local angle in its publicity that the story is supposed to take place in Kansas, a local suburb, and that its lead, Evelyn Knapp, is a Kansas City girl. In spite of heavy exploitation, the \$7,000 gain is not so hot.

Among the suburbs there is a desperate drive for business and in addition to the double bills offered in most of them, many are giving away hams, bacon, eggs, electric refrigerators, baskets of groceries, suits of clothes and other things.

Estimates for this week: Apollo (Fox) (1,200; 25); "Dreyfus Case" (Little residential striving and with old films, but it's having its troubles along with the others, and this week will be only fair with around \$800. Last week "Ben Hur" (M-G) (revival) just average \$300.

Loew's Midland (Loew) (4,000; 25-50); "Cohens and Kellys" (Radio) and thrills make for fair \$16,000. Last week "Tarzan" (M-G) \$20,000, good.

LOUISVILLE FAIR 'Careless Lady' \$72,000-'Wings' \$3,100 And 'Dr.' \$4,500

Louisville, April 4.

Indications are that the spring season of show going is in full blast. Matinees are heavy and nights holding up well. Boys and girls drop in for film and then take ride on river road.

Loew's stirring interest with "King of Movies" contest and front page publicity in H. P. Strand, Rialto and Alamo had little newsworthy sense help.

Estimates for this week: Loew's (3,252; 25-35-50-60-80); "Are You Listening?" (M-G). Will do near \$10,000, good. Last week "Tarzan" (M-G) \$12,200, fine.

Strand (Fourth Ave.) (1,765; 25-35-50); "Careless Lady" (Fox), Fair on \$4,000. Last week "One Hour With You" (Par) \$4,500.

Rialto (Fourth Ave.) (2,710; 35-50-60); "Wayward" (Par) About \$8,000, week. Last week "Impatient Virgin" (U) \$8,800.

Brown (2,000; 20-30-40); "Alas the Doctor" (FNF) and stage show. Last week "Lost Squadron" (Radio) \$4,500.

Alamo (Fourth Ave.) (1,000; 15-25-35-45); "Alas the Doctor" (FNF) \$3,100, okay. Last week "Disorderly Conduct" (Fox) \$3,400.

'Cohens' \$20,000, 'Tarzan' and 'Crazy' \$16,000, Cincy's Best

Cincinnati, April 4.

They're going for laffs and thrills at the main line cinemas, "Tarzan" at the RKO, "Crazy" at the Lyric, and "Cohens and Kellys" at the Lyric. "Former's \$16,500, place at the Lyric is smash biz and a 100% improvement over the preceding weeks.

Estimates for this week: Albee (RKO) (3,400; 35-65); "Cohens and Kellys in Hollywood" (Col) and vaude. \$25,000, fair. Last week "Are You Listening?" (M-G) \$23,500, okay.

Palace (RKO) (2,800; 30-50-60); "Girl Crazy" (Radio) \$16,000, very good. Last week "Alas the Doctor" (FNF) \$12,000, light.

Lyric (2,285; 35-60); "Smash" (Radio) (M-G). \$16,500, smash trade. Last week "Disorderly Conduct" (Fox) \$15,500, bad.

Capital (RKO) (2,500; 30-50); "One Hour With You" (Par). Finishing fortnight's showing with \$10,000. Last week "The Girl Who Came to Coast" (M-G) \$10,000.

Keith's (Libson) (1,600; 25-40); "Stepping Sisters" (Fox). Fair \$3,000. Last week "Three Wise Girls" (Col) \$4,400.

Strand (RKO) (1,350; 25-40); "Silent Witness" (Fox), and "Arrow" (FNF) and stage show. Last week, splitting week, \$3,000, fair. Last week "Lost Squadron" (Radio), and "Stepping Sisters" (Fox) \$3,000.

Family (RKO) (1,000; 15-25); "Saddle Buster" (Radio), and "Behind the Mask" (Fisher). \$2,800, fair. Last week "The Girl Who Came to Coast" (M-G) (Fisher), ditto.

Loop Quiet Zone; Listening' Not Boosting Oriental at \$23,000; Chicago Leads on 'Crowd,' \$38,000

DENVER DIPS; \$11,000 FOR 'HATCHET' BEST

Denver, April 4.

All de luxers down from last week with the exception of "Hatchet Man" at the Taramount, which will run to average business with an \$11,000 gain for the first time in weeks. Relatively it's rather excellent biz.

Estimates for this week: "One Hour With You" \$15,000, is only fairly good at the Denver, and \$14,000 for "Girl Crazy" with RKO vaude at the Orph is but fair.

Estimates for this week: "Hatchet Man" (TIF) (1,500; 25-50-75); "Hotel Continental" (TIF). Fair \$5,000. Ropes up last week, and "Business and Pleasure" (Fox) did \$9,000.

Denver (Public) (2,300; 25-40-65); "One Hour With You" (Par). Good \$11,000. Last week with "Alas the Doctor" at the Denver last week only fair with \$15,400 for "Alas the Doctor" (FNF).

Orpheum (RKO) (2,800; 25-35-40-65); "Girl Crazy" (Radio) and vaude. Fair \$14,000. Last week "Pretzle" (RKO-Palace) and the Weaver Bros. on the stage did \$15,500.

Paramount (Public) (1,500; 25-35-50); "Hatchet Man" (TIF). Excellent \$11,000. Last week "Dancers in the Dark" (Par) nose-dive to \$7,000.

Rialto (Huffman) (300; 20-25-40-60); "The Girl Who Came to Coast" (M-G) and stage show. Last week "Smart Woman" (Radio) did a fair \$3,000.

Wet (Public) (2,000; 25-35-50); "Play Girl" (WB). Poor \$7,500. Last week "Disorderly Conduct" (Fox) at least did better than the three previous weeks here with \$8,000.

SMART BALTO TOTALS; 'FAMOUS' \$2,600 AT VAL

Baltimore, April 4.

Future of several downtown film houses uncertain as result of events of past week. The J. L. Kernan Co., Baltimore, has taken over the Maryland and Auditorium, went into receivership. Frederick C. Schanberger, Jr., is taking over in the interim, since the death of James L. Kernan, was appointed co-receiver.

Estimates for this week: "The Girl Who Came to Coast" (M-G) (FNF) and stage show. Last week, splitting week, \$3,000, fair. Last week "Lost Squadron" (Radio), and "Stepping Sisters" (Fox) \$3,000.

Family (RKO) (1,000; 15-25); "Saddle Buster" (Radio), and "Behind the Mask" (Fisher). \$2,800, fair. Last week "The Girl Who Came to Coast" (M-G) (Fisher), ditto.

Wormth Doesn't Impede; McLaughlin Draws \$11,000

Indianapolis, April 4.

Warm weather, but "Tarzan," at Loew's Palace, seems to be the best this house has had for some time. Vic McLaughlin and Charlie Judels opened at the Lyric with big ads by the American Legion.

Estimates for this week: "The Girl Who Came to Coast" (M-G) (FNF) and stage show. Last week, splitting week, \$3,000, fair. Last week "Lost Squadron" (Radio), and "Stepping Sisters" (Fox) \$3,000.

Loop is on the wabble again, bringing sharp b.o. differences in prices. The bus owners, three run houses, which only by the best brought new pictures in for the post- Lent trade, are again switching in the hopes of bolstering the register.

At the deluxe houses only is there any real sign of front-gate strength. Lead of the loop is set with the ad Chicago, where "Crowd Roars" predicting a big crowd, though not exciting stanzas. It's the first showing for Carnegie films in the big B. & K. arena. The Oriental usually setting the pace.

Oriental remains unsatisfactory this week. Aiming for about \$23,000. "Are You Listening?" (M-G) in Haines radio story talker. Neither the Chicago nor the Oriental has a screen presence this week, which is a rather unusual thing, considering the fact that both spots have had a block-long parade of the in-the-flesh beauty queens.

Roosevelt is another current pain on booking because of the scarcity of film product. This week, regarding the bus, is a twin of the RKO. The Lake, another film product sufferer, both houses brought in new flickers.

Estimates for this week: "Hotel Continental" (TIF), its second indie flick in two weeks. "The Girl Who Came to Coast" (M-G) and stage show. Last week "Smart Woman" (Radio) did a fair \$3,000.

At the United Artists another quality of product is in order, a "Silly Devils" taking the place of Wed. (6), to be replaced by "Tarzan." Metro has been howling for an early start, but the picture is not doing effort to get it out into the neighborhood runs for the kid trade before summer starts. Last week, the excitement for early local dates being repeated all through the exchanges, giving B. & K. an "enforce" in the picture, and yet prevent an entire lack of film product later.

Estimates for this week: Chicago (Public-B. & K.) (4,000; 25-35-50-75-85); "The Girl Who Came to Coast" (M-G) and stage show. Business slipping somewhat from previous week, but house remains in pleasant money class at \$8,000. Picture has picked nicely the past few weeks after having slumped badly into red figures. Last week, the picture has picked nicely the past few weeks after having slumped badly into red figures. Last week, the picture has picked nicely the past few weeks after having slumped badly into red figures.

McKicker's (Public-B. & K.) (2,200; 25-35-50-75-85); "One Hour With You" (Par). Chevalier did a good first week's trade at \$32,200 and currently, with a new film, is looking for a run for the second week to another good \$21,000. "Miracle Man" (Par) did a nice first week's trade at \$21,000. At the finish of this film's third week.

Oriental (Public-B. & K.) (3,300; 25-35-50-75-85); "Are You Listening?" (M-G) and stage show. Last week here and not happy at \$23,000. Previous week had Louise Fazenda and "The Girl Who Came to Coast" on screen, but weak at \$25,000.

Palace (RKO) (2,800; 30-50-60-75-85); "The Girl Who Came to Coast" (M-G) and stage show. Last week, splitting week, \$3,000, fair. Last week "Lost Squadron" (Radio), and "Stepping Sisters" (Fox) \$3,000.

Family (RKO) (1,000; 15-25); "Saddle Buster" (Radio), and "Behind the Mask" (Fisher). \$2,800, fair. Last week "The Girl Who Came to Coast" (M-G) (Fisher), ditto.

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'Hell Divers' \$45,600, 'Arrowsmith' \$22,800, Big in Dull London Week

London, April 4. Several strong films are now showing at the leading picture houses in the West End with good results. Other theatres are not doing much, with weather and general conditions blamed.

West End, suburban and provincial picture theatres represent a brisk week-end trade with a gradual improvement apparent.

This is attributed to the reaction after the income tax payments and the balancing of the budget.

Approximate Grosses

Empire—'Hell's Divers' (Metro) (2nd week), still strong at \$45,600 and held over for a third stanza.

Tivoli—'Arrowsmith' (U.A.), got well over \$10,000. It's the second figured gross for \$22,800 on its second (current).

Carlton—'Shanghai Express' (Par), continues playing to capacity for an average of \$10,000.

Capitol—'Good Night, Vienna' (2d week). First week's gross was nicely over \$15,000. Picture deemed mediocre but pulling on the Jack Buchanan name.

New Gallery—'Night Like This' (Splendid) at \$10,650, although picture itself is below expectations.

Again it's the local names that are doing, this time Tom Walls and Ralph Lynn.

NEWARK WEEK, WITH \$15,000 ABOUT LIMIT

Newark, N.J., April 4. It's a toss-up which picture will pull to anywhere. The dark horse is Alice White at Loew's, heavily publicized but whose draw remains an unknown quantity.

But \$15,000 probably represents the top here.

Most grosses last week were under expectations. 'Follow Thru' (tab), at the Park, led and more musical comedies will follow there.

Estimates for This Week

Brantford (WB) (2,968; 20-25-50). 'Rue Morgue' (U) and P-M unit. House seems unable to pull up even with its competitors.

Last week 'Allas the Doctor' (FN) only \$12,000.

Capitol (WB) (1,200; 15-25-35). 'Final Edition' (Col) and 'Gay Caballero' (Fox). Two first-run grosses for fair \$4,000.

Last week 'Emma' (M-G) and 'Police Court' (First Div) \$4,800.

Little (Cinema) (229; 50). 'Zwei Menschen' (Dolby) (2d week) held over for respectable \$1,200. Last week good at \$2,300.

Low's (2,780; 30-50-50). 'Plumber' (M-G) and vaude. Picture means nothing, but Alice White's person may attract.

Last week 'Arsene Lupin' (M-G) good at over \$18,000.

Maquette (WB) (3,281; 20-30-40). 'After Tomorrow' (Fox). Bad.

Last week 'Play Girl' (FN) \$22,000.

Newark (Adams-Park) (2,248; 15-25-50-60). 'Broken Wing' (Par) and vaude. No names on stage and picture won't mean much.

Last week 'Lost' set near \$15,000. 'Shanghai Express' pulled to second run. Last week 'Man I Killed' (Par) and 'Pleasure' (Adams-Park) (Fox) and 'Local Bad' (Allied) and fight picture on split did first half, but totaled \$4,100.

Netter's Changes

Appointment of J. J. Delich, former midwest division film booker for Publicity, as assistant to Leon Netter, heads the changes made by Netter since his return to the h.o.

Following a recent illness. Tracy Bowman, who succeeded Delich over the middle west, is out on a tour of his territory.

William Borak, former assistant in charge of the district booking office at Salt Lake City, resigning.

Jack Murphy, latter becomes manager of the Paramount, Provo, Utah, where Samuelson takes over Borak's former duties at the h.o.

BUFFALO BIZ UP

'Lupin' on Way to \$26,000—'Generation' \$6,500, Lafayette

Buffalo, April 4. Business, which skyrocketed at Easter time, is still strong.

Estimates for This Week

Buffalo (Public) (3,800; 30-40-65). 'Arsene Lupin' (M-G) and unit.

Looks around fine \$26,000. Last week 'Fireman' (FN) and Vincent

Looks had helped for \$25,000.

Hipp (Public) (3,400; 25-35-50). 'Tough to Be Famous' (FN). Looks

far for \$7,500. Last week 'Polly of Circus' (M-G) neat at \$5,200.

Great Lakes (Public) (3,400; 25-35-50)—'Tarzan' (M-G). Overflow

start indicates \$22,000. Last week

'Hipp' (RKO) fair at \$1,000.

Century (Public) (3,400; 25-35). 'Gay Caballero' (Fox). Probably

under \$15,000. Last week 'Girl Crazy' (Radio) up to \$18,000.

Lafayette (Ind) (3,400; 25-35). 'Gully Generation' (Col). Nice tak-

ings indicate \$10,000. Last week 'Showdown' (Col) good at \$11,000.

'SCARFACE' ONLY \$6,000, FAIR, AT MINN. PAN

Minneapolis, April 4.

Grosses are hitting the skids again this week, with almost no exception is the RKO Orpheum and there the answer is Olsen and Johnson on the stage.

'Lupin' also liked. Comedy pair are prime local favorites. About \$16,000 is indicated; very profitable.

'Scarface' has been an announced 'world premiere' at the U. A. Pan-

theatres, is proving no great guns as draw. Minn. cast name is also suffers from the added disadvantage of reaching the burg at a time when

fair and are needed.

The Minnesota is celebrating its fourth anniversary, but lack of any outstanding attraction and the

Orpheum opposition looks like too much of a handicap for the big

big Picture House. The birthday party had the benefit of a cordial

exploitation and advertising campaign. 'Arsene Lupin' is not excit-

ing to fans and the Barrymores are no local draws.

'One Hour With You' went over so tremendously at the Minnesota

that it's the last week in the loop. It was moved over to the State,

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MONT'L HAS HOLDOVERS, 'HOUR' \$13,000 2D WK.

Montreal, April 4. The big three houses crashed through for \$45,000 last week and one film is holding over for the current week, the Chevalier picture at the Fabou. The other two, Imperial and Cinema de Paris, also repeat.

Nabes have been hit by election campaign (mayor) which has jammed all public speaking places with all sorts of candidates (4).

Estimates for This Week

His Majesty's (C.T.). Dark. Last

week local operaetta about met ex-

penses around \$5,000.

Palast (C.T.). (2,700; 75). 'One

Hour' (Par) (2d week). A smash

last week at \$15,500 and should

realize another \$15,000 on holdover.

Capitol (FP) (2,700; 60). 'Lady

with Past' (Pathe) and 'Hatchet

Man' (C.T.). (2,700; 60). 'Lady

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Roxy Mildly Up with Lottery's \$55,000; 'Tarzan,' 2d Wk., \$73,000; Par \$60,000; 'Hour' Tapers Off

PROVIDENCE PHOOEY

Spencer Tracy, Bailly, but Only Sky Devils. Fairish, \$10,000

Providence, April 4.

Nifty film fare around town will bring in some dandy grosses this

week for most of the spots. Spencer

Tracy, lead of the old Albee

stock a couple of years ago, is

bringing in business at the Majes-

tic, but Roppo at Law's State.

Estimates for This Week

RKO Albee (2,300; 15-50-60). 'Showdown' (Col) and vaude. Show

above average, but no takers;

10,000 poor. Last week 'Girl

Crazy' (Radio) so-so at \$10,700.

Fay's (2,300; 15-50). 'Tough to Be

Famous' (M-G) great at \$18,000. Maxi-

mum gross probably hovering close

to \$7,000. Last week 'Beauty and

Boys' (WB) spurted to \$7,500 claim-

ing the b. o.

Loew's State (3,700; 20-50-75). 'Sky Devils' (U.A.). House making

every effort to cash in on Spencer

Tracy's popularity here, but brood-

FLASH FROM LOS ANGELES

ESTABLISHED UNION

ARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

Rate telegrams and day letters, and the time of receipt at destination as shown on all messages

K32 55 DL=LOSANGELES CALIF MAR 31 1932
418P RKO RADIO PICTURES=WUX NEWYORK NY=

QUOTE JIMMY STARR HERALD EXPRESS SYMPHONY OF SIX
MILLION IS OF SUCH RARE QUALITY IT DESERVES EXTRA
ORDINARY RATING NOT ONLY ADDS PRESTIGE TO MAKERS
BUT TO ENTIRE INDUSTRY STOP DAN THOMAS RECORD SAID
CONTAINS ALL ELEMENTS OF GENUINE AUDIENCE PICTURE
STOP HOLLYWOOD REPORTER SAYS HAS EVERYTHING A
SUCCESS SHOULD HAVE PICTURE HOT FOR ANY
AUDIENCE.

A STORY OF HUMAN HEARTS
NOTHING MORE
BUT NOTHING LESS!

**THE CITY!...CRUCIBLE OF DREAMS.
SOUL RISES A HUMAN STORY..LIFE
HOPES ..WRITTEN INTO AN IMPERIS**



FANNIE HURST'S SYMPHONY OF SIX

IRENE DUNNE RICARDO CORTEZ GREGORY RATOFF ANNA APPEL



MILLION

DIRECTED BY
GREGORY LA CAVA

DAVID O. SELZNICK
PRODUCTION

RADIO SETS A STANDARD

SYMPHONY OF SIX MILLION THE LOST SQUADRON

COMING

JOHN BARRYMORE
HELEN TWELVETREES
STATE'S ATTORNEY

*Screen Play by Gene Fowler, Author of
"The Great Mouthpiece" and Roland
Brown, Writer of "Doorway to Hell."*

KING VIDOR'S
**BIRD OF
PARADISE**

DOLORES DEL RIO JOEL McCREA
'Skeets' Gallagher John Halliday

*From the most successful play in American Stage
History by RICHARD WALTON TULLY*

ANN HARDING
**WESTWARD
PASSAGE**

*Best Selling Novel by Margaret Ayer Barnes;
Winner of last year's Pulitzer Prize*



PHOTOGRAPH BY
S. H. GOTTSCHO

Tiff to Market Gaumont British In U. S.; Powers Gets BIP Product

British film companies will not attempt in the future to sell their own pictures in the United States, American sales and distribution methods will hereafter be used on the British films. Through separate contracts closed during the week, product of the two major British companies, Gaumont British and British International, go into the hands of American companies for distribution on this side. Tiffany taking over the Paramount films and Pat Powers getting the B. I. pictures.

Arthur Dent, head of B. I. P., and Maurice Oster and William J. Zell of Gaumont, all sailed on the Europa Friday (1) after having handled and closed the New York negotiations.

The Powers Deal
Dent's deal with Pat Powers calls for Powers to take over the entire B. I. P. American company, including its exchanges and offices. All of B. I. P.'s assets in New York have been let go, with a new Powers staff taking charge immediately. Contracts with William Raybell, B. I. New York sales head, and Sydney Garrett, B. I.'s previous New York chief, were settled Friday afternoon (1). Stanley Whiteley, secretary, resigned several days previously, but will stay on another week to close up details. A. B. I. representative will be named in several days to go into the Powers office as representative of the British firm, although Arthur Dent and John Maxwell, heads of the parent company, will remain on the board of directors of Powers' new American company.

Powers will sail for London in about a week or two, there to further get acquainted with the company's program. He will also acquire a block of stock in the new British company while in London.

Gaumont's deal with Tiffany is on a reciprocity basis, with each company handling the other's films in its own country. Gaumont has never had a New York exchange or attempted to distribute on its own here.

Powers is considered quite important for Tiffany, also, since it means Tiff pictures will get a break on the big B. G. Theatre circuit in England.

Before sailing, W. J. Zell denied that he had attempted, while in New York, to buy back the stock in Gaumont held by Fox, one of the reasons he had been rumored as being here for.

It's the third big European picture company to turn U. S. distribution of its product over to American hands. Ufa of Germany having several weeks previously closed with Leo Brecher, New York indie, to handle its pictures in the U. S.

Loew, Seidelman Due Home

Arthur Loew, M-G-M foreign head, and J. H. Seidelman, Paramount foreign chief, are due in New York Wednesday (6) after European visits of about two months. Seidelman, who recently changed his company's European production personnel and set production programs for Paris-London and Paris studios.

Sam Eekman, Jr., Metro's London chief, will follow Loew back to New York, sailing on the same boat two weeks later.

Belgrade Cinema Burns

Six persons were killed and 40 wounded in a fire which destroyed the Stella theatre (film) at Zagreb, Wednesday (30). Six story theatre and building were burned to the ground.

Willy Forst, one of the best-known German actors, closed an engagement the night previous after personal appearances.

Most of the injuries consisted of broken legs and arms sustained by persons who jumped from the upper stories.

METRO'S FRENCH SYNCs

Metro will make French sync versions of 'Mata Hari' and 'The Passionate Plumber'.

Marquis de La Palaise will direct the former and Claude Larn the latter.

FIRST ARGENTINE-MADE

Produced With Gov't Subsidy to Nurse Native Film Trade

First Argentine-made talker 'La Via de Oro' ('The Way of Gold') arrived in New York and is being readied for distribution in foreign houses. Ferdinand Lupierini will handle the local distribution.

Picture was produced by Arturo S. Mom with co-operation by the Argentine government in an attempt to get a film producing industry started. Mom also has governmental support for several more features.

PARIS CENSOR GETS TO WORK

Edmond See, newly appointed Paris film censor, says he intends getting right to work on American product. Films have been held up several weeks due to change in the regime and pending quota legislation.

See says he will examine imported films, dubbed or otherwise, as though there were no new legislation en route.

It had been feared there might be a several months holding up of imports, which would have meant headaches to American companies.

ENGLISH SUNDAY BILL UP, PASSAGE DOUBTFUL

London, April 4.

Second reading of the bill legalizing Sunday opening for film theatres comes up this week and the measure will probably get the preliminary passage.

A critical time for the bill will be the third reading, when the Sunday Observance association, understood to be massing an attack, will be heard. Feeling here is that legalizing Sunday openings has a small chance through the provincial voters being religious-minded.

Blanke's Chance

Hollywood, April 4.

Henry Blanke, former head of Warner's foreign dept. and more recently supervisor on domestic productions, has been given the directorial assignment on the French direct shot of 'High Pressure'.

Andre Luguet will take the Powell role in the export version.

Soviet 16mm. Deal

Berlin, March 25.

An agreement has been made between the Welfilm company and the trade department of USSR (Soviet Russia) with regard to 16mm films. Welfilm company has the right to reproduce about 20 films, in which are included 'Potemkin', 'The Blue Express' and 'Storm over Asia', for Germany as well as most other European countries.

Welfilm also has all rights of release of these small film pictures to schools and private organizations, etc., but not in trade channels.

GARBO'S FIRST SYNC

Culver City, April 4.

First of Greta Garbo's pictures to get synchronization at Metro is the French 'Mata Hari'. Picture started Saturday (2) with a 20-day schedule. One of the longest Metro has given to any of its sync companies. Marquis de La Palaise is directing. Italian 'Mata Hari' will probably start this week. German 'The Champ' and French and German 'Passionate Plumber' also go into production shortly.

METRO'S FRENCH IMPORT

Hollywood, April 4.

Metro has imported Rene Fleish, French stage actor, for synchronization.

All-French Sound

Brussels, March 24.

'Mam'zelle Nitouche', film version of Hervey's celebrated operetta, now being shown at the Palace Cinema. Legs, is billed as a French dialog, French songs and French Laughs.

THIRD OF RR CINEMA DEPOT CHAIN IN PARIS

Paris, March 24.

First French theatre to be opened in a local railroad station is Reginald Ford's newsreel house opening in the Saint Lazare station. This is the third of his chain. His first two houses were opened with a steep with the daily 'Le Journal'. This one's steep is 'Paris Midl'.

House, scaled at 12 and 16 cents, gives a 40 minutes show from 3 a. m. to midnight, and seats 275. Sound equipment is R. C. A. A new feature is the 'invisible ray' installation in front of the entrance, with the entering automobile as the patron crosses the beam. Train departures and arrivals are projected a few minutes before they take place on the wall close by the screen. There is also a luminous clock.

Spain Calls for Films, Discs for Education

Madrid, March 22.

'Cinema, gramophone and broadcasting will be the best cultural tools as regards education in Spain,' says Don Fernando de los Rios, minister of public education.

The new Spanish budget which is now being discussed by the Spanish Cortes includes an item of 1,000,000 pesetas for the purchase of radio sets, gramophones, records and cinema apparatus and films which shall be distributed among schools, social centers and popular clubs throughout Spain; the object being to screen educational films. The gramophone's duty will be to cultivate a love for classical works among the less cultivated classes.

Radio work will be installed at rural schools, where the teachers will get the peasantry to attend and listen to the concerts, lectures and reading of notes and agricultural instructions. As for lectures on farming, which shall be broadcast from central broadcasting stations to be created with the help of school and experts, and of broadcasts of lectures will begin as soon as radio gets have been installed throughout the land.

Mrs. P. N. Brink Dies

Paris, April 4.

Wife of P. N. Brink died suddenly at her home 'Sunday' (3) evening during the screening of 'Mata Hari'. Brink is Eastern European manager for Metro.

Mrs. Brink, who was formerly Jean Laird, will be cremated for burial in a new plot at Woodlawn, New York.

M-G's 3 Mos. Attempt to Film Soviet Activity Defeated by Buck-Passing

Hollywood, April 4.

Russian runaround any American producer can expect to encounter in that country is described by Oscar M. Carter, who recently went there with a cameraman to get background stuff for Metro's proposed Soviet picture.

He had no trouble getting into Moscow with camera equipment and 50,000 feet of negative film, but after a three months' runaround he crossed the border with his 50,000 feet still unexposed.

At first Carter was told he would be permitted to film his stuff if he engaged a native cameraman and assistant, and paid 50,000 10% of the cost of the film used, plus expenses. This was agreeable to him but he was told to come back later for full completion of the deal.

Official No. 2

On returning Carter was unable to communicate with the first official but a second one stated he would allow the American to film if he agreed to pay \$4,000 in bribes enroute the native technicians.

Flirt with French Coin for Joinville; Par Will Likely Reduce Film Output

LANE'S STUDIO JOB

Comedian as Producer for BIP Under Year Term

London, April 4.

Lupino Lane has joined British International as a producer. It's a one-year arrangement with Lane getting \$760 a week.

Lane is to work on the new terms June 1.

COAST WARNER MEN ORDERED TO ENGLAND

London, April 4.

Randall Fayer and Scott Darling, both British, left Warner's Hollywood studio for England April 3.

Consequent upon Jack Warner's decision to make the Teddington studios the center for European production, Arthur Sallaman, 17 years with Warners on the coast, is leaving immediately for England. He will take over the studio management of the British Warner studios.

Terrell Morse has also been called over here as head cutter.

PLUGGING GERMAN HIT SONG TO TILT RENTALS

Bolestering a film through premature publishing and plugging of its theme song is a new stunt being tried by the Ufa-German film, 'Tempt of the Mona Lisa'. Film, in a dubbed English version is now ready but won't be released by Radio until September. Meantime the song 'Why Do You Smile, Mona Lisa', has been published by Feist and is being given extensive plugging.

First blast on the song came Tuesday (29) when it was sung by Joe Moss orchestra on the Lucky Strike hour, and song will be pushed in the air as much as possible.

Same time Radio has asked Tobis Publishing, through whom it bought the film, to show it immediately in German and foreign name sure-seaters.

Radio's idea is that if the song can be boosted into a hit, it will make the sale of the picture nationally easier.

Film when released may have title switched to 'Why Do You Smile, Mona Lisa' in keeping with the song.

Paris, April 4.

Paramount has been blithely inviting French capital to invest in P.-P. Joinville plans and plants. So far nothing has come of any negotiations or overtures that have been attempted. Par, however, does not intend to give up Joinville plant and production will continue.

From the outlook concerning the Par may cut its program over here to effect economies which company overseers in the States deem necessary. Belief is that Joinville will remain on its three months program schedules although after J. H. Seidelman, Par foreign manager, arrives home in New York some more shifts may be effected. Seidelman was here on his usual periodical visits, but this time particularly scanned the income versus overhead angle in the European end.

It is known that Sam Katz, even on this side, has been keenly eyeing the foreign situation and what he and Seidelman may decide to do for the home office to give out.

Local thought, however, is that the Joinville plant will possibly curtail and spasmodically shut down between programs to effect savings.

UFA TRIMS WEAK SPOTS, 4 MORE THEATRES OUT

Berlin, April 4.

Ufa is reducing its theatre holdings all down the line, trimming off the weak theatres wherever possible. Four newest to be relinquished are all in the province. They're the Tonhalle, Bochum; Taubentienplatz, Breslau; Ufa-Palast, Koblenz and Ufa-Palast, Oerhausen.

One week ago Ufa announced the relinquishing of four theatres in Berlin proper.

Closed Cinema Balks English Town Censors

London, April 4.

Pavilion, Beckenham film stand made famous through local censorship, closed down for the duration of local interference.

Cinematograph Exhibitors Association threatens fighting the local council on the grounds of restraint of trade.

Germans Buy Shorts

Tiges, German distributing firm, has taken 11 Van Beuren shorts for distribution. Nine are Grantland Rice Sportlights and two cartoons.

Pictures were sold to Tiges by RKO, which holds the American distributing rights.

W. E. CUTS SERVICE RATES

In order to compete more easily with local equipment featuring very low maintenance charges or none at all, Western Electric have reduced their own maintenance charges.

Though realizing that servicing is important to the business, local exhibitors have always glibbed against paying for maintenance.

DESANO UNDER KNIFE

Paris, April 4.

Marcel Desano, back from Hollywood, suddenly went under the knife for appendicitis.

Doing nicely.

John Carstairs' Tour

London, March 26.

John Paddy Carstairs, son of Nelson Keys, after being under contract to Associated Radio Pictures for some months, is leaving in June on a world tour, including Hollywood.

Plans to return to England in the winter.

Rain in Paris

Paris, April 4.

Week end wet here. Grosses ditto.

...loved like a man!

The GAY CABALLERO
WITH
GEORGE O'BRIEN
VICTOR McLAGLEN
Conchita MONTENEGRO
A FOX Film
ROXY
716 AVENUE OF 30th STREET

EXHIBITION

Got Sunday Shows

In telling in a recent letter he cleared the way for Sunday shows in Hamilton. He expressed the opinion that the opposition held him more than it realized, though, the advertisement after that, that some of its paid advertising had been injudicious and had aroused opposition rather than support. Mr. Miller, who manages the Smalley theatre for that chain, worked a nice campaign, but he placed the greater emphasis on the value of the personal friendships he has made with practically everyone in town except the bigots.

Miller had to compete with the ultra-church element and the faculty of the local college. He has a majority of the church element aligned themselves with the ultras, the opposition would have been defeated, but Miller talked about nearby towns which had Sunday shows—Troy, Syracuse, Oneida and other places with open Sunday shows. He let it be inferred that the town without Sunday entertainment must necessarily be regarded as a backward provincial by the open towns. And because he was the friend of most of the townfolk, he could put the finger on it.

With this mild propaganda established, Miller waited until the last possible moment to make his application for a referendum vote. This was permitted, and then he let the anti-grads to cut down the opposition by making statements so illogical and obviously untrue that they turned from their cause even some of the church vote. Miller did not use his screen or lobby, but did add a line to his current advertisement where the opposition was buying an occasional half page.

The result was that he carried the question by 49 votes, a narrow margin, but far different from the two to one against, which had been so freely predicted. In passing, it is larger than the vote for any candidates for trustee received. He ran ahead of his ticket.

And he ascribes much of his success to the fact that he makes friends with everyone. He has no animosity in other towns, and his managers who placed themselves on a pedestal and injure their popularity beyond the point of usefulness. He mixes, and mixes thoroughly, and that's one reason why the opposition was carried over. The other was the town wanted Sunday entertainment.

Big Wires

Universal hit something different in a 12x18-inch telegram. The letters a quarter-inch high. Message announced "Tom Mix's first, Deputy Riders Again." Nothing new to the idea of big wires, but each message was filled in with the name and address of the recipient, which made them sit up and take notice.

Chance for Poets

A poetry contest is being conducted by newspapers in cities that "The Wons" plays with the "Cameo Quarter Hour" troupe. A money prize is offered for the best poem. The contest is read by "The Wons" troupe, "Book" morning broadcast over the Columbia chain. Corner prize winners receive autographed copies of "Wons" book, tickets to the theatre, or both.

More Color

Wally Caldwell, manager of Loew's Valentine, tied up with "Loew's-Dee" on a fifty Tarzan strip. The "Bee" (Socorro) ran daily Tarzan strip and co-operated with Caldwell in a strip-coloring contest.

House received over 100 inches of advance advertising on the classified page, alongside the strip. More than 1,000 entries were received in the contest, with tickets going to the winners. A two-column box on page one of the paper told of the contest and the picture at the theatre. "News-Bee" carriers delivered more than 15,000 "Loew's" tabs to readers of the sheet.

Timely Bally

Des Moines. H. R. Sheridan, manager of the Des Moines, got good returns from exploiting "One Hour" by putting a parading a man in the loop equipped a beaver board square that completely covered the man's face. The board representing a clock. On each clock face were pictures of Chavalier and the inscription, "The Man of the Hour," together with the name of the picture and name of theatre and dates.

Campaign Ducats

Portland, Ore. They used to give out campaign cigars, but Ted Gable of RKO figured there was no better propaganda in that kind of electioneering. Campaign ducats are the new Gable

trinkets. Ducats are good for showing a candidate's campaign meeting and make a better gift than the fleming voters than a foot of combustible rope.

Ducats are especially engraved by the political aspirant who hands them out. He pays for those turned in at the door.

One Sample

Looking for a giggle, a manager advertised that he would exhibit the genuine "Beast of the City" when he played the picture. More than that, it would be in the lobby where everyone could see it free.

The beast proved to be the most forlorn looking alley cat the manager could find, established in a wire cage with a kiding placard.

Cold for Cola

Schenectady, N. Y. First direct tie-in for a merchant concern with RKO theatres here was the distribution of Coca-Cola to the patrons of the Plaza. Bob Underfield contacted the drink company for a supply and then got the loan of a G-E refrigerator to keep the fluid cold. Well weathered stuff if the soft drink firm would go for it.

A Slight Error

Denver. What a great help the home office was at times. Chaffin Foster, of Denver, arranged a setup with Postal calling for the distribution of several hundred telegrams in the theatre, the proposition depending on the receiving of the copy in a bonafide telegram from New York. Manager Jerry Sigmond, who had the Public home office about the deal, requesting them to return the telegrams at once—and they did, by Western Union.

Gaggy but Good

It may sound a trifle far-fetched, but Fox-Dee theatres are putting "Mata Hari" over as "Greta Movie Season." An idea for the little fellow who have not yet shown the picture.

While it's palpably a gag it gets the laugh.

'Strange as It Seems' Tieup

The Minnesota (Public) has copied off a double column story every day for more than two weeks in the "Tribune" as a result of a tie-up on a "Strange As It Seems" contest.

The newspaper uses the regular feature and the Minnesota is contributing free tickets for the best "Strange" dope concerning Minneapolis. Every story with its two-column head carries a plug for the Minnesota's tie-up. The newspaper, which will have Jack Malverich, house organist, playing a number of his own, called the "Strange As It Seems." The theatre is giving the newspaper some screen advertising and supplying the free prize tickets.

Midnite Lobby Dance

Easton, Pa. Rialto, Allentown, started something new when they had a lobby dance after the 11 p. m. show. Purpose was to usher in "April Shower of Fun" which continued until one o'clock in the morning.

State, Allentown, started "Barrel of Fun" nights on Thursday nights, Murry Livingston, the stage m. e., in charge.

Novelty Organ Stand

Ted Meyer, Loew's State organist, showed a new idea for novel organist by having local telephone company to install a phone attachment for his mike amplifying set. Audience was skeptical about phone being used, but when the organist played any requested number and let crowd listen in through broadcasting system. A majority of ladies built up when one guy called out a number which contacted a hard-bodied honky-tonk.

Planted calls to Edgde Meisler, house manager, who realized organist for four notes, and radio station manager helped build up comedy. Phone calls were used to suggest appropriate illustrated songs for "Mickie" and until Mr. Meyer of the action in "Are You Listening?" (M-G.) but Meyer claims to be first to work it out practically for organ novices.

Street Car Plug

Dallas. Into RKO Capitol, Joe Epstein, went up with local trolley firm to stress economy in riding a street car to the theatre. He got the proposition boys got theirs via lobby and screen space, for which Miller rated placards in the cars.

Gable Revivals Click

Cleveland. Inspired by the Clark Gable voice, Loew's Liberty booked a series of old Gable releases for Palm Sunday week. On the toughest week in the year, revivals attested to start popularity by doing unexpectedly good business. Good showmanism in lobby displays and explanation built up interest.

Encouraged by success of stunt, Loew's plans revival series of other popular star films for future week weeks.

Local Talent Talker

Dallas. Although mercilessly overworked, native talent gag still has b. o. appeal here. R. G. T-Rexas, classmate, hooked up with Melvin Barker, promoter, for a comic two-reeler, "Secrets of a Co-ed." Billed as town's first home-made talker, for midnight mat.

Barker took care to load his cast, 54 in all, and that got enough relatives and friends to pick up a thespian for free trip to Hollywood, plus \$100 for spending money. Papers co-operated with heavy plug.

Argumentative Bally

Dallas. To arouse customers' interest in "Arsene Lupin," Loew's Liberty Short-crest argument with "News" banner as to which Barrymore is the best actor. Got considerable space and same time dared attention for 30-word letter contest on same subject, with usual free ticket contest. Idea of argument here, but stunt helped the b. o. regardless.

Native like the argument gag. Previous try by Short on "Guardman," regarding censorship, probably saved that pic from a first-class nose-dive.

Dialog-Writing Contest

Cleveland. Film review contests run by Loew's Liberty in conjunction with one sheet have been doing a foppo until M. A. Maloney changed them to dialog-writing contest. Idea of running stills and synopsis of film in "Plain Dealer," with printed entry for what stars are supposed to be saying, now getting 60% more responses. Doesn't require that contestants must see plot, a but build up their interest better than old reviewing stunt, which is about dead here. Small cash prizes and tickets make a cheap but effective bit of exploitation.

Plaster the Cars

Bannered trolley cars are familiar enough out of town, while Brooklyn trolleys carry dash signs for some of the shows across the city, but plastering New York City lines is something different.

Warner Bros. are working it for "The Crowd," called the Winter Garden, and as the lines are not provided with the usual frames to take dash signs, the posters lacked the window of the dash on the right hand side of the motorman, so that no matter which way the car turned the bill comes head on to the waiting passengers.

Unusualness of the stunt is exciting more than the usual comment.

High School Acros

Fairmount, Va. Fairmount theatre, WB house here, had a real attraction in 20 girls and 8 boys from a high school gym who went on in an acrobatic act that was a revelation. Cost the house nothing, as the school coach was anxious to show off his pupils. Let the paper know and they would have had one, an experienced trainer and the troupe asked no al-

lowances because they were amateurs. Girls wore clown suits instead of the usual blue. Otherwise it looked like a professional act. Same house has recently been collecting a lot of publicity because Chickie Sawyer, who works in the Mickey Mouse club shows won a contract for the Warner lot. Only three years. Second child to go from Fairmount.

Private Critics

In almost every large factory or store there always are a few of self-constituted critics who make a point of seeing every show and who pose in their circle as film critics.

Frequently it pays to spot and cater to these arbiters, either through giving them passes and then or giving them access to the press books and trade papers for advance information. Play up to their feelings of self-importance, as they can often steer much business into the house.

The only trouble is that sometimes it goes to their heads and they put thumbs down on everything. It is a good plan to spot them and watch their reactions. If they give promise of swelling up, lay off.

Bread and Bills

New Haven. For "Tarzan," Fox-Poll has unique lobby display of large board mounted with cut-out letters spelling "Tarzan," letters being made up of stils from film.

For "Judge Dredd," Fox-Poll ran competition among children for best model of home-made airplane. The contest attracted a good crowd to show, and cash prizes to best models.

For general publicity, Paramount has tied in with local baker who distributes inserts showing current program, along with his products. Inserts have single letter printed on back and enough inserts to spell out name of baker's product get free ticket from theatre.

Judged Barrymores

Austin, Tex. To stress the appearance of two Barrymores in "Arsene Lupin," L. O. Daniel, Jr., of the Queen, asked for 25 persons to attend a preview and sit in judgment. About 100 applications were received, from which the selection was made, each being taken to include some well-known names, though the names were supposed to go to the first 25 to apply. The picture was to open on Sunday and the judging session was held on Friday before with the evening papers reporting that the judges were unable to reach a decision. Public was left to figure its own dope.

Looks as though a good bet had been overlooked when the public was asked to vote. That has been done, and with success.

Wiregram

Akron, O. Ernie Ausgaten of Loew's put out 10,000 fake telegrams jointly signed by Lionel and John Barrymore, telling Ausgaten "Arsene Lupin" was being shown at two theatres in one picture. Ausgaten figured that that was what he had to sell. He let the public know that the remainder were delivered by the messengers of the Postal, which was in line with the stunt.

Ausgaten also got a break in every paper in town when he changed the story. As the sheets played up the story, giving emphasis to its anti-glare properties. Loew's Liberty had been sprucing up and every addition gets into the papers.

BEHIND THE KEYS

Phoenix. Vaude changed from Orpheum to Rialto, Public Market, March 30. Acts now staged last halves booked from Los Angeles.

Los Angeles. Harry Lustig has returned as branch manager at the Warner-East National exchange here.

Kansas City. Barney Dubinsky of the four Dubinsky brothers has been named as branch manager of Liberty here. Since the merger of Public-Dubinsky houses in this territory, the four brothers have operated the entire chain outside of Kansas City, but will now give his personal attention to the two key spots.

Seattle. Homer Gill, northwest RKO division manager, announces changes of

Joe Cooper from Orpheum, Spokane, to Orpheum, Portland, as manager. Cooper, who was in the business, resigned to go with Parker interests in Portland; Joe Andrus, secretary to Gill, to Spokane, as manager; George Crisman succeeding Andrus.

San Francisco. T. D. J. circuit has sold the Mystic, Petaluma, and Cline, Santa Rosa, to Lawrence Borg and Dan Remondino. Will close the houses for remodeling.

Pat Stevenson is opening the new, new 500-seater in Carson City, Nev., this month.

Hollywood. Two additions to the Fox-West Coast publicity staff are G. H. Kirkpatrick, lobby artist from the Paramount, and a new manager, exploitation from the Chinese.

Both temporarily assigned to the opening of the Fox Florence.

RIVAL OPER. UNIONS PICKET ONE ANOTHER

Minneapolis, April 4. The Independent Motion Picture Operators' Union, Inc., which furnishes booth operators at a lower scale than the regular A. F. of L. affiliated union, is combating the latter organization with its own weapons. When the A. F. of L. picketed the Riviera, Rock Island, Ill., because of the latter's employment of an independent union operator, the Independent union retaliated by picketing the Fort Armstrong theatre in the same town. It was probably the first instance in show annals of a house employing A. F. of L. union labor being picketed.

The banner carried by the A. F. of L. union picket in front of the Riviera read: "This is the only theatre in Rock Island that does not employ a union operator." T. J. Burnett, local business manager for the independents, in charge of the situation, protested in vain that the Independent man in the Riviera booth was a "union" man, even though he was a member of the A. F. of L. body. He then employed a picket to carry a banner reading: "This theatre is unfair to organized labor of the M. P. O. Inc., Tri-City Local, No. 103."

The manager of the Fort Armstrong demanded that the mayor take away a policeman who was induced to arrest him when he would not leave after being ordered away. A charge of malicious mischief was lodged against the picket, C. W. Liedtke, who remained in jail over night and then stood trial. The court dismissed the case and expressed the opinion that neither union should be permitted to do any more picketing.

Two prominent local neighborhood houses, the Lake and the Nile, have also been picketed by the A. F. of L. in their booths, according to announcement by Burt Carlisle, national business manager, who maintains headquarters here. Both houses are being arrested by the A. F. of L. union, as is the Falls theatre here, where the operator, a member of the independents, is a brother of the owner.

B. & K. Figuring to Sell Loop Roosevelt

Chicago, April 4. Faced with a shortage of film for the Roosevelt, which has been dipping in red ink for a long time, Public-B&K is seriously considering getting rid of the theatre, but not as another picture house. B&K is willing to negotiate a deal with any non-Showbusiness concern with the understanding the house will be torn down and a commercial structure erected in its place.

Some time ago Marshall Field placed a lot of trouble in the street from the Roosevelt, offered B&K something like \$1,000,000 profit for the site, but at that time the circuit wasn't interested. Now it is doubtful if the department store is.

Roosevelt theatre, property and all, is owned by Public outright, having come over to the Public-B&K deal at the time the two chains merged. Originally the house was built by the Ascher Bros. and opened by them as a combination film and stage show house, with the Aschers doing their own stage producing. Balaban and Katz stepped in before the first year was out and bought the property for \$25,000. That was about 10 years ago.

Roosevelt has been in straight platters since and most of the time has run at a loss. Since the United Artists and McVicker's operating the same policy, it became increasingly tougher to find pictures for the Roosevelt. Frequent repeats and stage shows were necessary, and even outside films booked in to keep the house going. Last week, for example, the house was compelled to play an indie picture, "Hounds Captive."

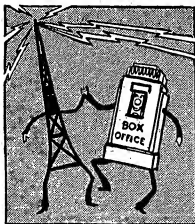
Absolutely

FREE

Like throwing **\$10,000.00**
RIGHT IN YOUR LAP

EVERY WORD MEANS \$\$\$
TO YOU *Read Carefully*

LINKS YOUR HOUSE & RADIO STATION



● At absolutely not a nickel cost to you, Fox has arranged a sensational good-will and box-office tie-up between YOUR THEATRE and your LOCAL BROADCASTING STATION *no matter how big*. It will put you in right with them for years to come.

6 FREE 1/2 HOUR BROADCASTS



● Fox supplies you — *for the asking* — with electrical transcription records for six one-half hour radio programs — one each day. They give you "The Trial of Vivienne Ware" *word for word* as it was put on in the original broadcasts that were the talk of the country.

RADIO STATIONS WILL GRAB IT

● Stations BIG AND SMALL will grab for

The TRIAL of VI

with **JOAN BENNETT** & All Star Cast

this unprecedented radio build-up for YOUR screen . . .



it. And put it on free. They know the unparalleled success "Vivienne Ware" excited wherever broadcast. *They want it!* ESPECIALLY since there is not a single line of advertising in the entire six broadcasts. BUT THERE IS A WAY FOR YOU TO CASH IN BIG.

YOUR HOOK IN



● The six broadcasts are a teaser. They build up an immense popular interest in the solution of the murder. Experience has proven that

thousands of listeners write in their opinion. BUT ONLY YOUR THEATRE TELLS THE SOLUTION!

GET THE SPECIAL BULLETIN



● Fox is preparing a special bulletin showing you how to handle this sensational stunt *step by step*. Armed with this information, you can go to any local station and be assured of a tie-up. In the meantime, see your local Fox Branch Manager for advance details.

Another sensational
move by **FOX**

VIVIANNE WARE

Directed by WILLIAM K. HOWARD

**Put Your Box
Office in His
Hands for the
Most Profit-
able Business
You've Ever
Had!**



MAURICE
CHEVALIER

IN AN

Ernst **LUBITSCH** *production*

"ONE HOUR WITH YOU"

with

Jeanette MacDONALD

GENEVIEVE TOBIN

ROLAND YOUNG • CHARLIE RUGGLES

Directed by
ERNST LUBITSCH

Assisted by
GEORGE CUKOR

From a Play by
LOTHAR SCHMIDT

Music by
OSCAR STRAUS

From New York where it's now in its second big week at two theatres to San Francisco. From Canada to the Gulf of Mexico. This smash hit is the rave of the entire country. Every box office is reaping extra profits! Maurice Chevalier, the showmen's best pal! "One Hour With You" the most effective box office tonic ever produced. *Oh you lucky showmen!*

PARAMOUNT

Par's '31 Profit at \$2 a Share, Figure \$45,000 1st Quarter Loss

Dorothy Knapp; A. W. Penfield, at a cost; \$104.28.
 -New Lyceum Theatre Co.; William Harris, Jr.; \$35,597.52.
 -New Lyceum Theatre Co.; R. C. Simpson; \$25,897.52.
 -New Lyceum Theatre Co.; G. S. Sherman; \$17,554.26.
 -New Lyceum Theatre Co.; Daniel Frohman; \$17,582.45.
 -New Lyceum Theatre Co.; Chas. Frohman, Inc.; \$113,589.45.
 -New Warburn Studio of Stage Dances; W. L. Warburn; \$1,000.
 -Julius R. Leventhal, Inc.; State Industrial Comm.; \$1,000.
 -Gene Bush; Frank Gillmore, as propt.; \$1,000.
 -Plumtree Theatre, Inc.; and Maurice Williams-Gal. Inc.; \$331.32.

Oh! Kay!

what you'll do to those box-offices is everybody's business!



Get set now for the new **KAY FRANCIS**
as Warner Bros. present her in

MAN WANTED

Absolute proof that "Crowd Roars", "Alias the Doctor", It's Tough to be Famous" and "Play Girl" are only samples after all!

"THE CROWD ROARS" FOR WARNER BROS. HITS

with
David Manners
Guy Kibbee
Una Merkel
Andy Devine
Kenneth Thomson
Directed by
William Dieterle

"VITAGRAPH, INC., DISTRIBUTORS"



FAMOUS DATES IN AMERICAN HISTORY



February 22, 1732 — Washington's Birthday

February 12, 1809 — Lincoln's Birthday

November 11, 1918 — Armistice Day

APRIL 12, 1932

The opening of

GRAND HOTEL

at the ASTOR THEATRE, New York City

*(not an advertisement, but merely
to record a great event)*



Metro-Goldwyn-Mayer presents



GARBO - John **BARRYMORE**



Joan **CRAWFORD** - Wallace **BEERY**



Lionel **BARRYMORE** in



GRAND HOTEL

with LEWIS STONE—JEAN HERSHOLT

An EDMUND GOULDING Production

The Biggest First Night in Screen History

Chi Union Head Leads Plan for Exhibs' Relief

Chicago, April 4. Faced with the prospect of a wholesale shutdown of indie theatres here this summer, pandic exhibitors are again appealing for help from the unions. Operators are the first to respond. Tom Maloy, head of the booth men, has come out with an open statement that he will do everything in his power to keep theatres open and thereby also preserve his organization.

Exhibitors' problems have reached a dangerous point with more than half of the approximate 230 indie houses here threatened. Most of them are prepared to fold unless immediate relief arrives. With thought in mind to save the situation, if possible, and at the same time to preserve his own organization, Maloy called special board meeting last week, which is to be followed up with more confabs this week to discuss means and ways of relief for the exhibs.

While not generally known, it is authoritatively reported that more than 200 union operators are behind in their pay envelopes, the union going along and taking it on the chin. Unlike the aftermaths of similar conditions existing in other cities, where uprisings and bombings have occurred, all has been quiet on the local front. Not since the last outbreak between Allied

exhibs and the operators last fall has any trouble been on tap. There are about 80 theatres here operating with one union man in the booth, the owner or manager taking the second man's place. Besides this a general cut of 25%, including circuit houses, was put through by the union. Since then the operators' union, through Maloy, has effected further reductions dealing with individual cases. Exhibs by the group have been flocking to Maloy's office daily. No definite plan has yet been decided upon. Maloy is taking matters in his own hands, disavowing any reproach that may be forthcoming from his associate crafts. Maloy is candid in admitting that he is out to preserve his organization and will go the limit to help keep theatres open so that his men can keep on working.

Stench Bomber's 6 Mos.

Spokane, April 4. Kermit Ness, 18, a printer, was given six months in the county jail on a conviction of placing stench bombs in the Egyptian and Ritz theatres. He had been under observation for some time. Both houses are non-union. Ness refused to disclose who was behind move and denied he was to blame for the bomb acts.

FREDDY IN CHARGE

San Francisco, April 4. Since the recent death of Lawrence Crook, president and general manager of National Theatres, Walter Freddy has assumed presidency of that circuit. Homer LeBallister is sitting in the g.m.'s chair, stepping up from the assistant's post.

Musicians Cut 10% In Minn., but Operators Advance Counter Bids

Minneapolis, April 4. Musicians here voluntarily have taken a 10% cut on account of poor business. Operators have refused to accept a flat 10% slash, but have countered with an offer to drop 10% from their weekly stipend up to Oct. 1, 1932, and 7½% thereafter. This, however, is not acceptable to Publix, RKO and United Artists.

After the operators are disposed of, the circuits will not bat with the stage hands, with a 10% cut as the objective.

Two weeks' notice has been posted at the RKO Orpheum but it is stated that the house is not planning to discontinue vaudeville or close, but has the notice up just for protection.

PA. EXHIB HELD UP, SHOT

Easton, Pa., April 4. Two bandits shot and seriously wounded John Pavini, 52, who is the owner of a chain of small theatres around the coal mining district in Pennsylvania. Pavini was shot as he walked from his garage after parking his automobile for the night. The gunmen took \$50 from him after the shooting and fled in a waiting automobile.

WE TAKES 'SIN'

Hollywood, April 4. Warners has purchased the picture rights to Alberta Stedman Egan's novel "They Call It Sin." Presumed to be for Barbara Stanwyck.

MANAGER ARRESTED

Abducting N. Y. Manager Asst. Caught in Frisco

Middletown, N. Y., April 4. Windsor G. Bliss, former assistant manager of the Paramount here, and prior to that on the house staff of Loew's State, Syracuse, was brought back here from San Francisco, where he was arrested on a charge of stealing \$700 from the local theatre.

Bliss, according to the police, fled from Middletown a fortnight ago, leaving behind his wife and child. When picked up in "Frisco," he was without funds and negotiating for a hotel job.

Independence, Ia., April 4.

Two employees of the Grand, Darrow Kiggins and Claude Saunders, are in the county jail in default of bonds after having been arrested by the sheriff on charges of larceny. They are accused of failing to turn in a billfold containing \$50 which William Campbell, Jesup postmaster, claims to have lost in the theatre.

Costly Candy

Hollywood, April 4. Mother of Richard Chandler, age five, is suing the Mirror theatre here for \$21,000. Charges that a candy vending machine fell on the child when he pulled the lever.

VA. WON'T MOVE CLOCK

Lynchburg, Va., April 4. Theatre interests opposed daylight saving time when city council considered adopting the measure. Resulted in defeat by a vote of 5 to 1. No other Virginia city appears to be considering a change in time, and councilmen held that the adoption by Lynchburg alone would be confusing.

Checking Firm Moves East Harry A. Ross' Federal Service is moving its main headquarters to New York from Chicago May 1. Company has been in business two years as a checking system on percentage playings for film distribute.

ECONOMY PLEA BY ALLIED IN N.W.

Minneapolis, April 4. The Northwest unit of Allied States, in session here, demands "lower costs all down the line," so that "wholesale ruin can be averted for Northwest independent show-houses." If the lower operating costs are not forthcoming, members predicted, more than 400 of the 600 independent theatres in the territory will close this summer, many of them permanently.

While fears were expressed as to what the summer will bring forth in the way of business, it was declared that grosses could not possibly drop much lower than they have been during recent weeks without reaching the complete vanishing point. Many of the members announced they were seriously considering closing for the entire summer.

Exhibs also were in rebellion against the Fox contract clause to prevent the resale of used paper and designed to put independent poster exchanges out of business.

Otto Rath, former St. Paul postmaster, was elected president, succeeding Bonnie Berger. Other officers are Barnie Benfield, Benson, Minn., vice-president; Abe Kaplan, St. Paul, secretary; and Max Torrado, Minneapolis, treasurer.

FREDA SULLIVAN
Featured Dancer
With F. & M.
"STITCH IN TIME" Idea

A LOEW PRODUCTION
"WHIRLIGIGS"
(April 2), Ohio, Columbus

4 FLASH DEVILS
S. W. WARREN C. C. GILL
C. P. WADE C. A. BANKS
"8 Feet of Flash"
Per. Dir. Harry Romain

BARTE and ARDEN

Dancers of All
TYPES, TINTS and TEMPOS
VIOLA and JERRY
La VERNE
"From Cave Man to Gigolo"
PAUL KEAST
Dramatic Baritone
Direction Lyons & Lyons
Chester Hale's Whirligigs

A LOEW PRODUCTION
"MAKE IT SNAPPY"
(April 2), Michigan, Detroit

AL
WOHLMAN
Dir.: Johnny Hyde-Wm. Morris Office

BERINOFF and CHARLOT
International Dancing Stars
HECTOR
AND PAUL
"La Tia Airline Out"
MULROY, McNEECE
& RIDGE
Dir.: Johnny Hyde-Wm. Morris Office

A LOEW PRODUCTION
"WESTWARD HI-HO"
(Week April 2), Paines, Washington

DON BARCLAY
FOUR
CARLTON BOYS
"Knocking Around"
Per. Dir.: Jrv. & Chas. V. Yates
CHESTER HALE'S HI-HO GIRLS
OSCAR RAGLAND
and
ROBT. C. PITKIN

A LOEW PRODUCTION
"CUBAN HOLIDAY"
(April 2), Penn. Pittsburgh

The International Comedy Couple
CLIFFORD AND MARION
Dir.: Lyons & Lyons

O'Hanlon and Zamboni

"DANCE CREATORS
Sight and Sensational"
Dir. Chas. V. Yates
THE 3 GOBS
STILL WORKING
HI-DE-HI
Dir.: Nat. Kachelin-Wm. Morris Office
JACK REID
"SINGING THE BLUES"
Dir. Alvin Karpis & Sam Beard
CHESTER HALE'S SENORITAS

A LOEW PRODUCTION
Vaudeville Review 6th Edition
(April 2), Loew's, Syracuse, New York

BOB
MURPHY
with
DICK and DOROTHY
Dir.: Murphy & Daly

AL and RAY
SAMUELS
JOHNNY HYMAN
"Word Magician"
Dir.: Lyons and Lyons
DAVE TANNEN
Koo Koo Komit
Dir.: Meyer North-Thank Miss Gillman
Chester Hale's Vaudeville Girls

A LOEW PRODUCTION
"FORWARD MARCH"
(April 2), Century, Baltimore

Terrell & Fawcett
"Falling For You"
Dir.: Eddie Meyers
CANDREVA 6 BROS 6
Dir.: Carroll & Dobson
LOYALTA'S
"Arabian Stallions"
Dir. Chas. V. Yates
CHESTER HALE'S FORWARD MARCH GIRLS

A LOEW PRODUCTION
"HI-LITES OF 1932"
(Week April 2), Valencia, Jamaica

JIMMY SAVO
"The Runaway Boy"
Dir. Sam Lyons

VANDERBILT BOYS

"Crownaders of Song"
Dir.: Phil Tyrrell
PEG LEG BATES
World's Greatest Monoped Dancer
Dir.: Nat. Kachelin, Wm. Morris Agency
CHESTER HALE'S HI-LITERS

A LOEW PRODUCTION
"DANCE DREAMS"
(Week April 2), Loew's, Jersey City

Buck and Bubbles
in
"Rhythm for Sale"
Personal Direction: Nat. Nazario

IVAN TRIESAULT
Famous International Dancer
and Pantomimist
OLIVE SIBLEY
"The Songbird of Two Continents"
Dir.: Cargill-Dobson
MARY MILES
Hollywood's Acrobatic Sensation
Dir.: Cargill-Dobson
Chester Hale's Dream Damsels

A LOEW PRODUCTION
"IMPRESSIONS OF 1932"
(April 2), Loew's, St. Louis

WALTER DARE
W A H L
"The Original Fall Guy"
With EMMET OLDFIELD
Dir.: Lyons & Lyons
PAUL LITTLE
In Person
Dir.: Lyons & Lyons
RITA DE-LANO
That Mountain of Blues
Dir.: Lyons & Lyons
FRANKIE FINN
Dir.: Tishman & O'Neill
Chester Hale's Impression Girls



NOW PLAYING
LOEW'S DeLUXE THEATRES

BERT GORDON

APPEARING AS

The SHERIFF

IN GREGORY RATOFF'S
CONDENSED VERSION OF

"GIRL CRAZY"

THIS WEEK (April 1)

PARADISE, NEW YORK



SCANDAL FOR SALE



CHARLES BICKFORD
ROSE HOBART
PAT (Front Page) **O'BRIEN**

Claudia Dell, J. Farrell MacDonald, Harry Beresford, Berton Churchill, Glenda Farrell.

**He spied on the private lives of others,
and screamed their misdeeds to the world!**

From the sensational
novel "Hot News," by
Emile Gauvreau.



Produced by Carl Laemmle, Jr. Directed by Russell Mack, director of "The Spirit of Notre Dame." Presented by Carl Laemmle.



STEP OUT WITH UNIVERSAL



PAID-TO-STAY-DARK HOUSE ENDS CAREER

Los Angeles, April 4. De Luxe theatre opposite Westlake Park, kept dark for years by Fox-West Coast on a protection lease for the Westlake theatre, half a block away, will be reconstructed for business use according to present intention of its owners.

Royal Realty Co. owns the house and is now spending \$20,200 in rebuilding the adjoining building. The De Luxe is next in line for treatment.



FLORENCE ROGGE

Mentor of the Roxy
Versatile Ballet

4th Year at the World's Largest
Theatre,

The Roxy, New York

2d Publix Mgr. Sought For Theft in Minneapolis

Minneapolis, April 4. For the second time in a month, a Publix house manager has been accused of theft. The latest is Walter Feist, manager of the St. Paul Uptown theatre and four years with the firm. He is in jail charged with stealing \$100 from receipts. He has been unable to furnish the \$2,000 bail fixed by the court.

Police are still looking for Dave Wells, former manager of the Public Grand here, whose accounts were found to be several hundred dollars short when he dropped out of sight. He has been missing for several months and a warrant has been issued for his arrest.

\$30,000 Back Rent

Los Angeles, April 4. Fox Chicago Realty Co. has access to its own bank account again after paying \$30,000, or two months' back rent on the Los Angeles Theatre building here. S. Tilden Norton, trustee for propertyholders, had attached the account.

Joe Leo is operating the house for William Fox who has a 99-year lease.

SAMSON MONTH

Buffalo, April 4. Exhibits in this zone are combining in a business testimonial for the manager of a local exchange of a national film distributor.

Local M. P. F. O. indie exhibs and all Comerford & Shine houses in the territory, have agreed to make the month of June "Sydney Samson Month." Samson has been manager for Fox here for a half dozen years. First time in local film history that a movement of the kind has ever been started from the exhibitors' end of the industry.

Par Borrows Smith

Hollywood, April 4. On loan from Metro, C. Aubrey Smith goes to Paramount for a part in the Maurice Chevalier picture, 'Love Me Tonight.'

Official Count

Detroit, April 4. With a lobby holdout, a man asked for the manager of the RKO Downtown. When the manager arrived the fellow requested he be passed through the ropes.

Tim a checker from the Michigan and want to count the people in the balcony, was his explanation.

NEW MINN-DAKOTAS INDIE THEATRE CHAIN

Minneapolis, April 4. A new independent theatre chain is being organized here to embrace houses in Minnesota and North and South Dakota, to be called the Independent Tri-State Theatre Co. Carl R. Michel, veteran film man, who has been appointed manager, claims that some of the larger independents are behind the venture and that interests will be pooled.

Members of the new company now operate theatre holdings representing an investment of \$750,000, Michel announces.

Brothers Get Theatre In C. W. Murphy Will

Chicago, April 4. Estate of \$2,000,000 was left by the late Charles Webb Murphy, former owner of the Cube hall club and a theatre at Wilmington, O. According to the inventory filed in Probate court, half interest goes to the widow and the other half to four nephews.

Theatre goes to two brothers, Frank and James, both of whom reside in Wilmington. Widow is chief beneficiary of stock holdings.

97 OF 945 DARK IN TEX.

Dallas, April 4. Local exchange figures show 97 wired houses dark in Texas during March; this out of 945 theatres. It's an increase of 12 over earlier reports issued around first of year.

Of the 97, about 71 are rated as possibilities for operation.

If Unions Co-operated on Wage Cuts, Circuits Would Reinstate More Stage Shows; Ops. Cut 10%

The major chains, which successfully put through a 10% operator reduction in New York and have obtained concessions elsewhere, will ask the stage hands and musicians everywhere to take a cut. While the stage hands are considered tough to deal with, despite that more of them are out of work than operators, it is believed the willingness of the bootmen to cooperate will partly pave the way for adjustments.

Operator locals throughout the country which so far have made no concessions will now fall in line easily, it is hoped, because most of the projectionists' union locals look to New York's 306 for leadership. Latter's 10% cut for all chains and an average of that for the independent exhibitors amounts to half of the battle in any other city or town, it is pointed out by 306 itself.

Stage hands and musicians, who in main are holding back stage shows, have so far proved implacable with few exceptions, although many of their number are out of work because of stand-pat attitudes.

RKO's Notices

RKO has given a two weeks' notice to stage hands and notices

MORE SUNDAY FILING

Kansas City, April 4.

Application for a restraining order to prevent state and county officials from closing two Lawrence, Kans., theatres on Sundays has been filed in federal court by Glen W. Dickinson Theatres, Inc.

In commenting on the state's citations Federal Judge Pollock said, 'What the people want in the way of entertainment, or in the way of education on Sunday they must have and should have.'

ranging up to a month to musicians in all Greater New York theatres. This is done and has been done before with a view to placing the houses on a week to week basis in the event the circuit suddenly wants to oust vaudeville.

Reports that the notices from RKO means tossing out of vaudeville in all houses except the Palace, New York, with a view to getting a new deal from the stage hands and musicians, is denied by RKO. That report has persisted strongly in many vaude and circuit quarters.

On top of the notices, if RKO wants to expel vaude from all New York houses it can do so without breaking existing contracts.

Not only RKO and other chains but independents feel the weight of stage hand-musicians' salaries in playing of stage shows. One of the leading indie vaude bookers claims that were unions to reduce in line with the times this agency could immediately have 30 houses in Greater New York for vaude shows. Managers of these theatres want the union reduction before saddling other overhead with vaude.

In vaude as well as chain and film circles it is pointed out that the peculiarity of the present times is that costs have come down in every direction excepting with stage workers and pit men. That the operators who are more essential will cut, as they have in New York, while the stage-pit groups won't, though less in demand, cannot be reconciled.

In many spots whole towns have no work at all for stage hands at the moment. Out of around 10,000 members in the stage hands union, a minimum of 10,000 are unemployed, it is estimated.

Of the New York Local No. 1 membership, totaling 1,800 men, about 700 are out of work, it is said.

Announcing

THE SCREEN GUILD

An Explanation

THE SCREEN GUILD is a new co-operative organization sponsored by some of the most prominent artists and executives in the motion picture industry.

THE SCREEN GUILD believes that creative brains can achieve their highest results when free to operate without restriction and obstructive supervision. Subject only to wise business control, these outlets are now made possible and will be found economically just and practical, bringing about the foregoing results with profit to the industry as well as proper reward to its participants.

THE SCREEN GUILD offers an opportunity to accomplish for film entertainment what The Theatre Guild has accomplished for the stage.

THE SCREEN GUILD is not designed as an opponent of existing companies but as a means of filling a recognized gap in the industry where higher creative talents will be given an adequate opening for unhindered development and expression along lines that will meet full public approval.

**M. C. LEEVE, President
THE SCREEN GUILD**

ADDRESS
METROPOLITAN STUDIOS
HOLLYWOOD, CALIF.

KEEPING UP WITH F. & M.

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

Farewell

Uptown New York wept when Ed Lowry, King of M. C.'s, left Skouras Audubon for Skouras-Fox, Philadelphia. But F. & M. troupers and managers won't lose the genial Ed because Philly Fox is permanent F. & M. stand. Boys and girls of "Gay Vienna" idea participated with dry-eyed Audubon audience in Ed Lowry Farewell Show. Mel Klee, Audubon neighbor, booked for that house with "welcome home" intent.

Barrage

Showman Harry Crull of Fox, Washington, and Rod Waggoner, manager, Modern Minstrels, received orders from Assistant Secretary of War to bombard annual dinner Army and Navy Club with F. & M. brand of super-amusement. As result special rail movement to next day, Atlanta, had to be arranged, but rail officials got this through. F. & M. Ideas now rage of official Washington.

Contests

New Haven "Register" praises theme of "She Wanted a Millionaire," showing that contest winners go after riches and get tragedy, but holds that three New Haven contest winners, Helen Haddock, Dorothy Barton and Mildred Born didn't make out so badly. "Register" shows that Miss Borst trained successfully with F. & M. Ideas and then went into Ziegfeld show.

Kidder

Grauman, Hess and Valle, with F. & M. "Reflections" idea, rated swell punsters, with Grauman said to be Sid in disguise due to kidding proclivities. Marietta, in same idea, said to lick most Hollywood movie stars on looks; came from George White's "Scandals" to this Larry Ceballos production. A Robbins, walking music store, and Don Neece, singer, also in.

Compson

Betty Compson still biggest personal attraction in every town she plays. House p. a's don't have to go after tie-ups; they just come in unsolicited. And Betty is working her head off trying to oblige. Ruth Roland, in Atlanta for F. & M., gets "Cozy Corner" at Fox. Swell publicity through special ad section in "Journal" arranged by Roy Youngblood and Boss Keene.

Magie

Admiral Pat West, sailing "Gobs of Joy in Bermuda" through the F. & M. route, amazed at reception Pablo, South American magician with idea, gets. Answering Pablo's tricks are a brand new something for Yank audiences. Others in cast want Pablo to make Pat's tummy disappear. Others in cast are Lee, Port and Doty; Elmer Herling, singing sailor; Rose Marie Carter, acrobatic marv, and Myrna Modic, castanet whiz.

Rooters

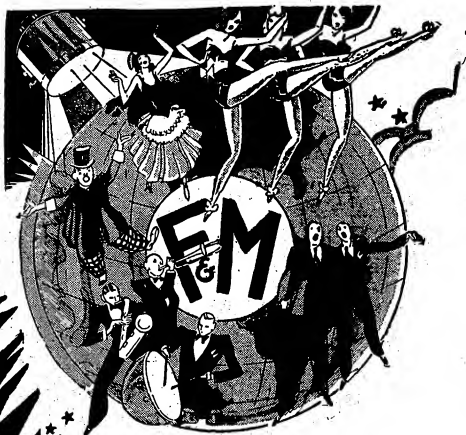
F. & M. Sunkists right in the presidential campaign, rooting for their favorites. Verna Fulton, Ruth Lema and Sylvia Gutzon, playing Oakland, make first display of "Garner for President" automobile license plates in Sunkist State. Hartford critics say "Montmarie" idea Sunkists best looking gals ever to visit that fair Connecticut capital.

Publicity

F. & M. "Clean Up" idea lived up to its name at Paramount, Portland, where Charles Irwin, m. c., and Sunkists marched into council chamber at City Hall and got permit for "Portland Pinn Parade" from Mayor Baker in person. Then the cameramen got busy with result permit application; publicity crashed as much space as parade at noon following day.

Critics

Engagement of Raquel Torres and Mae Murray well received by Manhattan drama writers. Don Washier, "World-Tele," being especially nice. Mark Barron, A. B. C. interviewed Reri, newest F. & M. star, and Jack Lait, King Features, will do special on her. Emil Corwin, N. Y. lecture ed, shooting out stills same star. F. & M. engagement of Ted Lewis evoked stir on Broadway, where the Hat is well known.



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ARE O.K.
BUT...**

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weeks a year...and keep your act before
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Kate Smith's New \$136,500 Contract \$57,000 Over Prior RKO Agreement

Under a new RKO vaudeville contract commencing April 9, Kate Smith will gross \$136,500, a leap of \$57,000 over a previous agreement. The average weekly increase is \$1,200. New contract was arranged by Martin Beck and George Godfrey with Ted Collins acting for Miss Smith.

Miss Smith's previous contract called for \$5,000 a week, or \$75,000 for 15 weeks. Since only six weeks of time have been added, the radio singer's salary for the extra bookings reaches \$5,000 a week.

Salary boosts will prevail at every engagement despite the quick repeats Miss Smith will be asked to play in most of the New York RKO vaudeville houses. She opens April 9 at the Fordham, New York, playing the last half in Flushing, at \$4,000 for the week. Seven more weeks in New York, mostly at the Palace, follow at \$5,000. Miss Smith's comparative salaries under prior contracts were \$4,000 at the Palace and \$3,500 elsewhere in New York.

Following New York Miss Smith will play 13 weeks on the road at \$7,500. Part of salary for the same theatres was \$6,000.

3 TIMES SO. HOUSES FOR BAND IN 6 WKS.

Engagements at three different Broadway theatres within six weeks, probably a record, will have been played by the Frank and Milt Britton band when it goes into the Paramount, New York, April 22 or 23. The Brittons opened at the RKO Palace Saturday (2) immediately after a week at the Roxy. It is getting \$1,750 this week at the Palace under an agreement made when RKO released the Brittons from a contract that had a year to run at that figure. The band was previously temporarily set aside to permit the band to go into the "Follies," but RKO agreed to a permanent cancellation three weeks ago. In return, the Brittons consented to play a week at the Palace at the same money whenever needed if available.

If holding over for a second week at the Palace the salary will be increased to \$2,250. At the Paramount the Brittons will receive \$3,500, same as at the Roxy.

Palace's Midnite Show a Round-Robin of Apologies

First Saturday midnite show at the Palace, New York, became the occasion for some free-for-all apologizing by Ken Murray, Peter Higgins, et al., over a professional tiff involving James Barton. Latter took exception to Ken Murray-Mary Brian act being moved down next-to-closing the first half, ahead of him. Show opened with the Murray-Brian act next-to-closing the second half.

Higgins' apology figured through his being late in showing up. It was across the street eating, it developed, but rather than risk delay, the Murray-Brian turn was switched in ahead of Barton.

Barton, meantime, had gone out front, sitting in a side chair, and when introduced by Murray Barton commented: "Any time you're ready," to Murray.

Barton took occasion to explain to the audience "at all his life he'd learned to take it on the chin, that he was used to being No. 1 on vaudeville bills, that he was as 'burned up' he doubted he could do his next song and proved his doubts by interrupting himself.

Barton is also said to have ad libbed sotto voce, with the first two rows hearing plenty of things. Murray apologized to Barton after his act was over and Higgins later also apologized, explaining "since it's so to be an open family affair—to the audience that if he hadn't been late the switching wouldn't have happened.

Jarrett Showing
Art Jarrett, CBS singer, shows for Loew April 12. Jarrett last week also showed for RKO.

Oakes' Revue Classified As Vaude, Road Dates

Vaude classification has been established for Peter Oakes' vaudeville revue "Dilly Dally." It enables the show to play two-a-day and Sundays but prohibits the attraction from being booked into any legitimate theatre. Should the latter event take place Equity will claim jurisdiction and legit arrangements will be necessary.

Piece opened Sunday (3) at the Apollo Atlantic City. House is nominally legit but is classed as a combo since through playing vaude also. Philadelphia is talked about as the next stop for this troupe, with the likelihood that it will play road time only.

Cast includes Charles Ray, Fritz Ruth Miller, Marian Dixon, Patsy Scheff, Peggy Cornell, Madeline McMahon, Jed Dooley. Music is by Willy Heagney.

3 Indie Bookers Now Involved in Gyping of Acts

Three independent vaude agency men are now involved in trouble with acts which either complain of a shakedown or unpaid salaries. In the case of two court action has developed. On the other hand, holding Sidney Rheingold, indie booker, in \$500 bail for Special Sessions, a summons was served last week on another booker.

In the case of the first, name of booker and act withheld, a summons was served by the District Attorney's office of New York county calling for a hearing in the Third District Magistrate's Court Monday (11). Charge is that \$100 was taken from an act in advance on promise of booking which did not eventuate. Rheingold is held for Special Sessions on a charge of operating an employment agency without a license. Action grew out of a complaint on the part of Albert Allie, actor, who alleges he paid Rheingold \$12 in advance on a booking in Oswego, N. Y., went there and was told his act couldn't be played.

Trio of Complaints
In the case of three acts claiming advance payments to an indie, involving a total indentment of \$300, all but \$50 of this amount has been paid. One act which coughed up \$100 awaits the other \$50 due. Of the other two, one settled the balance of \$50 while the other, who was shakedowned for \$50 while another which paid over \$50 has retrieved that amount. Expecting the balance of \$50 due on this trio of complaints, indie agents who clean the slate, avoiding either possible civil or criminal action.

Agent-booker handed the summons is claimed to be back salary. In Pennsylvania, with some of the dates played there by unpaid acts, this is an arrestable offense but not in New York. Some of the contracts involved in present complaints were mere slips of paper advising dates and salary.

RKO'S ADDED TIME IF CONTRACTED ACTS CUT

Several producers whose acts are playing at RKO are individually called into Martin Beck's office last week and advised that the new desire is not only to reduce future salaries, but to cut those already contracted.

Beck's proposition to the producers involves acceptance of salary cuts in return for added playing time.

Golden is one producer who has accepted Beck's terms. Three Golden acts with RKO contracts will get around eight extra weeks each in return for 10% to 15% salary cuts.

Air Train's Dates
Col. Stoopnagle and Budd, CBS comedy team, opened one week for Fanchon & Marco at the Fox, Washington, Friday (1). Previous week team played for Loew in Baltimore. Loew is negotiating with CBS for the air team on a route.

DUAL SALARY OFFER For Cantor in Tab 'Whoopee'- \$7,500 2-a-Day, \$8,000 4-a-Day

Ziegfeld wants to do 'Whoopee' with Eddie Cantor in tab form for the picture houses. He has appointed George Woods to line up a cast.

Cantor, on the Coast, received a wired offer from Ziegfeld last week concerning 'Whoopee,' in which two salaries were quoted. One offered \$7,500 for two-a-day and the other \$8,000 for four-a-day with a 30 weeks' guarantee.

In New York it is thought unlikely that Cantor can accept, due to picture engagements. That the tab will be done without Cantor is possible.

FRIARS FROLIC WILL TOUR FOR \$3

Irving Fishman and Jimmy O'Neal, vaudeville producers and brother Friars, have closed a deal with the Friars' board of governors to take this year's Frolic on the road for a series of one-niters in the east and middle west. Annual Frolic goes on May 8 at the Metropolitan O. H., New York. The following evening a condensed troupe, under Fishman & O'Neal, opens its road jaunt in Newburgh, N. Y.

Cast will include about 50 people, all men and all members of the club. They'll be paid on percentage plus transportation. Club will share in the net profits. On account of short jumping distance from New York it's expected that numerous names among the club members will join the show gratis as 'guest stars' during layoff periods.

All stands will be limited to one night performance with a \$3 top all over. Advance work is to be carried about two weeks ahead.

JACKIE HAS SHOW, BUT NO PLACE TO PLAY IT

Inclination of the 755 Seventh Avenue Corp. owner of the property, to change the name of the theatre, has forced the postponement of Jackie's first proposed production involving \$2 Sunday night vaudeville concerts at the Earl Carroll, New York. Owners prefer to reopen the Carroll under a new name. Jackie is expected to remodel the outside and a new application for a license.

Osterman intended to start next Sunday (9), having completed booking a first show comprising the Boswell Sisters, Little Jack Little, Cal Calloway and himself as m.c. He's now looking for a substitute theatre.

Crosby's 20 Wks.

Bing Crosby after this, his second week at the Paramount, New York, goes on a picture-house tour for 20 weeks to take him to the Coast for a feature picture. With the crooner cycle on in Hollywood, Crosby has bids from Universal, WB and Paramount to do a crooner tour in a radio broadcasting feature.

Milton Feld, for Publicis, is laying out Crosby's P-P time direct at \$3,000 a week. Crosby is obligated to Mack Sennett for some more shorts. If he makes shorts, but the singer is staying away from the short reels.

FOSTER-BLACK SAILING

Harry Foster, the London agent over here on his usual trip, accompanies George Black, general manager of Famous Players Corp. Both are searching for talent.

Black returns abroad Wednesday (6) to England. Foster will stay over another week or 10 days.

Alex Gray and RKO

RKO is negotiating with CBS for Alex Gray for vaudeville. Gray recently played one week for Public at the Paramount, New York. Bartnone is on two commercial periods weekly.

F&M-WB Booking Offices Merge, Playing Time Is Around 60 Wks.; Kemp-Howe in Charge of Books

20 RKO Agents Act as Canvassers on Block Aid

About 20 RKO agents will be house-to-house canvassers for charity this week under orders from the circuit. Hiram S. Brown, RKO president, is a member of the Block-Aid Fund committee. Agents were instructed by Major Leslie Thompson.

Among the agent-solicitors are Henry Bellitt, Paddy Schwartz, Charlie Wisliah, Larry Puck, N. S. Manwaring, Bert Wisliah, Harry Norwood, Max Tishman, Phil Offen, Harry Romm, Jeff Davis, Jack McNally, Jack Klotz and Jack Hart. No commish.

Morris-Oz Will Test Agents' Ass'n with 2 Booking Protests

Two complaints filed by the Morris & Oz agency are expected to test the authority of the RKO agents' association when brought up for arbitration this week. In both instances Morris & Oz claims its acts were 'presented' to other agents without explanation by the booking office or bookers. Martin Eck refused to arbitrate.

Act of Faber and Carr was booked by Morris & Oz for a 'showing' at the Kenmore, New York. Before the date had been played, another booker bought the same act from Henry Bellitt, another agent. Point to be settled is how Bellitt can book an apparently unknown act for a regular date while another agent is booking the same act for a 'showing' before the turn has exhibited its value.

Morris & Oz's second complaint concerns Ben and Ray Goman who, the agency claims, were ordered by the booking office to change agents. The Gomans have been represented at various times during the past year or so by Gladys Brown, Harry Rogers, Marie Morrison and Jack Curtis, besides Morris & Oz. Latter reproduced the act almost completely, changed the people and succeeded in booking it as practically a new turn.

Last week the booking office cancelled the Goman's route, cut the salary, issued a new route for less money and named Gladys Brown as the new booking agent. The booking office's contention was that Miss Brown had first represented the act, but was unable to book it, and that although Morris & Oz succeeded in booking it, the Goman's was the rightful agent despite production work performed in the meanwhile by the complainant agency.

PROTEAN ACTOR SUING FOX FOR QUICK CHANGE

Suit for \$2,000 against Fox Theatres has been started by William J. Crowley, quick change artist, claiming out of injuries alleged to have been sustained by the plaintiff at the Fox's Academy, New York.

Crowley, through counsel, Louis Handin, charges that while working in Charles T. Aldridge's production at the Academy, he was hurt while going under the stage to the pit to start working in the act. Crowley is suing Fox for a 'quick change' bid the star uses in the legit musical.

NEW OLDTIMERS

Another vaudeville act has been thrown together. Cornish, six people, including trio from 'Youngsters of Yesterday,' Danny Simmons, Josephine Sabel and Annie Hearn.

Others to join are Blanche Newman and the Loinhard Bros. First and only date so far arranged at the Hip, N. Y., April 8. James Plunkett is handling.

In amount of playing time for acts, the RKO booking office will be ousted from first place for the first time in 20 years by amalgamation tomorrow (Wednesday) of the Fanchon & Marco and Warner Bros. booking offices and books. With between 55 and 60 weeks, F. & M.-WB now leads the country in playing time. RKO's books are down to around 50 weeks including the time reserved to the Chicago office last week.

Possibility of more time later for the combined books arises through likelihood of the present William Morris-booked vaudeville houses joining in. Fanchon & Marco, Inc., is not directly involved in the Warner deal which takes in only the F. & M. New York booking office subsidiary, Fanchon & Marco Corp. Terms involve taking over Fanchon & Marco Corp. of the Warner booking office and artists bureau for operation by F. & M. Agreement is in the form of a long-term contract and runs for three years during which period the combined bureau under F. & M. operation is the exclusive stage booker for all New York theatres as well as F. & M.'s.

Kemp and Doc Howe
'Doc' Howe, Fanchon & Marco Corp.'s general manager since its formation, yesterday also, remains in that capacity under new amalgamation. The actual booking head is Harold Kemp, Warner's chief booker, who was installed in the top position when F. & M.'s request and by agreement with Warner's. The balance of both staffs will be merged although likely that the present Warner men will concentrate principally on regular vaudeville. The F. & M. group will specialize on picture house units with all as a unit under Kemp. Warner's vaudeville booker, and remaining, is Sam Trullinger, who has been with the F. & M. books are Jesse Kay and Benny Kuchuk, besides Howe, Jack Dartington, eastern producing head for the F. & M. units, continues in such.

Total time on the merged books comprises around 45 weeks of F. & M. unit dates, about 15 Warner weeks, mostly vaudeville, and some short feature dates around New York booked previously by F. & M. The combined office occupies the Warner booking office space in the former film building on West 42nd street, and F. & M. moved out of its former quarters at 52d street and Broadway and into the Warner building yesterday (Monday). The new combined office hours are selected thus far to change to F. & M. units is the Stanley, Pittsburgh. It starts April 15 playing F. & M. ideas for two weeks. A one week break will allow for a previously booked engagement by the Paul Whitman band after which the units resume.

Pittsburgh, like the Mastbaum, Philadelphia, has been playing Warner's own presentations. Philly will continue using its own shows, needing heavier stage fare than the F. & M. units. Warner's Stanley, New City, already plays F. & M. units.

New Haven, April 4.
Fanchon & Marco units will be considerably affected by Paramount's current spending orgy for names. Par has booked 'Three's A Crowd' and 'Pitty Million' presented by the Mills Bros. and Jean Harlow, with Bing Crosby and Burns and Allen on the fire but not definitely set.

Each of these attractions means cancellation of an F. & M. unit.

Richardson Band Booked

Florence Richardson's band is breaking in for RKO at Paterson, N. J., this week, played by George Godfrey, head booker.

It is Zittel, in manager for the act, which hasn't played vaude since Godfrey left the same booking office about a year and a half ago.

De Pace for F-M

Bernardo de Pace and his partner, Celine Lescure, left for the Coast last week.

They will join a Fanchon & Marco unit out there.

"I Never Cared Much for Money, So I Could Always Say 'No'," Mike Shea

"Why don't you interview Martin Beck? He can tell you plenty, I'll even fix it—but lay off me."

That was Mike Shea's opening crack when finally cornered after a six day chase. At the age of 73 he's celebrating his 50th anniversary in the show business, being the oldest independent vaudeville manager still in action. His long years have failed to diminish his energy. Besides which he is Buffalo's most modest citizen.

Mr. Shea was spotted and landed during a weak moment. After five meetings that morning he was sitting at Bill Howard's desk on the RKO booking floor. Howard books the vaudeville for Shea's Hippodrome in Buffalo under the owner's supervision.

Wouldn't Sell Out
Mike Shea is probably best known

EDGAR BERGEN

"THE OPERATION"
Wk. April 2, Albee, Cincinnati, O.
Dir.: WEBER-SIMON AGENCY

HERB TIMBERG

SAYS
My kid brother Irwin, age 13, is taking accordion lessons. Dad and I are moving out next Thursday.

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Simple, Clean, Scientific
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Cherie Rich's 2d

Cherie Rich (Larry Rich and Cherie) is taking out a patent on a collapsible air bed capable of supporting between 250 and 300 pounds. Larry will use it to prove its strength. Bed is collapsible to a small size. It's Mrs. Rich's second patent, her first being on a make-up box.

RED \$21,700, PALACE; HOLLYWOOD AT \$30,000

Warners' Hollywood, New York, had another \$30,000 week last week, against a low \$21,700 stretch for the Palace. RKO straight vaudeville house lost around \$7,000 on the week.

Ken Murray, Mary Brian, Peter Higgins and James Barton of the current Palace show holdover next week with Julia Sanderson and Frank Crumit added. Eddie Leonard and Charlie King are penciled in for the following week (19). The Holtz-Richman bill, at the Hollywood, started its third week yesterday (Monday). It's in for four weeks at least with the name team sticking for the next bill.

F. & M. Drop 2, Add 1

Los Angeles, April 4.
Fox-West Coast houses at Butte, Montana and Phoenix, Ariz., are being dropped off the Fanchon & Marco route. Added is the Paramount at Birmingham, Ala.

Last named will now be routed between Atlanta and Mobile and was in order to get a show into that house by April 2.

Bentham's Sundays

M. S. Bentham is negotiating with the Erianger office to take over the Apollo theatre, Atlantic City, on Sunday nights. Deal would run over the summer months and is for the presentation of vaude bills.

Bentham, veteran RKO agent, controlled many of the Sunday night shows in New York some years ago.

F.M. OUT OF WORCESTER

Worcester, Mass., April 4.
Fox-Poll Palace dropped Fanchon & Marco shows Thursday (21). Beginning Friday (6) stage shows will be replaced by a double feature film policy. It is announced as for the summer. Orchestra of 10 and some of the stage hands will lose their jobs.

Fox-Poll Plaza, former burlesque house, reopened today (Monday) with "Darktown Scandals" headed by Banjo & Skeg Robinson.

TWO CBS ACTS

Baltimore, April 4.
Vaughn DeLeath, CBS singer, is held over at Keith's, Baltimore, indie house, this week. Miss DeLeath is getting \$1,600. Wire charges for her broadcasts are being paid out of salary.

Ben Alley, also CBS, is at the Keith's this week, making two CBS acts at the house.

Barnes-Irving Postpone

T. Roy Barnes' vaudeville comeback, with Margaret Irving as his partner, has been temporarily set back by Miss Irving's illness.

They broke in last week for RKO in Yonkers.

Chi Wm. Morris to Book Tele Show in Theatres

Chicago, April 4.
Morris Silver, in charge of the William Morris agency here, has landed a deal with the Sanabria Television Corp., whereby the Morris office will handle bookings of the tele outfit for theatres in this vicinity and midwest territory.

Silver's agreement with Sanabria calls for exclusive representation of the sight and sound machine for theatres only. Morris office plans to book the device in the smaller vaudeville houses at first.

Sanabria exhibition at Sears-Roebuck's new retail store downtown last week showed to an average of 20,000 people a day. Morris plan is to tie up with stores and other commercials in the neighborhoods and 'villages, using about three acts in conjunction with the exhibition.

GRANLUND'S AUDITION

Skeptical clubbists club act, Martin Beck will hold a midnite audition of Niles Granlund's revue from the Hollywood restaurant with a view to a Palace booking. Cafe shows can't break in elsewhere because of time and distance, but could readily double into the 47th street house. NTG wants \$3,000 for the act.

MEYERS MOVES WEST

Walter Meyers, in for two weeks from the Coast, returns west with his family next week to reside permanently in Hollywood as the personal appearance booker of Seiznick & Joyce clients. Meyers is with the S-J agency on the Coast to handle them for picture houses and other personals.

Edwin Meyers will be on the east coast doing the actual booking while his brother, Walter, sets the terms west.

OLSEN'S ACT

George Olsen will not go into the next Lou Holtz vaude review at the WB Hollywood, New York. Olsen is breaking in a new act for RKO and wants to take it on tour instead. Deal with Holtz was broached, however.

Holtz needs a stage band with each new show to double into the pit, being opened with Lopez and current with Aaronson's Commanders.



BOOKED SOLID R-K-O REPRESENTATIVES

R-K-O JOCK CURTIS 46 Broadway NEW YORK CITY	EUROPEAN LARTIGUE & FISCHER 39 Avenue des Champs Elysees PARIS	LOEW-INDEPENDENT AL GROSSMAN 100 Broadway NEW YORK CITY
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Beck Orders RKO Agents to Solve Own Problems

RKO's 120 odd agents, 45 of whom are franchise holders and the rest associates, were told to work out their own solution to the agency problem at a meeting called yesterday in the booking office by Martin Beck.

Beck said the agents' problem is theirs primarily and should be worked out by them. Repeating the oft expressed opinion that reorganization is needed, especially in the way of cutting down the number of agents, Beck declared he prefers leaving it to those most concerned. He will not direct the changes unless the agents fail to reach conclusions, Beck stated.

Meeting Today
Following the meeting and Beck's talk a committee comprising around 15 agency heads was formed to go into the problem. Maurice Rose, chairman, is also chairman of the RKO Agents' Association, arbitration board for disputes between agents. First meeting on the subject is slated for today (Tuesday).

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JIMMY MYRTLE CONLIN and GLASS

Enroute RKO

Direction, TOM J. FITZPATRICK
Palace Theatre Bldg., New York City

Loew's State, New York, This Week (April 2)

GEORGE FORMONDE

Acknowledging the kindness of Messrs. J. H. LUBIN, MARVIN SCHENCK and SIDNEY PIERMONT

Direction, JOHNNY HYDE
WM. MORRIS OFFICE

WORKING CONSECUTIVELY

RKO Representative
JENIE JACOBS

Paradise, New York (Apr. 8) starting tour of LOEW DE LUXE THEATRES

Ratoff-Pantages Musical Tab Co. Bids for Legits

Hollywood, April 4.
Gregory Ratoff and Alexander Pantages are forming a corporation titled Miniature Musicals, Ltd., to produce seven midget shows, one opening every four weeks at the Pantages and then touring. Pantages is in for half the profits. Shows will cost from \$10,000 to \$12,000 to produce and will cost the Pan \$3,000 a week.

First effort slated is 'Hold Everything,' to open early in May with Dorothy Lea, Stanley Smith and Fuzzy Knight in the top roles. Ratoff is trying to tie up rights to 'Hit the Deck,' 'Lady Be Good,' 'Tip Toes,' 'Oh Kay,' 'Funny Face,' 'Heads Up,' and 'Spring Is Here.' 'Deck' is the choice to follow 'Everything.'

With the shows costing the Pan eight grand, stage show nut would

Vaude Out of Two More Warner Houses

Further trim on vaude in Warner Bros. houses is expected within two or three weeks. New Haven, Conn., and Reading, Pa., are due to return to straight pictures.

Roger Sherman, New Haven, is a six act full week stand and is not booked beyond the week of April 15. Reading, five acts on a split, is expected to go out in two weeks.

Two weeks ago Warners took vaude out of three houses in Philadelphia and out of one in Erie, Pa.

Tracy's 8 Weeks

Arthur Tracy, GBS singer, starts his out-of-town tour for Loew's April 22 in Washington. Columbus and Cleveland follow plus six additional weeks to be laid out later.

All wire charges for Tracy's out-of-town broadcasts are paid out of Tracy's salary.

run near \$10,000 since the \$1,800 weekly charge for Fanchon & Marco units continues regardless.

Rodgers and Hart will condense their 'Spring Is Here' and 'Heads Up' for Ratoff, and Jack Haskell and Harry Howell will direct dances and book on all.

Modern Vaude

Los Angeles, April 4.
To break in the new material with which he will head a Fanchon & Marco unit, Bert Levy was booked into a suburban theatre. He went backstage to get a line on the house.

'What d'you want?' called the manager.

'I'm playing here,' said Levy. 'What kind of act, kid?'

'I draw pictures.'

'Another chalk talker? I play millions of 'em,' complained the manager.

'And I'd like to hang something,' said Levy.

'We got one man backstage,' retorted the manager. 'No chalk talker can hang nothing.'

'Well,' said Levy, at least it's a nice day.'

'No good for business,' droned the manager.

New F&M Policy Features Comedy In Elastic Units

Los Angeles, April 4.
Fanchon & Marco plans to stress comedy acts in all future units. Not less than two comedy acts will be in each show from now on. With this element will go another new F&M selling point. The ideas will be flexible in scope and able to run from 35 to 70 minutes.

Elasticity is to meet with managerial requirements in individual cases where theatres want a longer stage show to offset a short feature or for other reasons.

F&M units will have three vaudeville acts at least and as many as five acts, depending on the character of the acts and the production factors in the unit.

Kalchheim-Berger Out of RKO, Phil Bloom Booking 21 Spots; Connally Dropped in Boston

Kalchheim-Berger Protest Letout Salary Terms

Harry Kalchheim and Willie Berger are protesting the terms under which they were let out by the RKO booking office last week. Each received immediate notice and two weeks' salary.

Both bookers refused to accept the salary part. Contending they were employed and paid on a monthly basis they are asking a month's wages, plus fares, back to Chicago. Both former Chicago bookers, they were brought to New York with their families by the circuit.

Kalchheim and Berger since they started booking were continuously with the RKO circuit.

Victor Royal has withdrawn as booking manager of Rheingold Theatrical Enterprises in Syracuse, N. Y.

Thorough reorganization of the books and bookers in the RKO office was completed yesterday (Monday), by Martin Beck following a hectic week in which two major and numerous minor casualties were suffered. Harry Kalchheim and Willie Berger, Keith and RKO bookers for the past 15 and 21 years, respectively, were the principal departures. Phil Bloom, taken from Fanchon & Marco by RKO, started with the latter circuit Monday and was immediately placed on the biggest book in the office.

Beck continues in complete command of the RKO booking department with George Godfrey second in authority. Engagement of Bloom was handled by Godfrey who also made overtures to other bookers employed by opposition circuits, although Bloom was hired indirectly by Beck. He is understood to have a one year personal contract with Beck, being the only contracted member of the booking staff.

Although still the titular booking head, Charlie Freeman was absent from the sixth floor all last (Continued on page 62)

3 REILLYS

of the Famous REILLY Family

RKO PALACE, NEW YORK, This Week (April 2)

Direction—EDWARD S. KELLER, Associate BERT WISHNEW

VIOLET CARLSON

HEADLINING RKO

PLAYING RETURN ENGAGEMENTS

THIS WEEK (APR. 2), ALBEE, CINCINNATI, O.

Direction: BLONDELL & MACK

LESTER COSTUME SALE

NOW ON

Thousands of Men's and Women's costumes in sale. Furcoats, Shirts and Individuals are being sacrificed to make storage space.

LESTER, LIMITED

14 W. Lake St.

Chicago

JAY MILLS AND FLORENCE ROBINSON

In "ALL WORK AND NO PLAY"

By Rieley Craig, Jr.

NOW PLAYING FOR RKO

Personal Direction NORTH & FLAUM

Week April 2 Keith, Washington, D. C.

RKO Agents MORRIS & OZ

RUBY NORTON

Presents

RUBY NORTON

with

CLARENCE SENNA

in

A NEW AND RIOTOUS PLUNGE INTO MODERN VAUDEVILLE

"THE GUEST ARTIST"

By

EUGENE CONRAD

OPENING FOR R.K.O. IN FLUSHING APRIL 6th

"The smash hit of the bill was Ruby Norton and Clarence Senna. Miss Norton's character impressions were a revelation...her songs a delight to the ear...a hilarious act that left the audience in an uproar."

"Ruby Norton, ably assisted by a young man billed as Clarence Senna...a beautiful singing voice...a novel idea...abdominal guffaws...despite depression the audience fairly rocked with merriment..."

"At last something new...something different...something unique."

"The kind of laughs that go on far into the night."

R.K.O.—HARRY ROMM

LOEW—JOE FLAUM

Intention Is to Split RKO Chain Into 5 Divisions

RKO's rearranged theatre circuit as laid out by Harold B. Franklin will probably involve splitting of the circuit into five, maybe six, territorial divisions when finally laid out. Key positions are New York, Chicago, Los Angeles, St. Louis (south) and Cleveland.

Ancher Levy, of Chicago, and Charles Koehner from the Coast will be added to the operating staff, each as head of an as yet undivided division. Present operating personnel outside New York will not be touched for the time being. Reports of ins and outs among department heads were set down as premature or merely reports by Franklin. He states the new faces coming in will not dislodge the present RKO operation department men but will come in as added staffers.

After Stuart

Date for Levy and Koehner's commencement with RKO has not been disclosed, although the former has been in New York and in touch with the office for the past week. Franklin is also known to be negotiating with Herschel Stuart

RKO Out of Earle

Except for advance bookings, RKO will have no further talent connection with Warner's Earle, Philadelphia, after this week. Necessary two weeks' notice from WB was received.

Deal was made last fall when Warners contracted to play the RKO four-act intact in Philly. Shows were built up to eight acts, Warners' own office adding the extra four. When the Earle cut to six acts, RKO supplied three turns weekly, spot-booked. Warners continuing to fill out the shows. Earle returns to the Warner office in New York for all bookings.

Zelda Santley's Idea

Los Angeles, April 4. Fanchon & Marco unit will be assembled around Zelda Santley, impersonator, now in the stage show here at the Chinese. Idea titled "Southland" will open at the local Loew's State May 21.

for a divisional post. Stuart has been operating the Fox-Poli New England houses but withdrew last week when Harry Arthur took over that circuit. He formerly worked under Franklin in the west.

RKO is now operating around 147 open houses.

RKO now has 12 division managers. New plan will add five or six divisional directors over these men. Besides Stuart, the names of Rick Ricketson and Earle Crabb have unofficially been mentioned.

PUBLIC VAUDE TIME FOR F-M OR LOEW

Paramount-Public's six weeks of eastern vaudeville time, now booked by Lawrence Goldie of the Morris office, may go to either Loew or F. & M.-Warner for bookings as the result of two meetings scheduled for this week.

A meeting between Public and Loew on bookings is slated for today (Tuesday). Public's meeting with F. & M.-WB tomorrow (Wednesday) hinges on the result.

'Crowd' for B&K

Chicago, April 4. Tab of "Three's a Crowd" comes to town for Public-B. & K. for one week April 21. Loop spot not yet set, though likely to be the Oriental.

"Crowd" comes here on a regular string of Public dates, playing its way from Boston, Buffalo, Detroit, and after the week in the loop goes to the Ambassador, St. Louis.

BRILL DROPPING VAUDE!

Vaude may be dropped for the summer for the first time by the St. George, Staten Island, one of the Brill houses. Notice to stage hands, placing house on a week to week basis, has already been given.

Theatre has played split week vaude ever since opening three years ago without changing its booker, Arthur Fisher.

Rehearsal Brings Cops

Pittsburgh, April 4.

During Benny Rubin and Jack Haley's stay at the Stanley there was a scene where a revolver was supposed to be fired in the wings. Pistol was handled by Benny Drob, prop man. At one show the gun jammed and Jerry Mayhall, Stanley producer, bawled Drob out.

Benny didn't say anything, but apparently felt pretty badly about messing up the scene. An hour later four cops on a downtown beat and a crowd of passersby rushed to the stage door alley of the Stanley. One shot rang out, then two, three and finally four. It was Drob rehearsing.

Chi RKO Adds Jr. Orpheum Time and Jumps to 10 Wks.

Chicago, April 4.

Upon Tom Carmody's return from New York with the RKO-Orpheum Junior houses, the local RKO booking office is once more in the running. It has about 10 weeks of vaude time to offer.

Carmody in active charge and Dick Hoffman on the books, in the present setup, Carmody having turned down Martin Beck's offer to send on another booker if necessary.

Possibility of building more time from here looks likely, anticipation being of stretching the present route to perhaps 15 weeks by fall. While no official comment has been passed, it is believed that the present setup of franchised RKO agents here will not be disturbed or augmented. Some of the former Chicago agents who went east when most of the books were moved there have indicated a desire to return here. Comprising the local list are Tom Burchill, John Ellis, Mort Infeld, Sam Roberts and Ed Morse, Lew Goldberg, and Guy Perkins. Bill Jacobs, who went to the Coast last year, is understood to be returning.

The Willie Berger booked time amounts to about six and a half weeks with Fort Wayne and Springfield dropping out and South Bend probably returning to the New York books. This leaves Indianapolis, Madison, Cedar Rapids, Des Moines, Sioux City, Lincoln and Davenport. Holdover on the local books is two weeks of Butterfield time in Michigan including Kalamazoo, Lansing, Flint and Saginaw; another two weeks from Dick Berger's books, taking in the Great States house, and a number of spot bookings of one or two days such as Wichita, Leavenworth, Ft. Riley, Springfield, Mo., Jefferson City, and La Crosse, Wis.

\$9,500 Repeat

Paramount, New York, will repeat a stage show intact for the first time when the \$9,500 bill, including George Jessel, Bing Crosby, Burns and Allen and Lillian Roth, returns Friday (8) for a week. Bill is at the Brooklyn Paramount this week following its first New York week.

VAUDE STARTS IN 22 FOX, WARNER HOUSES

Los Angeles, April 4.

Within the next two weeks 22 neighborhood and small town picture houses are scheduled to go into a vaudeville policy. Sixteen of the houses are Fox-West Coast, the remaining six belong to Warner Brothers.

Locally F-WC will install vaude on Saturdays and Sunday's in the Mesa, Arlington, Figueroa, Manchester and Uptown. Circuit's houses in Fullerton, San Bernardino, Riverside, Alhambra, Santa Ana, Anaheim, Bakersfield and Telford will take on vaude for one and two days. Route for the out of town houses will take two weeks.

Booking will be out of the F. & M. offices with the budget for the two day dates running around \$100.

Warner houses adding stage shows are the Wilshire, Western and Forum here. Latter house will be a tryout spot. Western will be a full week, the Wilshire a split. Out of town Warner houses to install stage shows will be the Huntington Park, San Pedro, and Santa Barbara houses. Warner bookings will probably be handled by the Bert Levey office at present booking the Downtown and Hollywood here.

PUT YOUR SAVINGS IN A SAVINGS BANK

For the three months ending March 31, 1932, the dividend has been declared at the rate of 3½% per annum.

Beginning April 1, 1932, interest will be paid from the day of deposit on all money remaining until the end of the quarter.

You can open a savings account with any sum from \$1 to \$7,500.

Foreign Drafts, Travelers Checks and Letters of Credit issued through our Foreign Department.

UNION DIME SAVINGS BANK

ESTABLISHED 1899

6th Avenue and 40th St. New York, N. Y.

Coming to the Strand,
New York, Soon

"IT'S TOUGH TO BE FAMOUS"

(FIRST NATIONAL)

Recent Picture Releases

"ROYAL FAMILY OF BROADWAY"

(PARAMOUNT)

"FRONT PAGE"

(UNITED ARTISTS)

"ONLY THE BRAVE"

(PARAMOUNT)

"THE VIRGINIAN"

(PARAMOUNT)



THE GOLDEN GIRL FROM THE GOLDEN WEST

MARY BRIAN

HEADLINING

RKO PALACE, NEW YORK

THIS WEEK (April 2)

Direction—CURTIS & ALLEN

THREE SLATE BROS.

NOW (Week, April 1)

CAPITOL, NEW YORK

With

LOEW CIRCUIT TO FOLLOW

Direction, AW, NERTZI

WRIGLEY'S Presents

MYRT and MARGE

HEADLINING RKO PALACE, CHICAGO, THIS WEEK

Broadcasting Nightly, 6-6:15 P. M., C. S. T.; 7-7:15 P. M., E. S. T.; 9:45 P. M., C. S. T.; 7:45 P. M., P. C. T.—WBBM, Chicago, C. S. S.

RKO VAUDEVILLE INTACT 17
(Week April 2) Portland, Ore.
THE ORANTOS
"Heads Up"
World's Only Double-Fork-Act
(Direction of Jack Weiner)

MASTERS
AND
GRAYCE
In "GIRL WHO'S TALKING"
(Dir. Jess Freeman-Chas. Morrison)

An Artistic Idea From Paris
"LIVING JEWELRY"
with **HOOPER and CAMP**
Evelyn Singer and
Stanley Simonson
(Direction of Chas. Morrison)

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

RKO VAUDEVILLE INTACT 18
(Week April 3) San Francisco, Calif.
VERNON RATHBURN
"The Prince of Rhythm"
AND HIS SAX-O-TETTE
(Dir. Harry Ward-Nax Gordon)

EDITH BOW
With Her "MAN TROUBLE"
Songs by Jean Paure
(Direction of Les Stewart)

THE ELECTRIC TRIO
Wes and Lisa Adams
Bernice Morris
(Direction of Harry Fitzgerald)

DOCTOR ROCKWELL
QUACK-QUACK-QUACK
(Direction of Harry Fitzgerald)

RKO VAUDEVILLE INTACT 19
(Week April 3) Seattle, Wash.
HAZEL MANGANE'S GIRLS
with **ADEL TULL**
4 SPEEDED AND NO BRAKES
(Dir. of John Hickey-Jack Curtis)

HOWARD-FINE-HOWARD
"THE THREE LOST SOLES"
with
JACK WALSH
(Direction of Blomell & Mack)

THE DECEITFUL ENTERTAINER
FRED KEATING
In Spots of
"The Great Alexander"
(Dir. Chas. M. Allen-M. G. Beathan)

ADELAIDE HALL
"The Crooning Blackbird"
Personal Mgt. Nicholas Gory
(Direction of Weber-Simon)

RKO VAUDEVILLE INTACT 14
(Week April 3) Los Angeles, Calif.
BOB STICKNEY
with **LILLIAN ATLYN**
in "UP A TREE"
(Direction of Harry Fitzgerald)

MAKER and REDFORD
IN
"The Ear Bender"
(Direction of Jack Curtis)

THE WORLD FAMOUS
SINGER'S MIDGETS OF 1932
(Direction of Weeden-Schultz)

RKO VAUDEVILLE INTACT 13
(Week April 2) Los Angeles, Calif.
FORTUNELLO and CIRILLINO
"The Happy Hooligans"
(Direction of Weber-Simon)

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

Meet
MARTY MAY
Friend of Thousands, Annoyed by
Jean Carroll
(Direction of Chas. Morrison)

ANATOLE FRIEDLAND'S "SHOW BOAT"
with
Marty May
Jean Carroll and a supporting cast,
composed of a shipload of Anatole's
Beautiful Sailorettes
(Direction of Chas. Morrison)

RKO VAUDEVILLE INTACT 34
(Week April 2) St. Paul, Minn.
The Mirth Provokers
of a Nation!
OLSEN AND JOHNSON

And Their
"ATROCITIES OF 1932"
22 Nuts of All Kinds
All With One Idea and One Purpose
To Make You Laugh—
BATA and BEEBEE KAPPE
"Two Beautiful Dancing Slaves"
The Right Miss-takes
"Nutting in a Bouquet of Idols"
With Moore and Bly, Geo. Moore,
Joe Perry, Edna Gibson, Gibson
Gibson, Gibson, Gibson and Gibson
Also "Speedy" Paterson
And Sandy Nite—Too
Numerous to Mention!

RKO VAUDEVILLE INTACT 33
(Week April 2) St. Paul, Minn.
ROSETTE and LUTMAN
In "Dance Stories"
With **GRACE and BEATRICE WYLLIE**
(Dir. of Max Hittman, Plunkett office)

DEVITO and DENNY
with
DOT STEVENS
in "Lady Harbinger's Reception"
(Direction of Chas. Wiltshie)

LITA GREY CHAPLIN
"The Charming Chatterbox"
Personal Mgt. Nicholas Gory
(Booked by Weber-Simon)

RKO VAUDEVILLE INTACT 32
(Week April 2) St. Paul, Minn.
GLORY E. LEE
and **HARRIS TWINS**
TWO JACKS and a QUEEN of PEK
(Direction of Sam Shannon)

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

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

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

RKO VAUDEVILLE INTACT 31
(Week April 2) Seattle, Wash.
ANN ROTH "Sensational's Pap"
JOY FINLEY "Rowdies"
Dance Princess **MARY DUNKLEY**
WALTER (Mouse) POWELL
"RED" PEPPER
The Cayenne Comedian

The Three Playboys
DENNY LYNCH
MYRL ALDERMAN
RAY EHRHART
The Ultimate in Harmony

BENNY MEROFF
and His Famous Orchestra
Personal Mgt. George Wood
(Dir. Bill McCaffery-Leo Fitzgerald)

RKO VAUDEVILLE INTACT 18
(Week April 2) Portland, Ore.
CHAPPELLE - CARLTON
"On the Stairway"
(Direction of Marty Farkins)

KRUGEL—ROBLES
in "DRUNK AGAIN"
(Direction of O. L. Os—Morris & Os)

DON RUIZ and BONITA
The South American Dancers
With Sultana and Vancera
Marla Fair—At the Piano
(Direction of Harry A. Romm)

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

Yr.-Old B'klyn Indecency Charge Finally Dismissed

Charge of giving indecent performances, brought against members of the burlesque troupe at the Sterling, Brooklyn, last June, were dismissed Thursday (31) in Special Sessions, New York, by Justice Daniel Dorezo.

Original charge was brought in Magistrate's Court, but a number of the defendants at that time were dismissed and the remaining five held over for Special Sessions. Frederick G. Milligan was attorney for the performers.

One of the defendants was Harold Raymond, manager and part owner of the theatre. Others, in the show, were Charles Marshall, Harry Stratton, Ben Moore and Hattie Beall.

THE GENIAL ROTUND LARRY RICH

with
CHERI
"Miss Part of Paris"
TOMA GENARO
South America's Newest Dancer
TOMMY
"The Elongated Express of Comedy"
AL HOGES
"Oklahoma's Ambassador"
ENGLAND ONG
The Chinese House Kase
JOE BELL
"The Yolk with a Heart"
GILBERT LAWRENCE
and His Snake Elips
RICH RHYTHM BAND
(Direction of Blomell & Mack)

THREE BREDWINS

in "Adagio Comico"
(Direction of Hugo Morris)

MADELINE PATRICE

Protege of the Late Enrico Caruso
(Direction of Morris & Os)

NAYAN PEARCE and JAY VELIE

in "RED RHAPSODY"
and Davis, Musical Director
(Direction of Ed. B. Keller)

AMERICA'S EGOTIST Harry J. Conley In Person

(Direction of Curtis & Allen)

THE DARK COLOR OF JOY BILL ROBINSON

IN
"HOT FROM HARLEM"
WITH
JOHN MASON
PATNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG
and
"THE BROWN BUDDIES"
Chorus of Eighteen
(Direction of Marty Farkins)

RKO VAUDEVILLE INTACT 35

(Week April 2) Minneapolis, Minn.
"PORCELAIN ROMANCE"
Ganjon Brothers and Louise Gay
(Direction: Chas. Morrison)

BOB RIPA

Boy with the Balancing Complex
Denmark's Juggling Genius
(Direction: Jenie Jacobs)
FRANK EDDIE
HURST and VOGT
in "OUT OF THE MARINES"
By H. O. Green
(Direction: Chas. H. Allen)

No Fog

No smoking again in the RKO booking office. Martin Beck revived the rule last week.

Agents have to withdraw to the reception room for tobacco inhaling.

Attachments, Stage Hands Claims Close K. C. Gayety

Kansas City, April 4.

Gayety theatre, burlesque, has forced to close on account of a couple of attachment suits, one filed for back rent and the other by the agent of the Stage Mechanics Union, for salaries.

The stock organization, under the management of Maurice Cain, enjoyed profitable business for a number of months.

A representative of the Owners and Investors Building company, leaseholder, stated the suit was filed against Maurice Cain, producer; Bozo, Inc., and Frank Stage Equipment Company of New York, when it was learned that Ilo had withdrawn financial aid from the theatre. The union suit, it is said, was to protect the two weeks' notice claim of seven stage hands.

Burlesque Cast Sues Publisher for \$2,000

Chicago, April 4.

Suit is being filed this week by attorney Harry F. Munns against William MacDonald, of the Southtown "Economist," neighborhood rag, on charges that MacDonald was the backer of the burlesque stock fiasco at the Southtown Howard. Claim is for \$2,000 approximately, due to performers for the eight days of labor.

Performers have assigned their claims generally to their agent, Mill Schuster, in whose name the suit is being pushed.

Palace Closes Itself, Reopens as Mayfair

Buffalo, April 4.

Following the refusal of the Buffalo license commissioner to close the Palace (burlesque) on complaint of the police, after a conviction for an indecent performance at the house, the theatre closed its doors last week, and reopened shortly after under the name of "Mayfair." Burlesque and pictures. The lobby and mezzanine of the theatre have been remodeled and it is understood that Nate Boasberg, brother of Al, is associated in the management with Dewey Michaels, former owner.

Sidetracked!

Syracuse, April 4.

"Personalties of 1932," which has been touring through the sticks herabouts, was announced for a two-day engagement at the Dewitt Saturday and Sunday.

Failed to show and no explanation received.

MASON CITY STRETCHES

Chicago, April 4.

Cecil theatre, Mason City, Iowa, will go from a two-day week-end vaude to three days April 8. Will spread to four acts instead of three.

House, handled by Nan Elliott, out of the local William Morris office, is due to be joined next week by the Arcadia, St. Charles, Ill., in the shift to the four-act layout.

BURBANK, L. A.

Los Angeles, April 1.

From the mud roads of show business comes this all-colored troupe of 40 to be a part of the current program for legit tabs in picture houses. Lodged in the once-haughty Burbank theatre on Main street, where 25 years ago prominent legit players were introduced to Los Angeles, these somewhat musty carbon copies of professional actors are making in the club for one Henry Seber of store and pit show fame.

Honest Hank Seber must have been born and bred with the aura (Continued on page 62)

V.M.A. and Booking Offices' Warnings Concerning Dows

Notice of what virtually amounts to isolation from the rest of their field has been served on Al and Belle Dow, New York indie vaudeville bookers, by other booking offices including the majors. Without making an effort to get together on the subject, the various booking bureaus have individually decided to take action.

The contentions against the Dows are unfair competition and unethical methods.

Acts are being warned about playing for the Dows and agents have been similarly informed.

An incident that involved the Paramount theatre in Newark, N. J., and incensed the booking field in general, helped bring the Dow matter to a head but events leading up to it were the basic cause. The booking offices strenuously objected to the Dow's theatre soliciting tactics.

The Newark incident concerned the Dow's acceptance of a theatre that had repeatedly cancelled acts without notice or payment. Constant repetition of the cancellation method recently caused the William Morris office to refuse to further book the Newark Paramount. When the house was thrown off the Morris books the Dow office picked it up. Since then several complaints from cancelled acts have been filed with the V.M.A., but the theatre has failed to answer either. Last week this brought the customary automatic V.M.A. advice to acts that all engagements at the Newark Par must be accepted at the actor's own risk with no recourse possible through that bureau, due to the theatre's refusal to submit controversies to arbitration.

\$3,500 Colored Wk.

Mills Bros. CBS quartet opened at the Pearl, Philadelphia, Saturday (2) for one week for \$3,500 for the engagement. Pearl is a colored house.

Mills Bros' Public tour starts next week in New Haven.

Chicago, April 4.

First Chicago booking for the Mills Bros. is being cemented. They come to town, according to present schedule, June 2 for a month's stay for Public-B & K.

Will date into the Oriental for the loop, to be followed by three additional neighborhood de luxe weeks.

State, New York

This Week (Apr. 2)

Darling of the Stage

MAXNE LEWIS

"Setting the Songs in Style"

Orchestral Arrangements by
EDWARD J. KAY

At the Piano
CARL RUGGLES

Many Thanks to Messrs.
J. H. LUBIN and MARVIN SCHENCK

SPRUCE HOTEL PHILADELPHIA

Thirteenth floor at 4th and Market
MODERN and FIREPROOF
In the Center of Theatrical and Shopping Districts
Special Low Rates to Members of the Profession

Columbia Wheel

Week April 4

Burlesque Events—Loris, Bridgeport, Ind.—Proctor, Philadelphia, Helle Good Times—Gayety, Washington—Jerry Miller—Route No. 1—Night Hawks—Gayety, Baltimore. Run on 11—Omni—Theaters—Ludlow, Union City.

route switching with recent additions of Publix houses playing the

Crawford spreads his hand numbers among the acts, making his farewell gesture with a sax solo 'Body and Soul.' His excellent staff tenor, Jeffrey Gill, mopped the stage as is his custom with a pop aria through loud speakers. His talent is obvious and his progress should be steady.

'Man Wanted' (Warners) are under-average business opening at (Thursday). Gaylord Carter at the organ inspired a sizeable amount of community singing, which provided a warm audience for the

men, are spotted in hats and
suits, and the women, in
some unit in training and are guar-
anteed a year's work at \$10
a week and a room and board.
They're good dancers and have
the good looks and the good
their orange blouses and gold
bracelets. The other winner is
the girl who helped the boys
shake her bushy head as well
her legs, but makeup was used to
beauty and showed to the
gold when she danced Cannon
Sings came in answer to a cur-
tains.

Gold and Raye come on with
old trick of the spotlight that
always in the wrong place. Bill
gets off to poor start but pepped
later when they get to stepping
and dancing. Cannon Sings
Final line in spangled trousers,
steries and lyre shaped head-
dresses. Cannon Sings and
recent jewels, such as sapphires
and rubies, and Cannon Sings
sings "This Is My Love Song"
line does routine in keeping with
the theme of the show. Cannon
crooned with huge rays of
lits and shows adagio team of
the female of the show. Cannon
links are painted on the
keeping the child lead to the e-

[illegible][illegible][illegible]

Diary of a Stoooge

By Claude Binyon

St. Paul—Wednesday.
I am fired from Moe Bowery's act. Just because Scaramouche choked me and hit me and got sent to jail I am fired. Every now and then this morning surprises me.

This morning Moe Bowery came into my room and asked me where was Scaramouche. I said Scaramouche was in jail because he was tried to kill Quantrell and I, and Moe Bowery looked at me real mad and asked me if I was fooling around with Quantrell. I said no, only a little necking, and Mr. Bowery almost had a fit. He said didn't I know Quantrell was Italian and Scaramouche was Italian and what was I, just an American who didn't belong interfering with Italian's love affairs. He said he hired stoooges to be stoooges, not chicks, and he was through with me because there was nothin' but trouble. Then he went out and slammed the door at me.

When Mr. Bowery was gone I had to bust out crying. I felt so lousy. All you have to do is just go along not bothering anybody and you are sure to get in trouble. It is always that way with me.

I didn't go down to the police station where Scaramouche is, like they told me to. I don't care if I never gets out and I don't care if they put me in the electric chair. Quantrell knocked on my door twice and I wouldn't let her in. I said when I had had enough, necking or no necking.

St. Paul—Thursday.
I don't know what I think yesterday Mr. Bowery fired me and today he hired me back again. He can't do his act without stoooges and he couldn't find any other stoooge who could start to play the banjo (Continued on page 40)

Alienation Suits for \$350,000 in Julian Brown's Hectic Life

Syracuse, April 4.
Where love does not exist, love could not have been gotten. That, in substance, is the answer of Julian S. Brown, owner of the Dewitt theatre and owner of the Cafe Dewitt, Syracuse night club, to the suit brought by Perry J. Spencer, Akron, who demands \$100,000 bail for the alienation of his wife's affections.

The foundation of Brown's defense is the claim that Spencer filed a divorce suit against his wife, Mrs. Summitt County, Ohio, last summer, charging her with desertion. The former theatre operator maintains that the divorce was started before Spencer claims that Brown sought to win her affections.

Brown also faces a \$250,000 alienation of affections suit filed by Fred H. Meyer, who claims that a millionaire won the love of Mrs. Frances Meyer two years ago.

Garland Latta Paroled, Returns to Syracuse

Syracuse, April 4.
Quietly paroled from Attica State Prison last week, Garland Latta, former financial backer of the Empire, Syracuse and Brighton theatres when Frank Sardino was their nominal operator, is in seclusion here, his future plans of releasing a millionaire from the love of Mrs. Frances Meyer two years ago.

Latta was sentenced to two years in state prison on a grand larceny charge in June, 1930. The arrest grew out of an investigation of the operations of the Investors Underwriters Corporation, which the theatre promoter headed.

Latta turned to the Rialto with an ambitious plan of releasing a millionaire from the love of Mrs. Frances Meyer two years ago.

Leon's Poisoning
Lawrence Leon, laid up in a Detroit hospital with blood poisoning, developed from cuts in a car accident, may return to New York sometime this week.

Independent play hooker turned over in his car near Toronto. Blood poisoning set in some days later. Howard, Leon's assistant, and who was with him, has returned east. He was unhurt.

Showmanship

Galveston, April 4.
The Duncan 'Yo Yo' factories here are cleaning up. Until the arrival of T. W. Bowies of Chicago, representing Duncan yo yo's, the craze was a dead issue. Merchants were giving away their Filipino tips. Now the yo yo's are selling like hot cakes. Two Filipino experts are going from town to town all over the country, putting on 'contests,' offering \$100 cash prizes for the best yo yoers. Duncan representatives are carried along for color and to give demonstrations.

RENO RESIDENCE GAG JAMS UP MOTOR TAXES

Reno, April 4.
Dan Renear, inspector of Nevada state police, whose chief job is to enforce the automobile registration law, returned to Reno a few days after from a honeymoon in New York and stepped right into a bunch of grief. Renear married a rich woman who secured a divorce here and deviated on his month's wedding vacation feeling that everything was secure in his department.

While away his over-enthusiastic assistant officers started enforcing the motor vehicle license law with a vengeance and grabbed several divorcees who were driving cars bearing foreign licenses, and forced them to buy Nevada licenses and pay tax on their cars.

"We are only visitors," they complained, "and are entitled to visitors' permits."
"Yeah, tell that to the judge when you ask for your divorce decree. Then you are only a visitor and see how far you get. You'll swear on the witness stand that Nevada's your home and that you have no other home, so why tell us you are a visitor and try to chisel the state out of the automobile fee and tax. Come across or we'll upset your divorce and toss you in the can besides."

Attorneys were swamped with clients complaining about lack of hospitality and when Renear got word he had a lot of explaining to do and things to straighten out.

Society Photog Racket Burns Tacoma Editors

Tacoma, April 4.
New local photo racket by local camera guys features hired girls who solicit over phone all society women whose names have appeared in the social items to have their photos taken at their studio so that they may be used in the society columns. The come-on is that the society editor has instructed the woman to call at the studio and have her pan-taken for the 'big paper.'

"When she appears she is given ritzy service, etc. but \$5 or more is necessary for the 'service.' Some have fives."
"The News-Tribune," largest daily has broadcasted the fake on the front page. It has slowed up the phone calls. It's a new gag to the eds in this town and they are plenty peevish.

DIES EN ROUTE TO SARANAC

Saranac Lake, April 4.
Thomas Kennedy died on a train March 31 en route to Saranac Lake. Accompanied by Mrs. Kennedy he left New York the previous evening. In the early morning he called to Mrs. Kennedy, asking for a drink, and expired in a few moments. The body was brought here and the coroner returned a verdict of heart disease.

He had been in show business for the past 20 years with Charles Fihman, D. W. Griffith and others and at the time of his death was manager of Will Osborne's band. Survived by his widow and three children.

BREADLINE DEPARTS

Leaves Times Sq. After Running Month Longer Than Last Year

The breadline is finally off Broadway the final hour in Long-acre Square, in front of the Palace, being Sunday evening.

Show people had silently resented the breadline in the heart of the theatre zone, but must have refused to take issue with the Hearst papers which conduct a Christmas Fund. Fact that the fund was derived from theatre benefits was the basis for a protest which never eventuated.

The breadline was one month longer this year than last when it was dropped March 1. Understand the money in the fund has been exhausted.

RECONCILIATION OFF, CONRAD HEARING DUE

Possibility of a reconciliation having fallen through, motion for \$300 weekly alimony and \$2500 counsel fees comes up in Marion Eddy's separation action against Eddie Conrad today (Tuesday) in N. Y. Supreme Court before Justice Frankenthaler.

Conrad is also counter-suing for a legal separation although his defense papers specifically mention Sid Gold, of Gold and Raye, in an adulterous allegation.

Conrad refutes his wife's claims of physical cruelty stating she is a head taller than he is; that she drove cars from coast to coast three times; that she rode horses in a rodeo, etc., and that any charges of physical assault are thus out of proportion.

Conrad pleads absolute poverty, contending that his wife did have to pay his bills, etc., as she had full custody of the \$200,000 they have earned during their joint professional and marital career, and that he was locked out of his hotel for non-payment of bills.

Mrs. Birdie Conrad, Conrad's first wife, contributes a supporting affidavit to her divorced husband's cause that he owes her \$3,000 in alimony arrears; that because of her children she merged her identity with his; that Eddie broke up their domestic relations in the past; that Conrad is indebted heavily to her sister, and that if it weren't for the intervention of Mrs. Conrad No. 2, the No. 1 pair might still be together.

'Round the Square

Casino 'Protection'

Active and deadly use of inside rifle protection in a gambling casino occurred without resultant publicity this winter in a resort. Two men were killed while holding up the gaming casino of the restaurant without either of the dead bandits knowing before death how it happened. Other bandits stationed around the place received a fearful beating up they landed in hospital. None of them will ever again be in physical condition to rob another place.

Casino protection against stickups or gangsters seems to have been created in a resort in the south of the U. S. It has been universally copied by the better places all over. Openings into the game or cash room are disguised ventilators along the ceiling, behind each of which is a protecting rifeman constantly watching the people below.

In the resort of the fatalities the histance is believed to have been the first of the kind anywhere. The bandits drove up in a car, distributing themselves apparently on a prearranged understanding. One remained in the driver's seat, another at the entrance to the place and a third gangster at the door of the casino. Two others walked into the casino and drew guns, ordering all dealers and guests to line up against either wall. As this order was being obeyed, a shot, and one of the bandits dropped dead. As the other with the gun in his hand looked around and upward to where the shot came from, another bullet ended his life, drilling him through the mouth.

It all occurred so rapidly nothing was known outside the game room, but the reports of the rifles attracted the casino's own outside mob. As they started to close in, the other bandits were quickly noted and held up there. Some of the outside mob were trained to believe no one should ever try to rob one of their crowd's places.

What they did to the surviving bandits probably will never be related in detail. But what they did is already known to the underworld and is apt to prove a perpetual protector to all game casinos.

C. O. D.

In the Canal Zone patrons are now required to pay for each drink ordered as delivered. Too many battles over accumulating checks, with sailors or transients starting to fight with the waiters. The waiters always won but the owners of the joints prefer the more peaceful way.

In Kelley's Ritz at Panama, Mary Lee Kelley, has had this card printed in English and Spanish with the place in the sheet preparing the show. Kindly pay after each order and destroy checks. This will avoid misunderstanding and dishonesty among the employees.

Yellow Peril Threatened

A Chinese restaurant run by Americans and lacking all the abendabra regular chowmeinyeries is, open in Times Square. Not alone differing in operation, the eatery has as its top price 35c. It is connected with the place in the sheet preparing the show. Should the 100% American idea spread, it may mean the end of the yellow peril food shops.

L.A. Merchants Chumped by Promoters Into Giving Services and Goods Free

Pet Ambition

Los Angeles, April 4.
George Beale, head of United Press' Los Angeles office, was interviewed by Alvin Scump MacPherson and her robust mate, David Hutton. Hutton listened politely to his wife's lengthy discourse but obviously had something else on his mind. Finally he broke out: "I was wondering, Mr. Beale," he said, "if you could get police cards for Sister MacPherson-Hutton and me." He smiled shyly. "Just identification, you know."

BLINDNESS NO BUFFER TO ONE B'WAY GYP

A gyp which, if presented in fictional form would be hard to believe, concerns a blind con man who was active on the fringe of retail show business a little more than a year ago. This fling of the sightless gyp, which landed him in court on a swindling charge that later was not pressed, took him away from things for a short while. Now he's back around Times Square again.

Yegg was seen recently buying several thousands worth of furniture, giving notes in payment. Deal was split just in time.

Last charge against the blind con man, whose record totals nine convictions, was a swindle of about \$14,000 in connection with a show that never happened. Chief line used by the con is in connection with his eyes, stating that he has a large insurance policy due, etc.

DIVORCE DENIED

Springfield, Mass., April 4.
Mrs. Rhea M. (Martens) Sanjlyan, dancer, was denied a divorce in court. In her suit against Linville H. Sanjlyan. Charged her husband with cruelty.

Husband, contesting the suit, declared that the divorce had no intended to cause his wife mental anguish.

Los Angeles, April 4.
Induced into agreeing to one of the biggest give away schemes ever tried here, merchants are now regretting their participation in what practically amounts to a handout to customers.

Scheme, which calls for giving services and stock away free, was supposed to stimulate business by developing new customers. In this it has failed, the number of new customers not compensating for the cost to the business man.

Booklets containing tickets good for nearly any requirements, including items from a finger wave to a car wash, headlight adjustment to chiropractic adjustment, teeth cleaning to watch cleaning, razor blade sharpening to theatre passes, were sold for \$1 per booklet. Merchant received none of this, the promoters who called themselves an advertising service pocketing the money.

Some Renegades

Mystery is how they talked merchant into accepting the thing. Many of the merchants are carrying out their agreement, although not with a smile, while others have reneged and some, ask a service charge on books of tickets, according to the booklet, is 'to stimulate business and relieve unemployment.'

Some has failed mostly because of customers' bargaining instincts. People who would buy the booklets, aren't the type who will return to credit again, and they are the inherent bargain hunters.

There are tieups with two or three different sets of merchants in different neighborhoods. They have separate books of tickets, apparently issued by different promoters who are trying the same idea.

All for the \$1 Complete list of what the book offers for \$1, and values when printed of each service, is:

Automobile wheel alignment, \$2.50; marcel, 50 cents; head-light adjustment, \$1; high pressure electric grease job; car wash if customer pays for change of oil; \$2 worth of fender or body repair work; electrical ignition check-up, \$1.50; motor tune-up, \$2; battery recharge, 50 cents; two puncture repairs, 50 cents each; top dressing, \$2; four quart oil, 25 cents per quart; \$2 worth of repair work on auto top or upholstery; two tickets for 50 cents each on bundles of laundry at \$1 or over; one good for one hotel room for one night at Bard's Hillstreet theatre; same for Bard's 8th and Broadway home; chiropractic diagnosis and analysis, \$10; high pressure electric cleaning teeth, \$3; brake adjustment, \$2; finger wave, 50 cents; watch cleaning, \$2; two days at Catalina Island for two people (including hotel room, breakfast and six meals) for an additional \$7; photograph, \$3; admittance of couple to dancing academy, \$1; one scenic cabini site, with customer to pay \$3.50 for registering deed; and re-sharpening 10 safety razor blades.

Many of the give-aways were rejected, some with the customer not getting by as easily as indicated. Free cabini site was an example, with all kinds of restrictions on letting building contracts, assessments, etc.

Total value of services with listed prices amounted to \$38.50. This does not include the cabin site.

DOG SOFTENS JUDGE

Feels Sorry for Stage Poach and Diamond Trainer

Nashville, Tenn., April 4.
Judge Guild Smith decided that A. G. C. O. D. was right. He tried to beat a taxi bill and should go to the workhouse because he couldn't pay a \$10 fine.

But Lowande had a co-defendant, Tonic, mixture of acid and corrier, whose tricks are a large part of Lowande's stock in vaudeville trade. Tonic was in court and trailed at his master's heels to the prisoner's cage on the way to the workhouse.

It was too much for the judge. He called Lowande back and said: "I'm sorry for you. I'm turning you loose to take care of them."

Diary of a Stooge

Towns will use four acts on last halves. Dow agency, New York.

Mail-Taught Chi Rev. In Soul-Saving Drive Jams Up Taxi Dancers

Latest soul saving champion to bob up around town is the Rev. Harry J. Maas, self-acknowledged evangelist via the correspondence school route. The Rev.'s special interest right now is in taxi-dancers who, he claims, sell their souls on the Woolworth plant.

About 35 taxi girls were arrested in the Clark-Erie Business School of Dancing last week after one of Rev. Maas' visits to the place. When the girls came up before Judge Justin F. McCarthy for a hearing Maas put in a melodramatic appearance in a flowing tie and black stock hat. He told the court of buying 10 tickets for \$1 at the dance hall, but only using three of them.

Asked what organization he represented, Maas replied he was investigating for the Lord and does most of his preaching on street corners. He mentioned the name of a church of which he was pastor, but no such institution could be found. It later developed that taxi-dancers were not the soul-saver's only mediums of uplift. He admitted also canvassing houses of ill-fame, where he urged the women inmates to lead better lives.

While the girls in court giggled out loud at the self-acclaimed messenger of God, the court continued the hearing until April 19, indicating he would enter a small fine against the girls, who were charged with being inmates of a disorderly house.

ALIENATION SUIT

Filed Against Claire Windsor in Frisco. By Mrs. A. C. Read, Jr.

San Francisco, April 4. Just before she opened at the Curran in 'Wonder Bar,' Claire Windsor was served with papers in a \$100,000 alienation of affections suit brought against her by Mrs. Alfred C. Read, Jr., wife of a prominent local broker.

Wife claims she lost her hubby's affections and financial support because of Miss Windsor's attentions. Answering her, the screen player asserted she 'barely knew Mr. Read.'

Hollywood Cricketers Big Debut Vs. Aussies

Hollywood, April 4. One of the Olympic Games side-shows will be a cricket match between a Hollywood actor team and the crack Australian test team. 'Wicket practice started yesterday (3) at the UCLA grounds. Westernwood local cricketers include Ronald Colman, Clive Brook, Boris Karloff, C. Aubrey Smith and Reginald Denny.

Legal Crossfire

Galveston, April 4. 'General' Foster, 40-year-old negro, arrested at Houston while 'selecting' records from stock of Southwestern Victor Distributing Co., had 500 disks laid out when the law nabbed him. Asked if he had the 'Jailhouse Blues' in his collection, Foster grinned and said: 'No, sah, I got dem afterwards.' The judge gave him two years.

ODDS BOYS GET BREAK AS BERG-FULLER DRAW

By JACK PULASKI

Jackie 'Kid' Berg, the British windmill, who has been away from here for some time, came back to the flastic limelight Friday (1), at the Garden when he battled the busy Sammy Fuller, peanut-cultured lightweight from Boston, to a draw decision. The result was something of a surprise and while it created no little excitement at times, the milling was not thrilling. The decision was a break for the betting guys who laid odds of better than 2 to 1 on Fuller. For the first four rounds the shortenders were all steamed up over Jackie's showing, but after that they piped down. Bets off, except those which stipulated a win either way or a kayo.

Berg and Fuller fight along the same style, both liking to get in close and while Jackie proved he could fall faster but Sammy was the hard socker. As the match wore on it got on the customers' nerves, there was so much clinching. Jack Denny, referee, was dilatory in breaking the boys and the customers squawked until he caught the idea.

Kick of the scrap came in the fifth when Berg sunk to the canvas. It looked like a left hook had struck on the right thigh and he indicated pain just there. As the count started he arose and within a few seconds was in there winging with both mitts. His friends screamed when he landed a right to Fuller's knee that sent the little fellow back onto the ropes. Just as the bell rang ending the eighth round, Jackie again nearly went down. Both gloves touched the floor.

The bout leaves the pair still in the going. Berg is known as a gamester and showed he can still take it. Fuller's rating is still in doubt. That they will be re-matched is probable, but as a main event here there is some question. The house was not so hot. Balance of the card failed to interest the fans. A colored gent from Harlem went to sleep and did not awaken until the Berg-Fuller match was half over, with the noise and all. He may have had some gin aboard, but just as likely he couldn't take the prelims. That supplies an idea of that part of the show.

\$25,000 COLLISION SUIT

Hussain Ben M'Ahand, vaude performer, and his wife, Kathleen M'Ahand, non-pro, have started suit against Henry Goodwin for \$25,000, for injuries in an auto collision on Jan. 3, 1931, at Army Post Road, Md. M'Ahand alleges his injuries have kept him from work.

I'm Telling You'

By Jack Osterman

HERE 'TIS. (By special permission of the copyright owner, Little Jack Little).

All's (Boo) Well

Those three Boswell Sisters told about the narrow escape they had the other evening. Their apartment caught fire. Marta (piano playing) Boswell rushed to the phone, called their manager and asked 'what to do. 'Why didn't you yell fire,' I asked. 'Well, Marta replied, 'we haven't got a microphone at home.'

A Friendly Tip

At Buddy Rogers' debut they were taking pictures of the celebs. When it came to Lew Brown's turn we cautioned him not to look sophisticated, or he might never write for Ziegfeld again.

A Spot

A drunk was explaining to another stew his system of arriving home late without disturbing the wife.

'When I get home, not only do I take off my shoes at the foot of the stairs, but I remove all my clothes, tip-toes upstairs, climb in bed and I'm asleep in a jiffy.'

Pal thanked him for the tip. 'How did it work?' asked the friend. 'Terribly,' moaned his friend. 'I did exactly what you told me, took off all my clothes, tip-toed up the stairs—and there I was in Gray's store.'

Big Hearted Manager

A manager in Chicago signed a colored band that caught on immediately. They have become a hit and with cafe and radio are averaging two grand a week. The manager pays them \$750 and the balance is his. 'Just think,' the promoter said, 'I've got them signed up for 10 years.' And Sid Gray asked, 'What, no option?'

Just a Reminder

On April 8 this columnist will be one year older. For the benefit of those a bit puzzled I hereby give the following information—Shirt size, 15½...prefer solid colored ties...very fond of cancer...no ad for Hotz)...any good three for a half cigar...smart stories...black sox, 10½...white handkerchiefs and a good musical comedy part. Whistly Apts or West 40th street, New York. P. S.—No cigar lighters or fountain pens accepted.

Bad Memory

Larry Blynon relates the story of the inebriated driver speeding homeward. A few blocks from his residence he hit a woman. Fearing the law kept him driving for another hour. When he finally arrived home he

found his wife propped up in bed with a doctor attending her. 'What happened?' he asked. The wife yelled, 'You ought to know, and why did you keep on driving?'

Busy Week

With three new popular bands opening last week, the music publishers wore out their tuxedos. (Continued on page 63)

Speaks' \$1 Rate

Detroit, April 4. New wrinkle for local speaks is a flat rate of \$1 for all you want. It buys all the food, beer and entertainment they can stand. Whiskey and other hard drinks are extra.

MARRIAGES

Doris E. Bailey, pianist at Station WEEI, Boston, to Edward Verne Powell, son of Verne Powell, flute soloist, at Brockton, Mass., March 28. Ward Morehouse, drama news columnist on the New York 'Evening Sun,' to Jean Dalrymple in New York, March 30. Bride was press agent for John Golden attractions. Couple departed for the coast.

Greta Nilsen to Weldon Heyburn, Tina Juana, March 30. Both film players.

Marian Sommers to Guido Nadzo, New York, April 1. Groom is an actor. Bride's father is a theatre mgr.

Matilda Golden to George Stanton, in New York, March 31. Bride was secretary to Florenz Ziegfeld.

Alice Huston to Chas. G. H. Evans, Portland, Me., March 28. Bride was former drama critic of the Portland 'Express' and groom announcer as WCBS. Honeymoon trip was to Manchester, N. H., where Evans will manage new radio station of the Rines Hotel Co.

Madeleine McGrevey, for years secretary to Publix, Des Moines, in Columbus, Neb., March 28 to C. Emmett Lockard, manager of the Columbus theatre.

Announcement that Bert Lown, orchestra leader, will be married April 11 in New York to Carlyne Miller.

Helen M. Tait, dramatic and screen critic of the Syracuse 'Post Standard,' morning daily, and Franklin Duane Walker, of the staff of the same paper, April 2. The bride has filled the critical chair for two years.

BIRTHS

Mr. and Mrs. Chic Johnson (Olsen and Johnson), daughter, at Santa Monica, Cal., March 28. This is the Johnsons' second child, both girls. Mr. and Mrs. Sam Wigler, girl, April 3 in New York. Father is a music publisher.

NEW YORK THEATRES

GILBERT MILLER presents
Edna BEST
There's Always Juliet
A Comedy by John van Druten
"Victory delirious" - Theatres, 124 W. 43d
Henry Miller's "Juliet" - 124 W. 43d
now Thursday and Saturday, 2:30

NOW AT EMPIRE THEATRE
GILBERT MILLER and LEO L. HOWARD
Present
LESLIE BARRY'S New Comedy
"The Animal Kingdom"
"The scene's most gratifying adventure."
"Victory delirious" - Theatres, 124 W. 43d
Empire Theatre, Eves. 8:30, Sunday
Performances Omitted. Mat. 2:30
Wednesday, Thursday and Saturday, 2:30

MAX GORDON presents
The Cat and the Fiddle
By JEROME KERR and OTTO HARBACH
Through lines not heard either music in
the life...Columbia, 124 W. 43d
GLOUCE THEATRE - Eves. 8:30, Eves. 8:30
and Sunday Matinee and Saturday
Good Seats Available at 30c. Office for
ALL INFORMATION - 124 W. 43d, N.Y.C.

ERNEST TRUOX
in
WHISTLING IN THE DARK
By Laurence Gross and Edward Galt Carpenter
Directed by Frank Crownin
Ethel Barrymore with Edith Evans, Eves. 8:30, Mat. Wed. & Sat. 2:40

"BEST MYSTERY" PLAY IN YEARS"
ROBERT V. NEWMAN presents
"TRICK FOR TRICK"
with JAMES RENNIE
Geo. M. Cohan, Theat. Eves. & 43d. Eves.
8:30, Mat. Wed. & Sat. 2:40

SAM H. HARRIS presents
MARY BOLAND
J. HAROLD MURRAY in
"FACE THE MUSIC"
A MUSICAL COMEDY REVUE
By Irving Berlin & Sam H. Harris
NEW AMSTERDAM Theatre, W. 43d St.
Eves. 8:30, Mat. Wed. & Sat. 2:30

2nd WEEK
BURN Greater than "TRADER HORN"
JOE COOK
Capitol
Revue-Banquet
Orchestra

LOEW'S
SALE
"POLLY OF THE CIRCUS"
In person, Edgar Wallace. In person,
James Hall. 4 Carities Boys
Dorinda & Pauline. Other.

PALACE Eves. & 47th St.
Premier Vaudeville-Big Comedy Show
JAMES J. HANLY
BARTON
PETER HINGEY
FRANK A. HENRY & GANS
YACHT CLUB BOYS
ALFRED HENCH
NANETTE GUILDFORD
Midnight Show Every Saturday

86th ST. 84th, Lex. & 34 Ave.
Continuous Shows
Wed. to Friday, April 6 to April 8
"WAYWARD"
NANCY CARROLL-RICHARD ARLEN
AND ROY Vaudeville including
WILL OKLAND

81st ST. 80 Broadway
Continuous Shows
Wed. to Friday, April 6 to April 8
"WAYWARD"
NANCY CARROLL
RICHARD ARLEN
PAULINE FREDERICK

ROXY SEVENTH AVENUE
AT 50th STREET
"The Devil's Lottery"
with Ellen Land, Victor McLaglen, FRED
CARNE, and others
GREAT SPRING OFFERING with entire Roxy
Example and Court Stars.

Bee Lillie in Club
Beatrice Lillie opens at the El
Patio for Ramon and Rosita and
Emil Coleman, who run the cafe,
at 500 W. 4th St. Lillie has
wanted the English comedienne for
the Central Park Casino and anted
Liamon's original \$7,500-plus-con-
verts deal into a \$2,500 guarantee.
Miss Lillie opens this Thursday



Who Lives at The Park Central?

A MONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroads terminals.

Radio outlets...Electric refrigeration...Period
bathe and roof patio for private functions...
Swimming pool...Golf...and other features
equally unusual and desirable.

**Largest Single Rooms
in New York**

PHONE CIRCLE 7-8000

The Park Central
56 St. at 7th Ave., New York City
H. A. LANZNER, General Manager

Paris

Edith Wharton back.
Sally O'Neil in Paris.
Felix Niblo going to Berlin.
Ritz bar gone back to normal.
Max Constant to the Riviera.
Dranem the life of any party.
Harry Green expected in Paris.
Jack Warner in and out quietly.
Rene Noreau over for vacation.
Dora Miller driving to Barcelona.
Moss Hart driving along Riviera.
Paul Carroll back at a friend's house.
Bob Davis interested in the theatre.
Stetso giving Renee Veller a voice test.
Claire Luce cabling she's coming back.
Walter de Nary met here by Jean Murat.
Pauley back to work at Paramount.
Carmen Boni in a new brunette makeup.
Graciee Tibbett to come over for summer.
Jacob Karol losing weight and to Caroland.
Leon Balby selling some of his interests.
Edith Bennett seeing herself in long films.
Victor MacLagan back for long stay shortly.
Cliff Lee going European with a vengeance.
Lucille Watson would like to do a show here.
Petite Chaise reopening for same crowd.
Lord Rothemann likely to visit Paris in May.
The new pansy joint raided for identity cards.
"Paradise" Serenade panicking the night clubs.
Rene Clair becoming an idol with English society.
Florence Villard in town again for husband's recital.
Joe Zell to reopen his College Boulevard playground.
Carroll McComas sunning herself at Select luncheon.
Rubye de Renner no longer with actresses at party.
Arthur Moss back from New York with lots of stories.
Felix Passeur's "Acheteuse" finally going on in London.
Dorsey Jazz Orchestra newest French organization to open in Paris at the George V.
Allen Updegraff off to lonely island to finish novel.
Paris "Sol" jumping to front as leading evening paper.
Paramount to screen picture of the Grand Opera panicking Paris.
Maurice Tourneur has no desire to return to Hollywood.
Fleming Griffith with four offers looking Hollywoodward.
American C. of C. getting a free two-week trip to Weymouth.
Rex Ingram's sparring partner is Tomas Costa, Spanish boxer.
Paramount to screen picture "One Hour With You" for friends.
Newspapermen getting special \$3 a m. buses for the bank.
Felix Passeur taking Pauline Garon and Helen Costello out together.
Phillip Barry watching his idea of a horror picture with interest.
Gordon Pollock and Percival all sailing from Spain for Hollywood.
Western Elitism looking for picture boosting visual education.
Max de Vaucorbeil back from Paris to make two pictures here.
Marcel de Sancy simultaneously in a Paris hospital and waiting for his divorce.
Charlie Gordon going completely French under guidance of Pierre Lazareff.
Jean de Limur back to London with completed script of "Don Quixote" film.
Maxine Elliot opening her new villa and having a swarm of Forbes Robertsons over.
Cliff Fischer rushed from the subway to Professor Gosset's hospital for appendicitis.
Arlette Marchal going to the left with her husband on from the Embassy closing.
Young Wilhelm van Loon giving his party for daughter of Guaranty Trust here.
Georges Foulleux, manager of film Pignalle, has given blood seven times for France.
Ruth Putnam Mason contacting the ritzy and wealthy to sustain her Paris theatrical venture.
Metro's dubbed "Sporting Blood" liked. Metro's Hollywood made version of "Eusebio" a failure.
Al Bryan, Jr., arrived on Friday and so loneliness by Sunday he hopped the first train home.
Jacques Roubie considering his decision to resign from the Paris Opéra immediately and staying until April 10.
Marie Gird holding court at lunch with everybody in the restaurant in turn to kiss hands at her table.
President of the Republic, Paul Doumer, star guest at the Moulin Rouge gala opening of "Croix de Bois".
Crooks getting \$200,000 in five days from a Danish lady stealing a cold deck card game in a hotel room.
Wall Andrews recovering nicely from appendicitis.
Odeon staging in verse a six-act stage version of "Erring Race" by Francois Porche. Play had been

done in America several years ago, but never in France.
Mrs. Ballias-Debray, widow of the Roumanian author who staged a theatrical suicide during the opening of a play at the Porte Saint Martin, attempting it herself by jumping from the balcony.
A well-known Montmartre entertainer invited 100 people to a cocktail party at a friend's house. Friends got sick and party called off, but no one knew about it. Cole Porter among those who stormed the gates and got told plenty by congeer.

Berlin

By Max Magnus

Norman Kerry in Hamburg.
Julien Duvivier, French director, here.
George Skidz again to produce pictures.
Vanna off to London for pictures.
Karl Vollmoeller to sell his palace in Venice.
Agta's raw film business showing improvement.
Hans Schwab, director, back from the Riviera.
Charles Boyer will make a picture with Ufa in July.
Cornelius here negotiating Emelie's reorganization.
Franz von Vecsey, Hungarian violinist, is becoming a Budapest.
Max Reinhardt in London to direct Reinhardt in the "Miracle".
Jack Connolly of Pathe's new foreign department at Adlon hotel here.
Ise Dupont, sister of film director E. A. Dupont, in stage performance.
Belle Charrall to stage "Casanova" at the Coliseum in London during April.
Walter Hasenclever and Kurt Tucholsky writing a comedy, "Columbus".
Louis Wolf, co-owner of concert agency Wolf & Sachs, here, 75 years old.
Fritz L. D. Strengthoff, Metro's boss, at Lugano recovering from throat trouble.
Fritz Kortner will spend a picture, "Vorschwitz" ("Spentthrift"), by Fritz Raimund.
Marianne Winkelstern, dancer, ran over and killed a man with her car. She had a nervous breakdown.
Joachim Albrecht, Prince of Prussia, known as good cellist, conducted new compositions at the Sach hall.
Richard Tauber signed a new contract with Rotter brothers and will appear both in Dresden and Berlin.
Erich Ziegel, manager of Kammeroper, and Tulla theatre in Hamburg, refused to become independent of Berlin State theatre.
Hendel, coming to appear for the first time in new pictures with Werner Kraus in "Mensch ohne Namen" ("Man Without a Name").
Felix Passeur, director of his hit "I Kiss Your Hand, Madam," has written a new opera, "Der Liebes-attaché" ("The Attaché of Love").

Argentina

By Harry E. Goldham

Stars still wanted in this territory, where public follow names.
Cliff Fischer rushed from the subway to Professor Gosset's hospital for appendicitis.
Arlette Marchal going to the left with her husband on from the Embassy closing.
Young Wilhelm van Loon giving his party for daughter of Guaranty Trust here.
Georges Foulleux, manager of film Pignalle, has given blood seven times for France.
Ruth Putnam Mason contacting the ritzy and wealthy to sustain her Paris theatrical venture.
Metro's dubbed "Sporting Blood" liked. Metro's Hollywood made version of "Eusebio" a failure.
Al Bryan, Jr., arrived on Friday and so loneliness by Sunday he hopped the first train home.
Jacques Roubie considering his decision to resign from the Paris Opéra immediately and staying until April 10.
Marie Gird holding court at lunch with everybody in the restaurant in turn to kiss hands at her table.
President of the Republic, Paul Doumer, star guest at the Moulin Rouge gala opening of "Croix de Bois".
Crooks getting \$200,000 in five days from a Danish lady stealing a cold deck card game in a hotel room.
Wall Andrews recovering nicely from appendicitis.
Odeon staging in verse a six-act stage version of "Erring Race" by Francois Porche. Play had been

TIMES SQUARE

London

This is the reunion dinner season.
Francis Lederer has a secretary now.
Sydney Bernstein back from the States.
Norman Hillson now working for Odhams.
Percy Athos doing presentations for UFA.
Haddon Mason made four reels in six days.
Jack Warner here, and getting publicity.
Ralph Lynn taken a suite at the May Fair.
Rose Perfect resuming variety work here.
Alfred E. Green to make talkers in England.
Kimberley and Page again Moss Empire-Ing.
The Niblo-Hakim blow-up on the front pages.
Walter Mutch around at midnight shows again.
Paramount rated aces with "Aren't We All".
Margot Grahame's closing deal with Marlene Dietrich.
John Paddy Carstairs on a new long-term contract.
Lawrence discussing a new revue with Andre Charlott.
Jones's Restaurant threatening to stay open all night.
Duffin and Chita split, with Duffin leaving flash act.
Leah's writing society by Hovis for his seaside crooners.
Lesley Wareing's contract with B. L. ending soon.
Humor Most Empires closing their theatre in Leeds.
Ernie Lottinga in another B. L. P. picture.
Tom Walls in from Race night.
Florence Desmond's mimic talker short getting plaudits.
Walter Williams breaking in bill at the Palace, New York.
Chatterers ready to greet Laurel and Hardy holiday trip.
Tom Walls in from Race night.
English Grand National.
Haddon Mason on another of these second-hand pleasure cruise and filming agency.
Plaza orchestra going for a tour round Paramount theatres.
Margot Grahame refuses to work with new partner Percy Hayden.
Half the unemployed from Fleet Street are waiting for work.
Boat Race night drew the usual free fights West End-wards.
Tom Walls in from Race night.
Hollywood. Due to local ties.
Naughton Wayne doing monolog written by Joseph K. Watson.
Roy Schlemmer split with the Roy Schlemmer organization.
Harry Lachman seeing his own film "Aren't We All" at the Plaza.
Green \$200 a day for picture work.
Savoy hotel seeks to restrain backstage lasses from Orleans.
Exhibitors are palming off Harry Lachman current at the Dorchester.
Eros had his usual embraces of 100 women last Boat Race night.
Billy Bleach again in charge of vaudeville bookings for Stoll circuit.
Percy Athos doing presentations for UFA.
Eilly Wells' saloon near the Dorchester is now getting the Oxford men.
Eric P. Strelitz agrees to represent Union Theatres of Australia.
Oscar Denes and Barbara Diu open Palladium April 18 for fortnight.
Betty Errol, daughter of Bert Errol, formerly in act, now doing single.
The "Man Who Played God" returned to silent films this side. Censor trouble.
Many of London's coastal hotels not open this Easter, despite ad.
Henry Edwards, once big draw here, intends making talkers with his own pictures.
Pat Murphy, best interviewer in England, has to be introduced to London by his friends.
Francis Mangan's leave of absence from the Plaza may last around a fortnight.
Marie Curie, first once opening of "Waltzes from Vienna".
Final week for Income Tax payment having passed, falls will now start working overtime.
Adrian Brunel, once film director and now writer, heard his publishers after eight months.
Dublin for the Irish Sweepstakes draw are still blind to the world.
Beifrage, on returning from States with new films for B. B. C. Francis Birrell being out.
The Battle of Lila, Russian flicker, described in Asia.
renters being frightened of Red again.
Warwick Ward, who once got

four grand out of 'em in a law action, may make a talker for Warners.
Parnell & Zeitlin lost provincial touring rights of "White Horse Inn" through insisting on share in film rights.
Adrienne Brune returned to "Waltzes from Vienna" after an illness and fainted on stage three days after.

Australia

By Eric Gorrick

Trade up.
Cooler now.
Rudolf Primi here.
Robert Ripley visits.
W-T grand opera season in April.
"Barretts of Wimpole Street" clicks.
Vaude-revue gradually fading with dull b. o.
King of Kings' to be screened by independent managers in Easter.
John Hicks back to America after many years managing Paramount.
Pulver, British film producer, from now on over their entire chain.
M-G-M stand behind Greater Union playing the run pictures in every G. U. ace house.
Ella Shields will open in Melbourne this month under the Neil management with the Fullers.
The "Sentimental Bloke," Australian comedy from Effies, will be premiered in March by Hoyts.
J. S. Fishman has arrived from Warners' New York office to look over business in Australia.
Herman Cron, American big game hunter and photographer, paid a visit here after a trip to Central Africa.
Signor Caciatti, noted operatic singer, died here suddenly. Originally came to Australia with the company for Fullers.
Stuart F. Doyle entertained Greater Union executives, American film distributors and trade press on his ocean-going yacht.
Hugh McIntosh is being further promoted in the bankruptcy court in connection with his holdings in Tivoli Theatres, Ltd., and "Sunday Times" newspaper.
Greater Union will sponsor a series of three-reel travel pictures by Captain Frank Hurley. Each will picture in French, German and Italian as well as English.
Hoyts will go in for bigger presentation. Charles Munro, at present in America as part of the concern, is expected to bring back the Australian rights of many New York pictures.
Artists engaged for forthcoming W-T Imperial opera include Lina Cavalieri, Clara Novak, Anna Surani, Bruna Castagna, Carlo Alfieri, Grace Angiano, Pietro Moutanari, Apollo Grantforte, Oreste de Bencasi, and singing stars, Albino Marone and Michele Fiores.
Distributors pleased with the picture before them, and their attractions before censor gets to work with cuts. The idea, however, of a single appeal censor is not welcome. Federal government very anxious to cut down expenses on film censorship, will not appoint further censors, but existing distributors must be satisfied with ruling.
Panama
By Sea Drew
Sam Goldwyn here for short visit.
Kelly Ritz put on a new revue called "Hores".
A restaurant in Panama sells 5-cent beer for 10 cents.
Two new picture theatres going up out Madden Dam way.
Madam Elba of the Brasel Opera Co. passed through here on her way to Venezuela.
Cecilia theatre is passing out a cake of soap to each wife and shaving cream to the men.
Amador theatre, one of Panama's oldest picture houses and right on the main stem, closed.
Sim Stapler, formerly with the his own on Central avenue.
Thelma Carleton of Bilgrays gets a divorce in Panama from her navy husband. Husband on the way to China on the U. S. S. Rochester.
A local magazine called "Cross Currents" was forced to suspend publication on account of an article written on Panama night life. Officially no like.
Tourist club, once a popular place, are not doing much. Liquor taxes falling off at the rate of \$1000 a week. Has been a reduction of taxes, saving \$1500 a month is too much.
Babs Darling, 29, who married a local man, returning to New Zealand States last month, has written the new husband that she wants a divorce. Has been married three times. Husband wrote: "If you want a divorce, buy it. I'm broke and out of a job."

Mexico City

By D. L. Grahame

Street and backyard organ grinders folding right and left. Too much taxiing and too many days.
Twenty-three decrees in a day is record hung up by the new Ciudad Juarez divorce court. This mill is challenging Borel's record.
Richard Bennett paid a brief visit here. Attended the first showing of "Born to Love" (Pathe), starring Constans.
Legit houses have been warned again that they must obey law providing that they present at least one native production a month.
Another censorship. All stage and screen presentations are to be given strict once-over by supervising board appointed by civic government.
No more automobile license fees after May 1, under new plan of the civic fathers. Plates will be merely for identification and will be gratis, but gas tax increased to 3 cents a litre.
Albert Bell, son of the late Richard Bell, internationally famous clown, plans to make a scenic movie of Guadalupe, the official largest city, for exhibition in the United States. Picture will show corners in the city. Guadalupe has been the home of several members of the Bell family since the famous clown died.
Colon
Rosebud Allen and Kitty Mandel new arrivals for Bilgrays.
Anne Ranger and Ada Urnison of Bilgrays left for New York.
Filly Swift and Leah Bell of the Bill family here in the Samartian hospital.
Colon must pretty up her water front. Alcaldes ordered all shacks torn down in Colon streets.
"Drama Guild," a stock co. booked for the Colon theatre, failed to show. Tickets had been sold. Coming later.
Army and Navy Y. M. C. A. gave a vaudeville show of 10 acts at the Cristobal clubhouse. Many ex-performers to death in Colon streets.
Elroy Herrera, father of Kid Herrera, the prize fighter, was acquitted of charge of the murder of a sailor, beaten to death in Colon streets.
David Hutton, husband of Almee McPherson, wanted to sue Bilgrays for \$10,000 for slander in calling a cocktail lunch affair his wife.
H. A. Scott, owner of the California, failed to pay six entertainers, refusing to give a reason. He was fined \$30 by the Alcaldes. William Thompson, who had disappeared. All native entertainers.
Atlantic has new show called "Hawaiian Nights" with Sugar Schaad, Bobby Massanet, Nyeia, Felix Parsons, George Franklin, Bobby and Vivian, Felix Parsons, Diaz and Pachas, Milanes Sisters and Say La Belle are advertised as directed from the States.
Miami Poles, a group of Harlem colored entertainers who have been working around Panama for a year, went to the States for a new engagement and was refused entrance to Panama. Their act had been de-livered by the Poles, but when it showed last year. However, they were permitted to land through the kindness of the Poles.
Madge Lockie who came to Panama for the first time 14 years ago with an English stock co., stayed to marry the local man, started a family and open a dancing school. Then left for New York to go into vaudeville and put on revues. She got a divorce and now is back in Panama putting on the same revue at the Atlantic, Colon.
The Hague
Cook in one of Amsterdam's lunchrooms (cafeteria) won pan-luncheon championship of Amsterdam.
Oldest hotelkeeper in Holland is a woman. Mrs. Verfuhr manages the Hotel de la Paix in Amsterdam.
A special referendum performance to get vote on silent film versus sound was held for Hardy anybody there no verdict given without vote.
Organized Koninklijke venging-Het Nieuwland Nieuwland in debt again. Could not even cover up debt of \$8,000 for rent of one of Amsterdam's houses, which already is about a year in arrears.
Film shown on screen had much to do with the new Dutch film. Made in 1928 based on operetta by Lehar. Scenery on stage made to match scene in film and all characters were dressed and acted as actors sang songs on stage to make this silent more like a talkie.

Going Places

By Cecelia Ager

Par's Scrambled Geography

The Paramount's famous water-fall, down whose moss-covered paper maché rocks real water trickles, has traveled through many strange lands on the Paramount stage, but none quite such a geographical problem as the spot it's visiting this week.

Fujiyama, the sacred mountain of Japan, is painted on its backdrop. A bamboo tea-house is at the right, a Chinese arched bridge stands upstage, and round about frolic dancing girls now Javanese, now Chinese, now American musical comedy. Over all is cast the title, *Springtime in the Orient*, so even the title refuses to give a definite clue.

The presence of Anna May Wong and the acrobatic act Young China, might lead one to believe that more China than anything else, but yet the 100% Japanese mountain towers over all to refute that theory. But can it be Japan? Certainly the Paramount would not be so tactless as to put Chinese acts in the shadow of Fujiyama, not right now. It's probably some dream country after all, where Chinese pajamas are made of silver cloth, where Chinese maidens learn to dance, and where Chinese picture actresses undulate their amber bodies clad in shameless gold Occidental brevities with true Western intent. The waterfall, faced with such bewildering goings-on, swiftly dries up.

True Actress, Phoney Role

Barbara Stanwyck's temper will never atrophy from disuse. Since it was discovered that she is what's known as an 'emotional' actress, her pictures have always contrived somewhere to have her make a scene. Scenes, it seems, provide the easiest way to capitalize her flair for histrionic fireworks. In "Showdown" Miss Stanwyck makes two scenes, each time losing her temper with exhausting thoroughness, each time providing good close-ups of tear-blinded eyes, and each time accomplishing nothing for the development of the story, but none the less giving the customers their money's worth of 'dramatic acting.'

Miss Stanwyck's low combustion point in "Showdown" may be the inside on how she became a world famous actress. Temper and dramatic temperament have always been closely allied in the public mind.

"Showdown," more sensible than most stories about celebrated actresses, shows none of her actual acting as an actress, but is wisely content to display her gracing, glittering costumes, a spacious back stage dressing room.

Miss Stanwyck's clothes as a first page actress are also less than glamorous. Seeking to atone for her lack of individual chic, Miss Stanwyck chooses garments so bizarre that they very nearly stifle her precious quality of naturalness. Then, when she wants to show that she's acquired the rarefied taste of simplicity, her costumes become so sombre and restrained that they might belong to somebody's mother. But it isn't clothes that Miss Stanwyck's following expects of her anyway. Her fans know that no matter how shoddy her material, how hackneyed or false the situations in which she is placed, she will shine through with a clear, steady flame, transforming them by her light into something earnest and true.

Sunk By A Legend

Any flesh and blood woman who tries to pit her charm against the mystic, idealized figure of Mona Lisa must come off a pretty sorry second. For 400 years Mona Lisa has only smiled her smile at mankind, have been enslaved. It happens to be Trude Von Molo's personal misfortune, in "The Theft of the Mona Lisa," to be compelled to submit to comparison with Dr. Vinci's celebrated lady.

Mona Lisa's quietly amused face opens the picture and straightaway casts her spell. When Miss Von Molo's turn to appear on the screen comes she has already lost the little. Her resemblance to La Gioconda only makes things worse for her; if she were a blonde, for instance, she could remind the audience that fair haired women have a place in this world, too, but looking so

much like Mona Lisa, and yet irradiating none of her self-contained witchery, Miss Von Molo only affirms the wisdom of the audience's preoccupation with the original.

All by herself, Miss Von Molo is a handsome woman with a satisfactory abundance of correctly placed curves and pleasing features. Cast as a hotel maid with ambitions to better herself, she takes a revolutionary stand in the matter of clothes, maintaining that the inexpensive garments suitable to her lot need not, for that reason, lack simple taste.

Droll Personality Lost

With everybody over-acting vehemently about her in *Ladies of the Jury*, Edna May Oliver alone keeps her head. The effect she achieves so easily turns the rest of them to futile straining. That's because whatever she does seems, but only seems, exaggerated. Actually her mannerisms are a genuine part of her, heightened but slightly for the screen.

"Ladies of the Jury" appears to give Miss Oliver a splendid opportunity for her completely droll personality at first, but as it unrolls her role becomes feebler and feebler. It has a rich idea—a woman's influencing a hostile jury to her views merely by exercising her feminine tact—but its development is hurriedly glossed over so that an unimaginative group of stock comedy characters can do their standard bits. There's Kitty Kelley as a tough chorus girl, evidently from burlesque. Cora Witherspoon plays a social worker, Jill Esmond, whose

Did You Know That—

Irene Rich leaves for California next week to become Will Rogers' wife again, in pictures, of course. Claudette Colbert gave a farewell tea on Monday before leaving for Hollywood, too. Ward Morehouse's party at the Essex House last week, announced his recent marriage...in commenting on June Walker's added weight the local wags forgot to say how very lovely she is these days...Barbara Newberry is bored with Chicago...Joanna Ross again proves herself a coming young actress in "Life Begins"...Neal Andrews returns from Europe next month...Mrs. Darryl Zanuck will visit these parts very soon...the Charlie Einfields will spend the summer in Westchester...Virginia Smith has a dressy new sport car...Edna Leedom wears an exquisite blue gown, trimmed in blue fox, at the Mayfair Saturday night with hubby Doelger...Jeanette Loft was pretty in black lace, and that cunning black jet jacket set off Grace Lyle's gown beautifully...Tom Melghan was also there...when discussing gorgeous limbs how about Bobbie Perkin's...Jeanette MacDonald has become divinely thin.

English accent is charming, is cast as a French actress and speaks with some sort of a mongrel European accent instead. She screens well and gives brief evidence of ability to put over a humorless earnestness.

Uncommon Chatter

By Ruth Morris

Roxy's Spring Frolic

Pret Waring's Glee Club can't put over a thing on the Roxettes. The girls may not be able to sing through megaphones, but they drill with them every what as smartly as the faultless releases of Pennsylvania. To the assisting Roxettes, the Waring megaphone drill is just another precision routine, performed with expertness that has become instinctive.

If the dancers are disappointed in this week's response to their full-stage tap drill, it's because all the cards are stacked against them. Their costumes are a confusing motley of color and fabric, elaborately sequined and noticeably cheap against the simplicity of a pure white cyclorama. They execute their best stunts under lights purposely subdued to heighten the sudden brilliance of the finale. When white spots finally flood the stage, the grotesque shadows they cast on the background dwarf the endeavor going on near the footlights and farther and farther away from rounding applause.

'April Folly' may trouble patrons who are accustomed to the Rox's classical celebrations of Spring. This one goes modern in the Thilly Loach manner, the ballet posturing as medieval religious figures in a solemn ecclesiastical setting. Whatever 'Folly' represents is hard to determine but, danced by Patricia Bowman, she's a glorious splash of scarlet and purple, dramatically contrasting hushed tones of light

that pour through stained glass windows.

Stenop-Boss Fable

'Beauty and the Boss' urges an unholy preaching on all ladies who aspire to stenographic jobs. Be fired for inefficiency, the film recommends, and see that you're immediately re-hired as a companion of extra-office hours. Roll your eyes, wiggle your hips, show more than a direct inch of skin now, type, write abominably, and you won't go far as an office assistant—but you'll go far.

If audience ladies adopt the secular technique of Mary Doran, their bosses may think that they've been strangely overcome by attacks of spring fever. Miss Doran glazes over her assignment and leaves little doubt as to her ultimate intention of employment. But in this she merely agrees with the mood of an extravagant fable that doesn't expect to be taken very seriously.

Efficiency gets another knock from Marian Marsh. She believes so thoroughly in a girl taking her work seriously that she applies for the position made up as somebody's stooge.

Buttoned boots, worn down at the heel, jacket ripping from a dowdy waistline, and a flat straw sailor's collar, with one perpendicular plume, introduce her as a party to amusing, but unbelievable, fiction. She gets the job, but she soon learns to wear silky satin and fluff her hair into a soft long bob. Well cast as wistful Cinderella, Miss Marsh performs with ingenuous childishness that finds comedy in unpretentious farce.

Moral of 'Fame Street'

Alleen Pringle needs only a heart of gold to see 'Fame Street' through its sorry recital.

She's cast as a film star whose heart aches over the smashed career of a confirmed alcoholic who was once the greatest actor in Hollywood. She's ayal and she's true blue, standing by the old renegade even though he returns to his wine-bibbling all made up as General Lee. To staunch understanding, Miss Pringle adds clipped British syllables, smooth make-up and a fairly smart wardrobe. She does as much as she can with a part that carries on the subtle crusading spirit of 'Ten Nights in a Bar Room.'

Indies and Hays

(Continued from page 5)

trance in the West Coast association rather than the parent body. The Hollywood Eight might compare to the tax in New York.

Indie producers are not kidding themselves about any 'in' the regular membership will give them. They know the industry. They feel that a good picture will get distribution whether the producer has a membership card or not.

Dubious

As for the other aspects, Indies claim they get most of the benefits of the Hays group without paying. Although uncoded, each gets the same censor laws available to Hays members and each has at his disposal the same access to copyright research as Hays members.

There are some who are even dubious as to what reaction the Hays shingle will have with their indie exhibit contacts. The tendency for exhibits to unite in circuits, however, is markedly lessening this.

In the final analysis dues are the only stumbling block. If Indies can get their price they will put their dough on the Hays plank.

Strength of the Indies, as well as their individual ambitions, is shown in the increase most are making in the new programs. Potential Hays group members, incidentally, are confined only to those making 12 or more features.

Where Allied last year made six features it is now announcing 8. Monogram is going from 26 to 28; Mayfair is remaining at 24. Chevrolet and Artcraft are reported at over 12. Talking Picture Pictures is debuting in the indie feature field with a program of 12. Latter is among those Indies doing an improving entrance into the Hays organization.

On the West Coast, M. C. Leeves, with Cecil B. DeMille associates, has an important indie production set-up.

Women on Percentage

A condensed review in points on the women of the stage mentioned hereunder.

Nons can rank over 10 points on a single item, nor over 100 points in total.

There are 10 items covered by the reviewer, with the named points opposite each player's name.

Slight comment is added.

	Melodrama	Comedy	Melodrama	Comedy	Lightness	Personality	Colorful	Sensational	Originality	Appreciation	Total	Comment
PALACE												
Nanette Guilford.....	7	6	2	8	5	9	10	5	10	77		An opera star with the showmanship to select a vaude program sensitively suited to vaude audiences.
Mary Brian.....	9	9	9	9	5	8	8	7	3	8	76	The sweetness of her piteously but her voice is pitched too faintly for the Palace.
Albertina Rasch Girls.....	8	6	9	9	6	5	9	9	7	7	76	An individual line-up adept at keeping the cooch low, but at the same time aesthetic.
The Three Rillies.....	8	10	8	6	6	6	8	9	6	8	74	Versatile youngsters who escape the usual smart-aleckness of precocity.
STATE												
Esther Ralston..... (Hollywood Rev.)	9	10	9	8	5	2	2	8	5	9	77	Audience impressed with the beauty of an assured picture star able to capitalize the applause value of a varied routine.
Maxine Lewis.....	8	10	10	9	6	6	8	9	0	8	74	A good, true voice, straining for volume, robs delivery of variety and sweetness.
G. Little Redheads..... (Hollywood Rev.)	6	7	8	7	7	4	7	7	2	4	59	Brisk line-up interpolating effective numbers between Esther Ralston specialties.
86TH STREET												
Ruth Petty..... (Johnny Perkins)	8	10	9	10	5	7	8	7	9	7	71	Youthful straight woman with ability to put over popular hot-cha and ballads.
Neal Sieters.....	9	8	9	10	4	6	7	7	2	7	69	Smartly pretty harmony trio with manner too superior to be ingratiating.
Miss Freida..... (Rose Midgely)	7	7	9	7	5	6	7	6	0	6	60	Gracious Lilliputian, as cunning as her costumes permit, displays a variety of cute accomplishments.
Miss Gladys..... (Rose Midgely)	6	6	8	7	5	5	7	2	0	7	58	Dainty specialty dancer, handicapped by a brief and unflattering costume.
Pick Sisters..... (Rose Midgely)	6	8	8	6	5	5	6	7	0	6	57	Consistent Lilliputian dance team.
Chorus, Rose Midgely.....	5	5	6	6	5	5	7	7	0	3	54	Diminutive chorus receives little aid from its stereotyped and unbecoming wardrobe.

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15 YEARS AGO

(From 'Variety' and 'Clipper')

White Rats about washed up. All strikes declared off and Mountford stated that the organization faced bankruptcy.

Louis Mann had a sketch on the Orpheum circuit, 'Some Warriors,' which gave offense. Mann talked back to his critics so Martin Beck rubbed out the remaining dates.

Eddie Marshall, vaude cartoonist, started a riot in a German restaurant in N. Y. by insisting on singing 'America.'

Billy Sunday was conducting revival meetings in N. Y., but failed to hurt the theatres. Poison in the smaller towns.

Artcraft Pictures gave a luncheon to Douglas Fairbanks, who was about to go west to make pictures for them.

Gus Hilt shut six shows on account of the war. Season had about a month to go. Figured that people would be too excited to go to shows, and Govt. had already started to urge everyone to save. Coney Island was worried over the report it would have to keep lights out. False alarm.

Ringling show opened in Chicago May 3. May Wirth was made the big attraction in place the late Lillian Leitzel, who had gone over to Barnum & Bailey.

Stamp tax on N. Y. theatre tickets was killed in the Legislature. Same thing this year, without the stamp feature.

State Rights bookers and producers were talking about forming a league. Intended to keep out what speculators who had the money to open an exchange but not the knowledge to run the business. Hurting returns. Never got beyond conversations.

50 YEARS AGO

(From 'Clipper')

Fire on the Golden City, a Mississippi river boat, off Memphis, resulted in the almost total loss of W. H. Stowe's circus, headed for its opening date. Stowe himself was among the 50 who lost their lives.

W. C. Coup bought from Guiteau, assassin of Pres. Garfield, the suit of clothes he wore at the time of the shooting and the clothes worn at his trial. To be exhibited with the show. Suit was placed on a wax model of the killer in the act of firing.

Julie Coventry, stock actress in 'Troy, N. Y.', lost effects in fire. Was given a benefit supported by local amateurs.

Chickering Hall, then at 5th avenue and 13th street, was one of the fireproof halls for other than the theatrical shows. Another of lesser importance was Clarendon Hall, in 4th street, between 3rd and 4th avenues. All amusements were below 35th street and most below 28th.

Patti closed her American tour with evidence that the public had become tired of her high prices. Specs stuck with seats.

Rebuilding the Aquarium into the Criterion theatre. Building dept. ordered a fire wall between the stage and proscenium. First time that history was insisted upon. Now mandatory.

Catholic Orphan Asylum, in appreciation of past aid, gave \$100 to the newest established Actors' Fund. Fund was in excess of \$51,000.

Barley Campbell's 'The White Slave' given its first production at the 14th St. theatre. Clipper did not care for it. But it made a lot of money.

Inside Stuff—Pictures

Shortened production schedules on each picture for economy's sake mean nothing to Harold Lloyd. Comedian expects to consume three months' time on 'Movie Crazy,' maybe longer. Hollywood wouldn't be surprised if he took six months.

Story was six months in preparation. With one month of filming completed already, there is not much negative in the can. Daily scene schedule, for example, calls for 14 days on one sequence alone.

Players are hired by Lloyd for a guaranteed number of days. If needed after their most important scenes, Lloyd must wait till they are available. He cannot afford to keep his whole company on salary for the picture's run, so must take a chance on getting them when they're not working elsewhere. It's a big gamble on some of his people if retakes or added scenes are necessary.

A three or four days' vacation for the whole company in the midst of production is not unusual.

Pure coincidence blocked a man posing as an inventor of a three-dimensional picture process from crashing a coast studio cashier's window for \$10,000 last week.

Man had a negative clip which he claimed was the only existing proof of his process. Remarkable stereoscopic values were apparent in the scrap of film itself. He asked the 10 grand as a deposit on the rights. Grifter first approached a Hollywood agent, who was impressed by the looks of the film and arranged an interview with a studio official. Official took one look at the film and exclaimed, 'Marvelous. That's been torn from the film by Dr. Moosis.'

The inventor turned green and slipped out of the office quietly. The coincidence has been the particular studio was already negotiating with the real inventor of the depth process.

One of the major film companies couldn't understand how the stuff about its new program was getting into the dailies. Eastern heads were being usually upset about it and started blaming everybody including most of the boys in the New York office. But the trail eventually led westward.

After some more or less intensive detective work they finally found that one of their Coast head men had been imbibing just enough to loosen his tongue and make him careless of who heard what he had to say. It got so that they even suspected the conveyor of the news to the press was purposely enticing their exec to a couple of pre-dinner cocktails. However, this never became more than a suspicion as a few cut remarks from the east put a sudden quietus on the informative studio chief.

In a current report on the censor situation in Australia, American distributors are informed that it is becoming one of the most rigid on the globe. Five pictures were rejected in toto by Australia and two were ordered to have all advertising and publicity matter first passed upon by the censors. Pictures rejected included Warners' 'Safe in Hell' and 'Under Eighteen'; Paramount's 'Ladies of the Big House'; Universal's 'Sea Soldiers' Sweethearts' and Fox's 'Good Sport.'

Ad copy on Metro's 'Strangers May Kiss' and Par's 'Jekyll and Hyde' must be perused.

In addition to these, court clerks can no longer be dialogued as saying 'so help you God.' 'Frowny' and 'lousy' are also blacklisted.

Deal whereby Sol Lesser joined with Talking Picture Epics in distribution did not involve the transfer of much money. TPE will continue as before with the product it has been distributing, but will share 50% in the operation of its exchanges from now on with Lesser's Principal Distributors and similarly on the latter's profits. Lesser will have charge of production, with his Principal Producers the parent company of Principal Distributors. Frank Wilson, head of TPE, becomes a vice-president of the Principal corporations. Lesser arrives on the Coast this week to begin production, remains there a fortnight and returns east to aid in the expansion of TPE exchanges and selling staffs.

After less than a year as picture critic and chatterer for the London 'Sunday Express,' Cedric Beifrage has promoted himself a trip to Hollywood.

Beif sailed on the Majestic March 23 and after two or three days in New York plans to proceed to the film capital. He will remain about three weeks in the town where weather is always exceptional.

This is believed only the second time a London daily has sent a rep to California exclusively for the picture copy. First on the list was Iris Barry, who went over for the 'Mail' in 1928.

Beifrage has been over before, paying his own fare on two occasions when working as a free-lance fan mag scribbler.

Indie exhibits will have to make the first move to get uniform contract, arbitration and zoning back, according to the Hays office. More than that, they will have to prove their sincerity in advance this time and show that the new overture is not just another bid for word juggling. Hayates, in making their own stand clear, declare they are through trying to spread the country spreading the gospel of industry uniformity in smoke-heavy meeting halls or hotel rooms. The M. P. T. O. A., which endorsed uniformity at its Washington convention, will have to lay its cards on the table, along with the resolution, if it expects to get anywhere with the producers on the one-for-all basis.

Ernest Lubitsch's new terms with Paramount are at a slight cut below the \$125,000 a picture he was getting. On the new week-to-week basis he'll average about \$225,000 annually for two pictures which will probably be his limit per year despite the three picture arrangement with Par.

Lubitsch, on the previous \$125,000 per pic basis, averaged at least two a year although he had an unusual understanding whereby he was to supervise on a gratuitous arrangement while making three pictures a year as the actual director. It was this supervisory set-up which brought Lubitsch into the actual meeting of 'One Hour With You.'

Sudden darkening of the Astor, New York, until opening of 'Grand Hotel' (Metro) April 12, leaves Broadway for the time being without a single 12 picture. It's the first time the Astor has darkened for more than a day between pictures since February, 1929, when M-G launched the first of the tailor musicals, 'Broadway Melody.'

Continuous grind of 165 weeks is split up as follows: 'Broadway Melody,' 27; 'Hollywood Revue,' 19; 'Devil May Care,' 6; 'Rogues Song,' 21; 'Free Soul,' 18; 'War Nurse,' 9; 'New Moon,' 6; 'Trader Horn,' 17; 'Free Soul,' 18; 'Guardman,' 9; 'Champ,' 6, and 'Hell Drivers,' 15.

With a circuit rejecting one of the pictures on their line-up from a major producing company, the Detroit manager for the distributors screened the picture for an opposition manager. With the opp manager first choice and said the opposition has been looking at the picture. Circuit man then decided to buy it after all.

But the opp manager is now insisting on a 30-day option on all pictures he is invited to view.

RCA Photophone will announce as effective about May 1 an adjustment in its recording royalties. Photophone's reductions have not yet been settled, but will cut costs for independents and short subject producers.

Inside Stuff—Legit

Marcus Helman is more active in the Erlanger office at present than at any time since he joined, preparing for next season. His investment in the legit enterprise is said to be several millions. Helman's buy includes an interest in the two Erlanger theatres in Los Angeles; Erlanger-Grand, Cincinnati; Erlanger's, Buffalo; Erlanger's, New York, and Erlanger's, Atlanta. Latter house appears to be the biggest problem. Few attractions have gone south and there are too many picture houses in Atlanta to attempt that policy. Rent was defaulted and the bondholders, all local, are trying to do something about it.

Reported that the Cincinnati house has been offered to RKO, overture apparently coming from the estate of Charles P. Taft, although Erlanger's have a 99-year lease. The Erlanger office claims the house has not been in the red this season but any advantageous deal would be welcome. That also applies to any of the other theatres mentioned but no knowledge of pending deals is admitted.

If the Erlanger house in Cincy is disposed of, chances are that that firm's attractions will play the Shubert which has a larger capacity. Erlanger's claim there are other houses in that city which could accommodate their shows. Plans of pooling between Erlanger's and the Shuberts remains as is. It appears the Shuberts would like to pool in all stands where they have no theatres but not where both circuits have houses.

Helman in addition to his theatre interests is also in on Erlanger Productions, the show end of the estate.

Winthrop Ames' office denies that the players in 'Left Bank' will have the privilege of wrecking the dressing rooms at the Little on the last night of the engagement and the New York 'Times' doesn't like the idea either.

While the 'Times' takes possession of the property May 1, there is no intention of razing the theatre at that time. Plans to make a new entrance to the publishing plant have been set back and it is expected the Little will be operated as a theatre for another season. So, no rough stuff on the ground.

One show currently on Broadway has a tieup with a spiritualist group. So much so that before the play was produced the producer took the script to the head mystic for an okay and an opinion.

After the approval the spiritualists came through with extensive plugs and sent them broadcast.

Legit drift is that the majority of new producers springing up are no actual help to the theatre situation. They operate on the thinnest of shoestrings.

Primary indications are that theatres are remaining as distant as possible from these ventures. Several recent shows remained unbooked to the last minute and were in danger of not opening at all. Bookers state darkness is preferable to these plays.

Other indication is the attitude of agents who make no effort to cast for these shows. Reason is that the salaries offered are so low the resultant commissions would be negligible. Weiler of new managers has reexamined much of the talk against these productions which offer \$15 and \$25 salaries to performers normally getting \$200 or more.

Billy Rose credits his circus p.a., Ned Alvord, who is ahead of 'Crazy Quilt,' with enough of the success of the revue on the road so that he'd almost like to make it a co-starring arrangement to include Fannie Brice, Phil Baker, Ted Healy and Alvord. That is, if it would help at the boxoffice.

Alvord's trail blazing is recognized in the trade as having done much for 'Quilt' financially.

Young trio composed of Sidney Harmon, Shep Traube and Walter Hart, which first came into prominence with 'Precedent' in the Village, is now entirely split up and functioning individually.

Hart is rehearsing 'Merry Go Round' for the Provincetown Playhouse, Traube is co-producing a Jane Cowl show with Arch Selwyn, and Harmon opened 'Bloodstream' at the Times Square Wednesday (30).

Looks as though bat dramas are cold for present. Jimmie Cooper, who started rehearsing 'Blue Ghost' bat, has laid off the company and gone on a three months' vacash. Producer says the only bookings he could get were light and will wait until next fall.

Paramount was thinking about doing 'Lysistrata' several weeks ago, but this too, has cooled.

Seats for the Boulevard, Jackson Heights, Skouras' theatre on the subway circuit, are now sold at nine other Skouras houses on Long Island. Stunt is new for the subway circuit, and started last week.

Towns will have houses acting as additional box offices for the Boulevard's 'Pushing the Great Hills,' Great Neck, Woodside, Astoria (2), Corona, Jackson Heights, Glen Cove.

Buffalo newspapermen, like elephants and Indians, never forget. When Abner Blodgett, in advance of Ethel Barrymore, reached that town he was confronted by inquiring reporters who wanted to know why La. Barrymore's return? She had promised publicly two years ago that she would never play this town again due to her cold reception. Blodgett dodged as best he could.

Equity theatre ticket agency has passed out at the corner of Broadway and 47th street. Agency was backed by the late Joe Leblang. Said to have operated in the red from the start about five years ago.

Agency has been merged with the hotel Piccadilly branch of the Broadway ticket agency, Equity's personnel being retained. The Leblang estate has taken over the costly lease on the 47th street corner.

Leopold Marchand, who wrote 'We Are No Longer Children,' witnessed the premiere at the Booth last week thereafter working with the adapters in making changes.

Marchand stopped over on his way to Paris from Hollywood where he had charge of the French versions of the Maurice Chevalier pictures. He will return to the Coast next fall.

Lora Baxter and Ilka Chase, of 'The Animal Kingdom,' are actresses appearing in plays produced on Broadway. Miss Baxter collaborated in the writing of 'Black Tower.' Miss Chase collaborated on the adaptation of 'We Are No Longer Children,' current at the Booth. Leslie Howard, lead in 'Kingdom,' staged the latter play.

Since the two recent stickups of the Selwyn and Longacre all New York legit theatres have safeguarded approaches to the inside of box-offices. Either doors are kept locked at all times or special metal grilles have been installed.

In the stock presentation of 'New Moon,' at the Boston opera house, a German song has been interpolated. It is 'Das Lied aus Aus,' sung by William O'Neal. Book of the play is based on a French historical incident. Number was soiled by O'Neal last summer in 'Shoot the Works.'

Two girl assistant boxoffice treasurers have been shuffled out in the numerous changes in the Shubert organization. They have been replaced by Lee Shubert's private secretary and the secretary to David Finestone. Changes occurred at the Shubert and Imperial.

Midwest Stocks Plan Circuit for Guest Stars; Can't Pull Otherwise

Chicago, April 4.

Difficulty of the midwest legit stocks to obtain eastern legit names for one and two week guest appearances is likely to lead to the formation of a regular stock circuit agreement in the midwest. By tying in the leading stocks of such towns as Chicago, Cleveland, Detroit, St. Louis, Kansas City and Minneapolis, in this way offering legit headlines as much as 14 weeks of consecutive bookings, it is thought that the scarcity of guest stars in the midwest will be diminished.

It is known that Aaron Jones is experiencing much trouble in securing New York legit leaders to jump to Chicago for a one or two-week stand at the stock Woods. This in spite of the standard legit salaries the house is offering. The reply of the legitgers generally is that they would rather stick in the eastern town on a chance of hitting a new production with the possibility of striking into a hit play. All, however, have stated that they would offer them 10 or 12 weeks they would consider it worthwhile to make the hop.

Operating on this statement a plan is now in the making for a tie-in of the major midwest stocks, each house to guarantee at least 75 weeks of guesting for the legit names. Selection of the legit names will be left to a general vote of the houses in the syndicate. Figured that under this scheme not only will the stocks be able to secure headlines, but also get them at a substantial salary the salary quoted for a single engagement.

MACGREGOR TO DIRECT BURKE-BRENT'S PLAY

Los Angeles, April 3.

Edgar MacGregor arrives this week from New York to direct Billie Burke in 'Merry Mrs. Hope,' by Romney Brent.

Opening at the Belasco in four weeks.

Bondholders Assume Control of Biltmore

Bondholders protective committee organized last February for the Biltmore theatre in New York, when Chanin's defaulted on tax, interest and amortization payments, has taken possession of the house. While the committee was formed earlier in the year, further action had been delayed since a play 'Zombie' had been booked for the house at the same time the committee was organized and it was decided to await the outcome of the play, a failure.

House reopened Tuesday (29) with 'Border Land,' but the bondholders' possession of the house does not affect the booking of the play. Instead the theatre's share of the money, representing rent, will be applied toward money due the bondholders.

Slightly more than \$400,000 is outstanding on the mortgage bonds of the house. Interest in default for the coupon due January was \$14,000 and serial bonds due were \$29,000. Taxes for 1931 came to \$13,730.

BLAU'S GERSHWIN MUSIC

Bela Blau, director with George Gershwins to the incidental music for 'Cook or the Walk,' Negro play by Langston Hughes. Paul Robeson will head the cast. Blau is producing the play in London early in June, a New York showing to follow.

POWERS-KIRKLAND STOCK

Louisville, April 4. Tom Powers and Muriel Kirkland are starting in Harry J. Martin's stock opening here Monday (11). Probable that while Powers is here he will play in his own show, 'The Handy Man,' recently given a tryout in Boston.

'Riddle's German Rights Hans Bartsch, German agent and producer, has been booked in 'Riddle Me This,' John Golden's current play. He'll produce it in Berlin in the Fall, he says.

A \$3 REVUE

Claim Top for 'Ballyhoo'—Title As Aid to Mag

George Delacorte and Norman Anthony, backing the revue, 'Ballyhoo' of 1932, state the show will have an admission scale of \$3 top. Both are concerned with the humor magazine, 'Ballyhoo.' 'While a show of the same name was done by Arthur Hammerstein and proved a flop, the revue will use this title to boost the mag.' 'Bobby Connolly and Lewis Gensler are in the latter writing the score and the former doing the staging. Proposed features in the cast are Beatrice Lillie and Walter O'Keefe.

Show Scarcity Makes It Look Good for Runs

With Broadway's production outlook for the impending summer concededly skimpy, chances of the current stand-out attractions to run into next season are figured excellent. This particularly applies to the three legit musicals.

No new musicals are in sight for another two months. A new 'Follies' and a contemplated fresh 'Vanities' are not listed until late summer.

'Of these I sing' has the top advance sale which extends into June. Show is known to be out of the production red and mail orders run as high as 150 per day. 'Face the Music' and 'Hot-Clips' are the other leading summer candidates, while 'Cat and the Fiddle' continues consistently.

There are but six musicals on Broadway the other being 'Laugh Parade' and 'Vanities.' Latter goes on tour after next week while 'Parade' may close this month although it, too, could stick.

Summer chances of the comedies 'Reunion in Vienna,' 'Animal Kingdom,' and 'Counselor at Law' are best. 'There's Always Juliet' and 'Riddle Me This' (Golden) are also figured in the summer list but the other current shows are not apt to survive.

While legit business has recently improved it is not likely that the number of summer attractions will be above last summer, when at one time the list was down to 11 shows. That was in the middle of July.

Authors of 'Wise Girl' To Make Fresh Start

Albert Bannister and Standish O'Neill, who produced 'Wise Girl' for one week at the Boulevard Jackson Heights, closing March 19, are releasing the play to the authors, Betty Laidlaw and Lawrence Pohl. The latter pair are going to do the show again.

Bannister paid the cast out from the Equity bond. Arrangements are being made with Equity to recast the production and bring it out again since the play otherwise would not respond within eight weeks. Play deals with cheap lawyers and the divorce racket.

CRITIC'S WIFE'S PLAY

Pittsburgh, April 4. A new three act comedy, 'Who'll Take Papa?' by Harriet Avery Gault, wife of Harvey Gault, local critic, is being produced this week at the Little theatre of the Carnegie Tech drama department. Hope is to interest a Broadway manager.

Mr. Mrs. Gault's first play, although she has previously turned out several short stories and a book or two. Chester Wallace is directing.

Altouza's Legit

Altouza, Pa., April 4. 'Devil Dance' show has been booked into the Embassy theatre here by John Maloy, William-Vincent manager, week April 22.

Coast's Empty Stock

Los Angeles, April 4. Coast drama stock companies, outside of Henry Duffy's, are empty. The star policy in Frisco, now a total zero. Even the tent shows have collapsed.

SHUBERT RECEIVERS DROP CHI GARRICK

Chicago, April 4.

Garrick theatre here has been officially dropped from the Shubert operated string. Irving Trust Co. of New York, co-receiver for the Shubert interests, last week advised the Garrick Building Corp., lessor of the property, that the receivership had decided to cancel the lease held on the property. Cancellation notice was signed by Charles Fish, acting receiver for the trust company, with the date stated as of March 31.

Garrick Corp. anticipated the action a month ago when it started suit for back rent against the Loop Operating Co. (Jones, Lillie and Shafer), from whom the Shuberts sub-leased the theatre in 1927 for a 21 year stretch. Understood that J. L. & S. were paid a bonus of \$15,000 for the lease rights to the house at the time.

Following receipt of the letter from the receivership the Garrick Building operators let it be known that it would continue to hold the Jones, L. & S. interests liable for the remaining term of the lease. Amount stipulated in the suit filed last month was \$25,000, representing rental due on the theatre up until then, interest on the arrears money at the rate of 7% per annum and \$2,500 in unliquidated notes signed by the Shuberts, all as part of a back rent settlement.

Great Northern, Too?

Owners of the property housing the Great Northern are expecting similar action to be taken by the receivers on the lease held here by the Shuberts which has until August, 1932, to run. Several months ago the Great Northern owners worked out an arrangement with the Shuberts whereby the latter were relieved of the obligation of paying rent on the theatre when unoccupied. Stand has been dark since February.

Dropping of the Garrick and the expected elimination of the Great Northern will reduce the locally operated Shubert group to three houses—the Apollo, Grand and Princess. Attention was also given to the fact that the Princess has been without a legit show the past two seasons with this spot slated to be assigned the Dramatic League shows next season.

Cigar-Co. Now Out of Chanin Theatre Jam

A proposition whereby the United Cigar Stores might have figured in show business by operating several Broadway theatres built by the Chanins, appears odd. Understood now that the only house United remains interested in is the Mansfield, one of the former Chanin string. The Majestic, Royale and Masque turned back by the Shubert receivers were the others.

This trio is actually owned by the bondholders. Bonds were distributed by S. W. Bond and secured by the first mortgage. The theatres corporately known as the Royma Realty Co. are in the hands of receivers. One heavy loss when the houses were turned back was Lee Shubert, who personally held a second mortgage of \$350,000.

The Biltmore, first house the Chanins built, is now under control of the Continental Bank and Trust. The Chanins have an Equity claim in the theatre but are virtually out of show business. In booking the current attraction 'Border Land,' Chanins guaranteed the bondholders from any loss. Show is a flop.

Somerville Stock

Somerville, Mass., April 4. Somerville Theatre Players reopened Easter Monday with Dulcie Cooper as new leading woman. Other newcomers are Viola Kane, Ingenua, and Arthur Holman, director.

Walter Graetz returned from the former company along with Frank Thomas, Billy Dale, Elmo Reid and Jack Kingston.

FUTURE PLAYS

WILL TRY AGAIN

Authors Pull 'Opening Night' Back. For Own Presentation

Proposed production of 'Opening Night,' by Isaac F. and Wallace Manheim, is cold. It was to have come from the offices of Fortune Gallo and Frank Teller originally. Show will now be done under new management and is to start within a fortnight. Understood the writers will be concerned in the presentation.

Manheim and Paul are the second pair of authors to take their scripts back from the original producers, Betty Laidlaw and Lawrence Pohl doing the same with 'Wise Girl' which Albert Bannister and Standish O'Neill tried out but which the authors are now revamping for their own use.

Jack Welser, who was to have staged 'Night,' will still do so when it's ready.

Court Directs Argument on Shubert Probe

Whether the Shubert Theatre Corp. shall continue into next season under the present equity receivership will be put up to the court early this week. Judge Francis Caffey is expected to render a decision late next week. No further moves by the receivers until then. Last week's court action was in reference to the indie bondholders petition for an investigation, not the receivership as supposed.

The court was formally advised that Lee Shubert will supply \$300,000 of capital by buying receivers certificates upon authorization of the court. The money would be used in part for maintenance of the theatres but principally for new productions, if the receivers continue.

Petition of the Independent bondholders committee, which made no comment either way about continuing the receivership, was before the court last week. Judge Caffey announced that he would appoint special counsel to hear lawyers for the receivers and the committee argue the advisability of investigating the Shubert corporation from its inception. The proposed investigation would not be expected to interfere with the continuance of the receivership.

The Shubert staffs in all departments having been cut to a minimum, executives being let out or given long 'vacations' last Saturday, no production activity can start until the court extends the receivership and in any event no productions are expected to be tried until late next summer.

Final attraction appears to be 'Happy Landings,' regarded as a flop at the 46th Street, but to be continued three weeks in the hope of selling the picture rights. Extra space ads for the show caused surprise because of the receivership. Another show tried out of town will probably not be presented here, rewriting having been ordered.

Installment Run

Detroit, April 4.

'Rhapsody in Black' has been booked back for third week and the first time any show has played three separate weeks, none of them in succession.

Show opened its first week mild but built to \$19,000 and turnaway for the last three days. Because of previous bookings show had to leave but announced a return date. Second week business was bigger than the first week by \$4,000 and it was decided to show back for a third week. Hold-over was impossible, due to previous bookings.

Chatterton Show April 12

San Francisco, April 4.

April 12 set as opening date of 'Tot Us Divorce' in which Ruth Chatterton is presenting her husband, Ralph Forbes, and Rose Hobart, at the Geary.

'Weather Permitting' by Matthew Coyd, casting for E. S. Brown.

'1,000 Summers,' starring Jane Cowell will be put into rehearsal this week by Arch Selwyn. Will be given a two weeks' break in before coming into N. Y. early in May.

'That Hilted Woman,' by Howard Constantine, rehearsing for Joe Daly, Cast: Grace Hight, John W. Cullen, Winifred Barry, Philip White, Kathleen Nedey, Alden Chase, Violet Barney, Kent Thurber staging.

'Keys for All,' by Mary Marston, produced by Jerome Edwards.

'Show Boat' will be revived with new musical numbers as soon as Florence Ziegfeld is well enough to take charge of the details. To be staged by Jerome Kern and Oscar Hammerstein II.

'Merry Go Round,' by Albert Maltz and Geo. Kilar, will be presented by the Chicago Theatre at April 18 by Michael Blankfort and Walter Hart. Engagements are Elisha Cook, Jr., Viola Frayne, Harold Miller, Ruth Thomas, Gregory Robbins, Dean Borge, Thomas Tracey, Frank Howard, Jean Clarendon, Ed. Vickery, Mel Taylor, Robt. S. Mulligan, Frank Layton, Harry Delaney, Kenneth Rice, Dan Carey, Diane Crystal, Nina Melville, Dorothy Braun, Horace Casanberry, Robt. Crozier, Jr., Dorothy Howard, Joan Bennett, Walter Hart is staging.

COLORED MUSICAL AT 75c IN NEW ENGLAND

'Dark Town Scandals,' 40 people colored musical, opened yesterday, (Monday) at the Plaza, Worcester, Mass. This is a Fox movie which has been dark ever since a burlesque troupe went to sleep. May be the first of a series of these movies.

Jack Schenck is the producer, with Leffler & Leighton booking. Outcome of the first week will determine further time.

Warner Bros. is expected to look at 'Scandals' during the Worcester engagement.

Cast of 'Scandals' includes Billy Young, Stringbean Price (who also wrote the book), Three Cuban Flashes, Banjo Ike and orch. Cook and White, Edna Taylor, Gladys Snowden, Larry Seymour, George Booker. Johnny Danger staged the dances. Paul Groll is ahead.

Morrissey Show Off?

Unless Will Morrissey does a good deal of surprising, his proposed musical, 'The Crown Prince,' is off for Broadway. Show was stopped in rehearsal for the second or third time Wednesday (30) when Equity decided the bonds deposited for salary coverage would not cover.

Morrissey was later able to raise sufficient bond coverage, but couldn't arrange for a personal signature as an additional guarantee. This is demanded by Equity from all shows produced by a corporation.

Morrissey postponed matters at Equity last week several times. Final one was yesterday (Monday) when Equity's officers still remained nothing stirring. Equity then figuring the question could unless the unforeseen should develop.

Layoff Spot

J. Horace Mortimer, for years head show advance agent, last with 'House Beautiful,' has had enough.

He and the misus sail Thursday (7) for Frisco via the canal and thence take steamer for Tahiti to remain a year at the South Seas.

Reason, it's easier, pleasanter and cheaper to lay off in the South Seas than near Times Square, and the show's steady employment are not much worse.

Sacramento Stock

Sacramento, April 4.

Richard Wilbur is looking over the State capital as a stock possibility.

Idea is to play drama at the Plaza theatre four nights, alternating with the three nights of RKO vaude now booked there.

Motorized Legit Made \$1,240 Railroad Jump for \$71; 38 States

Hollywood, April 4.
Filing suit against her husband,
Morgan Galloway, Dorothy Apple-
by claims that he called her a
'lousy actress' in public and other-
wise was extremely cruel mentally.
Property settlement made out of
court.

Concert

By Sallie

Russian Night

A joyous night was manifested at the Mecca Temple, New York, under the auspices of the Russian Opera Foundation, which started off with Rimsky-Korsakoff's exotic, fantastic three-act opera, "Le Cossack," given as a musical drama rather than a lyric ballet. The cast was made up of singers of international reputation. Under the direction of Eugene Plotnikoff, the orchestra did full justice to the score. Max Panteleeff acquitted himself admirably and looked regal in a Russian mantle of red, embroidered in gold, with a gold crown as head-dress. Thalia Sabaneeva wore a fascinating Russian outfit: pantalettes of purple chiffon heavily embroidered with sky blue bodice jeweled. Over this was thrown a trailing chiffon arrangement of shades of blue, scattered here and there with embroidered circles of gold and silver. Her headpiece was a huge gold crown, with various shades of plumes shooting outward. The chorus of this act wore elaborate Russian costumes; sets throughout were colorful and designed by Urban.

This company presents a week of opera each season, sponsored and financed by a society. The program girls in the lobby wore Russian outfits. The ballet was under the direction of Mordikhin.

Mecca Temple was crowded with standees, the applause being generous and sincere.

McCormack's Final

In Carnegie Hall, John McCormack sang his usual detestable program of nonsense his final of this season. He paid a sincere tribute to the memory of his close friend, Chauncey Olcott, made a speech and had a flashlight photo taken.

McCormack will contribute his services as soloist at the second

concert in the series of five Tuesday evening programs to be given at the Met for the Musicians' Symphony Orchestra.

A Good Peasant

Appearing in the twelfth of a series of concerts, Vicente Escudero and his group again satisfied a nearly capacity audience at the Mann theatre, Escudero's technical detail in his dancing has already been recognized, as well as his nonchalant manner. He has the greatest appeal in the peasant type of dance.

Capacity

Sir Thomas Beecham gave a varied program at the Philadelphia Symphony Society popular price jeweled. Over this was thrown a trailing chiffon arrangement of shades of blue, scattered here and there with embroidered circles of gold and silver. Her headpiece was a huge gold crown, with various shades of plumes shooting outward. The chorus of this act wore elaborate Russian costumes; sets throughout were colorful and designed by Urban.

The nine numbers were given with Handel's usual flavor and Sir Beecham's precision in directing. Capacity house.

Milstein's Style

The Philadelphia Orchestra gave its ninth concert in Carnegie Hall, Fritz Kreisler, guest conductor; soloist was Nathan Milstein, violinist, who played Dvorak's A Minor Violin concerto with assurance, faultless technique, beautiful quality and unusual style. Full house.

Verdi Day

Two operas by Verdi held both the afternoon and evening stages of the Met Friday (1). "Rigoletto" was given in the afternoon as a special matinee, a benefit for the Willoughby House Settlement, and netted a profit of around \$2,000.

Beniamino Gigli, Giuseppe De Luca, Leon Rothier, Lily Pons and Gladys Swarthout earned the ovations they received. De Luca as the jester portrayed his role musically and dramatically in the manner which has won him fame. Gigli in the throne room scene, in black knickerbockers, boots, black velvet tight fitting coat embroidered in gold, did full justice, and Miss Pons' beautiful coloratura voice rang out like a bell in the night. In her "Caro Nome" aria, her phrasing and delicacy of pure tones left their echo long after the curtain had dropped on this act.

Miss Pons looked glorious, wearing a blond wig with long braids and swathed in pink and American beauty chiffon.

In the evening the treat of "Traviata" held a crowded Met. The garden scene with its spring flowers and pergolas was a lovely background for Madam Bori, who looked bewitching in a bouffant pink chiffon, with hands of black chintilly lace, a tight fitting bodice over which was a cape effect of lace, fashioned at the side with a dashing wash of sky blue. Her hair, well marcelled, had as a finishing touch at the ear, a red rose. She sang lusciously.

Thicket, who portrayed the role of father, carried his usual dignity and imposing stature, looking more the Southern colonel than the French gentleman. He was in glorious voice. Tager, the lover, appeared a little awkward and his voice lacked resonance.

'Scandal Bids'

(Continued from page 49)

into large capacity theatres and auditoriums at pop prices. Show starts a quick repeat date in Philadelphia, at the Met opera house next Monday (11), in for two weeks. It grossed around \$50,000 there for the original booking of one week.

To make the repeat the Acacia Temple, Richmond, Va., was suddenly booked, now being there Monday and Tuesday this week and moving to the Maryland, Baltimore for the other four days, then back to Philly. "Scandal" will be played in the Auditorium, Chicago's spot for grand opera. Capacity is \$3,500. Chi date not definitely set because of the booking switches.

Shows in Rehearsal

'Foreign Affairs' (Kamaler-Fuller) Avon.
'Another Language' (Beckhard) Flisk Bldg.
'Truth About Blaydes' (McClintic) Belasco.
'Merry Go Round' (Blankfort-Hart) Union Church.
'Tree' (Marion) Union Church.
'Coast to Coast' (Adams) Fulton.
'Woman Woman' (Daly) Moss Broadway.
'Growing Pains' (Mills) Union Church.
'Angeline' (Francisco) Union Church.

Engagements

Val Vestoff, Jane Allen, 'The Crooner.'
Reginald Sheffield, Florence Williams, Jane Meredith, C. Edwin Brandt, Leonard Wiley, Jean Cleveland, Edward Broadley, 'Growing Pains.'
Alvan Chase and Bert Wilcox, 'That Hilton Woman.'
Peggy Allenby guest starring in 'The Silver Fox' at Montclair stock this week.
William Bonelli, Thomas Mooney, Barton MacLane, Laura Bowman, Truman Quell, Enid Raphael, Sylvia Lee, Leslie Hunt, Perry Norman, Bertram Miller, Marc Lawrence, Alexander Cross, Dan Hamilton, James Coyle, Roland Hansen, 'The Tree.'
John Griggs, 'Truth About Blaydes.'
Mrs. Jacques Martin, Kathleen Revner, Gerald Kent, Robt. Brister, Antoinette Rochette, Wm. Ingersoll, Wm. Melville, 'Antoinette Moves In.'
Katherine Wilson, Rich. Hale, Louis Jean Heydt, Regina Wallace, Clare Woodbury, Molly Pearson, Frank Conlan, Beverly Stigaves, Corbe, Morris, Eleanor Shaler, 'Housewarming,' (complete cast).
Engagements, Phyllis Joyce, Leslie Barry, Edmund Elton, Frank Althorpe, Lotta Bonner, 'Coast to Coast.'

BORDER-LAND

(Continued from page 50)

ing danger. Others in the party are the doctor's wife, Maureen O'Dare, Hugh Templeton and Sang Ling the cook.

Templeton is the medium, unable to explain his contact. He goes into a trance and in the voice of the man who was hung also warns Gene that he is retreating for vengeance. Before he comes out of it, Templeton nearly strangles Gene with a noose. A few minutes later in the dark the Cordovan brother is throttled to death.

A year passes. Templeton has been tried and committed to an asylum. The doctor has him secretly transferred to a nearby sanitarium. All hands assemble again, with Templeton entering in the disguise of Malachi, supposed to be able to talk when making the spiritualistic contact. The real murderer then confesses. Motives that might involve several others are but touched upon.

Comedy relief comes from the Chink cook who has his way about cursing. Peter Goo Chong in that part was liked best. Catherine Duett is given the unfortunate assignment of playing the doctor's frivolous, gabby wife, one of the most annoying stage characters of the season. Fuller Melville was the bearded one. Lenora Lane looked new and personable as Maureen, Howard Lang as the doctor and the other parts played fairly well.

But 'Border-Land' can hope for nothing better than some out rate trade.

Collins Left \$70,000

London, March 26.
Arthur Collins, for several years managing director of Drury Lane theatre, left an estate of \$70,000, gross, net being \$45,000.

He left the proprietary rights of certain Drury Lane seats and a great number of personal theatrical souvenirs to his son, Arthur Collins.

Plays Abroad

WORLD RECORD

Budapest, March 20.
Comedy in three acts, ten scenes, by Elmer Boross. First presented at the Kamara theatre, Budapest, in the cast: Sami Somogyi, Endre Nagy, Ferenc Kiss, Gustav Harasztony, Karoly Sugar, etc.

Elmer Boross, young author whose first play, 'Blind Window,' was tried out in America in the late David Belasco's own adaptation but never came to Broadway, had a capital idea which he failed to work out as well as he got started on it, but nevertheless turned into an interesting and diverting play in which there is a good deal of truth, some exaggeration and much humor.

Muller, the talented inventor who constructed a rocket plane which will fly from Berlin to New York in ten hours, is a great scholar, a genius, but he has no physical pluck—either to kiss the daughter of the millionaire who backs the venture or to get into the rocket plane himself and fly over. The financier and his publicity man find a determined suicide candidate, a great big ignorant lout, who agrees to sit in the plane and be shot across the Atlantic because they've promised him he's sure to get killed, and that is what he is trying to do.

When the rocket arrives, smashing all previous records, Blia, the pilot, is the great hero of the hour, fed, adored, decorated, celebrated, while no one thinks of the inventor, Muller, who stayed behind in Berlin.

Tilla, in the midst of the celebrations, falls for Blia too and starts hero-worshipping. Though she was in love with Muller before, she now forgets to write to him. Muller arrives in New York on the very day when Blia's statue is being unveiled. No one, not even Tilla, has

a look for him. It's the triumph of matter over mind of brute physical force over the spirit.

Some pilots in New York find Muller, whom they don't know, monkeying about with the rocket plane. They drag him up in a plane. Blia finds flying isn't so bad.

When it comes to flying back, Blia refuses; he's got fond of living now he's having such a good time, and doesn't want to risk his skin. Muller flies back himself, smashing his own record. Blia, done for, Tilla returns to him, humbly confessing that spirit is nothing and athletics are nothing.

The play is very well written, with many good lines. The production was somewhat unequal, but Ferenc Kiss in the part of Blia, as a big, stupid, all-muscle-and-no-brain boob, was excellently cast. Very likely this play will go beyond this country. It has great possibilities, too.

BONAPARTE

Paris, March 22.
Play in three acts and 13 tableaux by Pierre Chaise and Douganant. Produced by Marcel Pagnol at the Bouffes, Paris, March 22. Starring Albert Dieudonne and Simone Deguyes.

An historical play in French revolutionary period, historical, but not history, which has been fictionalized. It is a natural for Albert Dieudonne, who specializes in the Napoleonic, and already acted the Napoleon of Gance on the screen. Dieudonne is good in the play, and is exceedingly well supported by Simone Deguyes, who has considerable ability, and is a looker worth considering for screen work. Balance of cast, about 15, sufficient for background.

Play supposedly in three acts, in 13 tableaux. Despite revolving (Continued on page 63)

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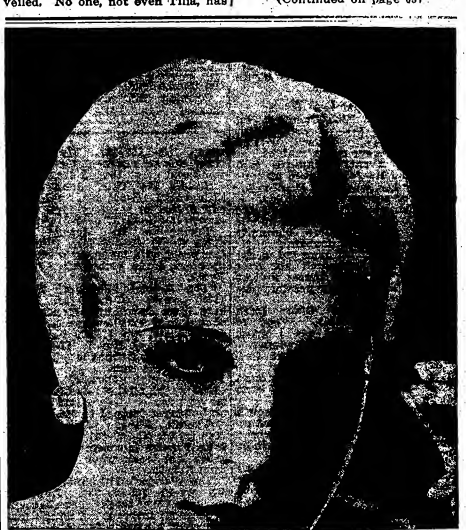
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Gladys Cooper London Comedy Hit, Other West End Newcomers Mild

London, April 4.
"Doctor Pygmalion" at the Playhouse is a witty comedy of matrimonial adventures starring Gladys Cooper. Tells the story of an ailing wife whose beauty is restored by the magic making love to her.
Miss Cooper and Ronald Squire both received plaudits on opening night and the show scored nicely. Excellent notices in the dailies promise a healthy career.

"Precious Bane" at Saint Martin's is an adaptation from Mary Webb's novel. It was originally tried out at the Embassy and scored on only favorable notices. Piece is too somber, however, for popular West End appeal.

A new type of Cinderella story is "Lived With You," written for Horne Novello for himself, produced at the Prince of Wales, March 23. Looks like a hit.

Story, which has a deft and interesting slant, is set in a lowly middle class girl meets a penniless Russian prince at Hampton Court, near London playground, where the nobleman faints from hunger.

She takes him to her home, instead of doing the Prince charming, he upsets everything, teaching the mother to drink vodka, the father to cheat and keep a mistress, the sister to have an affair with her employer.

The Continental point of view, as contrasted with the simpler English lower class life, is set out through the medium of comedy dialog.

Criterion, "Musical Chairs," opened April 1. It was originally tried first at the Arts Theatre, where it was a hit, although well-written play, excellently acted but doubtful commerciality.

"Marriage by Purchase" closed at the Garrick April 3 after nine days, making the tenth play withdrawn after less than 18 performances.

Dutch Tax Total Off

Amsterdam, March 25.
Amusement tax revenues of Amsterdam are on down grade. Following figures of this year's business shown in parentheses previous year's returns: Legit: \$105,000 (\$108,000); concerts: \$140,000 (\$145,000); cinema: \$229,000 (\$233,500); sports and circus: \$151,000 (\$146,000).

The higher figures of last time, while all the others were lower, are caused by Sarrafini Circus; attendance of football matches (all big international football matches played there in stadium built for Olympic games held there four years ago) about on same level but rise due to that circus only.

The Hague, March 25.
During summer the town of Groningen had all the cinemas closed as a result of a controversy between proprietors and city authorities over amusement tax.

It looks as if same trouble is coming over Nymegen now, a good-sized town in southern Netherlands. Town council there proposes raise amusement tax on cinemas from 20 to 25%.

Owners wrote letter to city authorities that if this new tax is imposed houses will go dark.

'Viktoria' as Tab

London, April 4.
Oscar Denes and Barbara Diu go into the Palladium on April 18 in excerpts from "Viktoria and Her House" musical which had a nice run at the Drury Lane Theatre.
Engagement is for two weeks at a salary of \$1,350.

Pavilion Try-Out Idea

London, April 4.
Pavilion's latest is a program made up of newsreels plus several vaudeville acts mostly unknown. Additions for acts are now in progress by Archie Debar, who will be in charge.

Idea is the outcome of Windmill Theatre's Revueville success.

McLeod Now O.K.

London, April 4.
Tex McLeod, recently frowned upon by the Home Office, is returning.
He opens the Palladium show May 1 with the Mayfair Hotel cabaret show to follow.

Eng. Hotel Rates Down To Encourage Tourism

London, March 26.
American visitors to London this year are likely to find the hotels cheaper than usual, but, if anything, more enjoyable. All the British catering facilities are busy devising schemes whereby hotels both in London and the English coastal resorts will be as snappy as possible this year.

The argument is that the fall of the pound abroad will bring more visitors to England than usual, and the sudden rising prosperity of the nation will be increased if the visitor is wisely prepared for. In consequence hotel rates generally will be down.

The leading hotels for American visitors in London, the Carlton, Berkeley, May Fair, Dorchester, Grosvenor House, Savoy, Ritz, Park Lane and Piccadilly cover practically every taste from abroad.

LONDON SHOW WORLD

London, March 25.
Efforts are being made to save the Embassy, originally London's try-out theatre.

Recently it was announced to go to the top of this year, but latest developments suggest this is not certain.

R. Jackson, the film exhibitor, offered \$300 a week at par for the rental of the theatre as a film house, but a legitimate syndicate has now put \$200 an hour on subscriptions, which are to be started shortly, will possibly advance the rental.

Gaumont Palace Opening

Arthur Jarratt, booker for Gaumont British, is supervising the opening of the Gaumont Palace Hammermith, next week. This London suburban house seats more than 4,000, with an addition charge ranging from 20 cents to 75. Two features and 30 minutes variety, backed by a band combination of 40 musicians, make up the program.

The prospectus opening of this de luxe house is the greatest in England.

Old Star Dies Poor

Nellie Richardson, known to many film-goers during the last few years, died in poverty March 20. Once a star in Alhambra bills, heading the theatre's bill, she had a toast of the clubs 20 years back, she eked out a precarious living for years posing for advertisements and doing bits in local films.

Howard and Wyndham's, theatrical proprietors, announce an operating profit of \$10,000 at par for last year against \$225,000 the year before.
The net profit fell to \$30,000. The company acquired the Opera House, Manchester, in 1931.

Booking Peace

The booking schism between Gaumont British and United Artists has been partially healed.

Gaumont has taken "Arrowsmith" for the whole of the circuit thus reviving their trading relations with U. A., with more to follow.
With M-G-M getting regular releases through G. B., the only big American firm to miss the market combine here in Paramount, which only plays an occasional film through G. B.

PCT Pays 15%

Provincial Cinematograph Theatres, controlled by Gaumont British, shows a trading profit for last year of \$2,000,000 dollars, only a slight decrease on the year before.

A 15% dividend on ordinary stock has again been declared.

Framing Cook Revue

London, April 4.
John Murray Anderson left for Paris Friday (1) to look over some material for the Prince Edward Revue that Joe Cook is going into.

He'll return in a few days to negotiate for some London names, with Dorothy Dickson and Violet Lorraine pending.

In Belgium, Too

Brussels, March 25.
The Belgian Minister of Industry has been requested by the colored musicians, supported by the Brussels Artist-Musicians' Union, to take steps to prevent foreign musicians obtaining engagements in this country.
It is unlikely that any measures will be taken.

French Theatres All Go Dark One Day in Protest

Paris, April 4.
Politicians have heaved French show folks, with the lively extras still unwilling and the talkies, to observe a strike of legit and picture houses off. As a gesture all the houses will go dark tomorrow (5) for the one day.

After legit and picture folks here got together on a proposed shutdown of all theatres, Premier Tardieu called them together and promised them a 5% cut in Paris legit taxes and a 3% cut in legit taxes on the road. Also he promised a special appropriation for picture producers and got the showmen to accept the terms.

Parliament, however, refused to okay the ministerial offer and substituted a bill cutting Paris legit taxes only 2% and road legit taxes 4%. Relief for music halls and pictures was turned down flat.

Government's red tape methods preclude any further relief before Fall since the Parliament won't consider anything now due to the forthcoming elections and the summer recess.

What makes the matter worse for showmen is that the public opinion throughout has remained indifferent.

Due to all theatres preparing for the one-day strike no openings are on the schedule for either legit or film houses, all of them resorting to holdovers for the time being.

Charlot's London Piece

London, April 4.
Andre Charlot is preparing a new comedy 'Faces' for the Comedy Theatre.
Scheduled to open April 19.

Australia

By Eric Gorrick

Sydney, March 12.

Stuart F. Doyle, head of Greater Union Theatre, declares the organization under his control is no longer under the dictates of the bankers. He has been organizing a liquidating all the debts incurred by the old Union Theatres' group.

Since then, when he took over the new policy with M-G-M, United Artists, Universal and British International, the entire circuit has been in a few weeks. Distributors are getting more out of their pictures than before by reason of playing all pictures on a percentage basis.

Doyle admitted that early last year his chain lost \$100,000 in one month. This year the new company made \$50,000 in a few weeks. Doyle denies any report that outside interests have been sought to buy into the new company.

The State, Sydney, acc house of the chain, is in the permanent control of the new company and cannot pass to other hands because all the ordinary stock is in the control of G. T.

Doyle stressed the fact that he has abandoned the idea of running dual feature weekly change grind policy, which has been in vogue in Australia for years, and is specializing with holdovers in the key cities running attractions and one picture a week, according to business.

Doyle denied statements that the old U. T. organization owed large sums of money to Paramount for film hire. The only debt outstanding, he said, was for Joe Cook's film hire amounting to \$252, which would be liquidated when Paramount got together with Doyle on the film "The Prince of Wales."

That the old U. T. paid Paramount in cash \$100,000, G. T. still retains their rights in the "Carole" outfit, which gives them considerable say in the management of the Queensland enterprises.

Finally, Doyle said, G. T. U. T. is

See Italian Theatre Fully Governed By State; Cite 40% Admission Cut

Trout Bill and Line Shows London Profit

London, March 24.
"Revueville" at the Windmill, consisting of a dozen unknown acts, and backed by a permanent troupe of chorines, has clicked and is making a profit of \$750 a week, with a seating capacity of 215.

Several West End houses are now considering trying the experiment and there may be room for one more such house.

The price of a saloon where people can drink through boring numbers gives Revueville an edge over the film theatres, where bars are not allowed.

Playing continuous, the stunt serves as an admirable resting place for an odd hour.

\$460,000 PICCADILLY OFFER; COST \$1,350,000

London, April 4.
Directors of the Piccadilly theatre met Friday (1) to discuss the offer of a private syndicate wishing to purchase the house. Figure quoted is about \$460,000, with \$75,000 to be paid immediately and the balance within two years. Theatre originally cost \$1,350,000 four years ago.

Thought the sale under the projected terms is not likely, although the directors haven't come to a decision. Another offer being weighed in by an independent group of picture house owners who would like to rent the house for five years at \$38,000 yearly, with this offer the more likely one to go through.

LONDON SYMPH'S TROUBLES

London, March 26.
London Symphony Orchestra, noted combination here, is in a bad way. Its last night provincial concert lost around \$15,000.

Folk Weingartner led the orchestra March 14 to enthusiastic applause and scant box-office support.

DUTCH CO. BANKRUPT

Amsterdam, April 4.
Royal State Company, Ltd., has gone bankrupt, as was expected. Result is that 60 more actors are unemployed.

Gov't's Theatrical Bureau

Another step towards an eventual State theatre organization is the creation of the "Corporazione dello Spettacolo," or Guild, of the show business, a government institution recently created for organizing the theatre, to organize the institution deals with subsidies to opera houses and theatres, regulates the hiring and firing of actors and musicians, and acts like a government theatrical bureau, to private agents, still exist, and there is nothing in the law hindering private theatrical enterprise, but the tendency is all running towards state organization of the entire show business. It does not seem exaggerated to say that in five or six years the show business may be practically a government department in Italy.

Grand opera is being democratized, the name of the institution called the "Lyric Charlot of Theatres" has announced its program for 1932. This reveals that the travelling opera company, which goes by the name of the "Lyric Opera," the poorer classes. The company has excellent equipment, and this year two movable stages are to be carried by motor truck. Good singers and a class orchestra are attached to the company.

It's another step in the democratization of the arts which is the present policy of the Italian government.

Summer Economy On

London, April 4.
Plaza is dispensing with its house orchestra and presentations after April 14. Ambrose and his Mayfair Hotel orchestra will be used instead.

Replacement is for the summer months, when the house will save nearly \$1,000 weekly.

Theatre will line up a new orchestra in the fall and will revert to its Scagran presentations.

No squawks from the management concerning business being pulled this week. All around business is generally bright and looks like continuing until after the Easter celebrations.

Dreiser Muffled

Nothing can excite Theodore Dreiser like a good, direct panning of one of his books. Hence, the slap given Dreiser's new "Drago Authors" in "The Catholic World" by its editor, the Rev. James M. Gillis, who also syndicates in various weeklies and dailies, put Dreiser in a w. k. fight.

When the Rev. Gillis piece was called to Dreiser's attention by a reader, who condemned the attack on the author but offered no sign of a fight, Dreiser, through his agent, Evelyn Ligot, immediately decided on a refutation campaign of paid newspaper and mag space.

There is no such abate by Dreiser has appeared in any publication as yet is claimed by Dreiser to be due to the fact that the copy has been turned down where offered, with no explanation by Dreiser as to why. May be some reason in the fact that what looks like a placement of ad copy by Dreiser is really a refutation and not an order for insertion.

Religious angle is believed to be the reason why Dreiser can't fight it out with his attacker. Mag space is free, but Dreiserian bias is generally good for a couple of sticks, at least.

Trade Paper Increase

Increased activity in the trade paper field the past few weeks. A number of publications either proposed or about to make their appearance.

Electrical field gets a new trade mag in "The Electrical Messenger," the enterprise of G. D. Montgomery, former electrical goods dealer, turned publisher. Montgomery's new publishing organization is called Messenger Magazines, Inc., with headquarters in the Grand Central zone. The issue of "The Electrical Messenger" makes its appearance this month, Montgomery editing.

Another new trade paper making its first appearance this month is "The Radio," aimed at the radio technician. Editor and publisher is John F. Rider with offices in New York.

Other proposed mags are one to be called "The State Garden Magazine," and another entitled "The Lawyers' Magazine." Former is planned by a group known as McCoy Associates, and the latter as a group of a now defunct garden mag as a starter, and the lawyers' mag is planned by a group of legal lights including Elliot F. Glassberg, an attorney.

Chicago's New Weekly

Loop is getting a new weekly rag to be known as "Chicago Saturday Night." First issue will be dated April 8.

Sheet will attempt to be a semi-sophisticated paper of all angles, ranging from spot news to chronicle of society, cafes, theatres and books. Related to run between 12 and 20 regular newspaper size pages.

Practically every one in the paper is a former member of a Chicago daily. Editor will be Forrest Myers, for about 11 years with the "Daily News" on sports; business manager is J. H. Summers, who has been with the "News" and "Herald-Examiner"; radio editor, Evans Plummer, who held similar post with the "Examiner"; theatricals by Bert Coffey, formerly drama editor of "Herald-Examiner"; managing editor, David Rotoff, about 20 years with the "News" on sports and aviation; book editor, David Newman, book critic and radio and magazine free lance. Finance by Leo Lyons, former secretary to the late Victor Lawson of the "News." Myers will handle sports. Understood that Myers and Summers are the men behind the paper.

Wilstach and Browne

Curtis Browne, agency, this week contracted Macaulay (publisher) and John Wilstach for the latter's next two issues. Furman, president of the publishing house, asks for \$10,000 for the present entitled "Twice A Virgin," within 90 days.

Wilstach is hiding away working in his bungalow on Long Pond, eight miles back from Rhinecliff. No telephone, R.F.D. mail delivery. His "Under Cover Man," which had two editions, was recently sold to A. Burt for \$10,000.

Because its largest play is with English authors, Curtis Browne is considered a British agency. Recently, however, he signed a contract with American authors. Among them: Samuel Crowther, Conrad Bercoval, Peggy Wood, Katherine Mayo, Sam Hellman, John Cournoos, and New York's George H. Burn, John Wilstach, Jane Little, and John Gould Fletcher. C. R. Everitt has been made general manager.

Authors' Store Dates

Los Angeles, April 4.

Los Angeles department stores have gone wholeheartedly literary, competing for personal appearance of authors in their book departments to autograph copies of their works for customers. Nina Wilcox Putnam spent several hours meeting the customers and scratching a pen in the flyleaf. Homer Croy was doing the same at Robinson's. Not to be outdone by Putnam was double-billing Jack Preston, author of "Screen Star," and Harry Carr, local columnist.

List Annoyance

Those concerns soliciting scribbles for all sorts of literary services are believed to get their "sucker" lists from members of the reading departments of various mag and book publishing houses. This is proved by the fact that soon after a writer submits a manuscript most anywhere, he is immediately besieged by numerous literary services, and as he is not to be outdone by the others, but apparently there is nothing they can do about it. Most submit their identities with all of their contributions, of course, and it's their fault for letting members of the reading departments of the publishing houses to copy them and sell them to those who get up the lists.

Lists available can only be stamped out by publishing head orders to their readers that they refrain. But likely most of the mag publishers, paying their readers a low wage, don't care if they get something extra this way.

Drama History

In publishing W. G. E. Carson's "The Theatre on the Frontier" the University of Chicago press adds to the literature of the American stage an evidently authentic history of the drama in St. Louis from 1816 to 1940. With the acknowledgment that plays in the Spanish tongue might have been presented prior to that time, it confines itself to St. Louis as a frontier town. Later chapters make allusion to many plays in the general fame, throwing interesting sidelights on the standard stars of that day.

The author while adhering to the historic material has sought, but not unsuccessfully, to temper the dry recital with anecdote and comment and has turned out a readable commentary on the stage of that period. It is generously illustrated with reproductions of old playbills and portraits of that day.

Soviet Romance

Since its publication some 19 years ago, Alex. Tarasov-Rodionov's "Chocolate," a story of the Soviet Circle, has made considerable of a stir in reading circles. It is now the latest in an English translation by Charles Malin, published by Doubleday-Doran.

It is an interesting and vivid story of the Russian ferment along with fantastic bits of superstition which are accepted as commonplace in Russian circles. Story does not aim to be a novel in the accepted sense, it is no romance, nor marked adventure. It is simply an episode which throws an interesting light on what is going on within the borders of the Soviet Union. It is undogmatic and preaches strongly to the parlor socialist, red reads and the more intelligent general reader.

Pinkers Separate

James B. Pinker & Son, the literary agency, has been divorced from the parent branch of the organization in New York and undergoes a change in name to Eric S. Pinker and Adrienne Morrison. Miss Morrison, who is Mrs. Pinker, has headed the agency's play department for some time.

The Pinker agency was founded by the late James B. Pinker, his two sons later acquiring the business. The two used to alternate between the New York and London branches with the decision arrived at recently for a separation, Eric S. Pinker preferring to remain over here. A business arrangement for interchange of the two agencies is to be provided between the two firms, but otherwise they will keep separate identities.

Serious Anywhere?

Outside New York City the dailies give the scantest of attention to the Seabury investigation. A New Yorker away from home can forget it completely.

Luncheon Series

First of a series of so-called commercial literary luncheons, as differentiated from the affairs of similar type thrown by publishing houses for publicity purposes, that to be inaugurated by Frances R. Grant at the Roerich Museum, scheduled for April 15 with Gertrude Astor on the guest of honor. No payment to be made for her presence, she, as well as the others to be "guested of honor" being present for the testimonial. At all of the luncheons the guarantee of talks not only by the guest of honor and other literary present, but also book inscriptions. Commercial literary luncheons are profitable affairs in most every instance.

Another London Paper

Charlesworth Syndicate, Ltd., has been formed in London with the object of floating a new evening paper.

Idea, evidently, is to keep out of the Newspaper Proprietors' Association, to which most papers belong, and which prohibits its members from carrying advertising announcements bought radio programs on foreign air stations. The N. P. A. considers radio advertising detrimental to its own interests and won't allow contracts to advertise it through the paper medium. New sheet aims at carrying such advertising in addition to all the usual stuff.

Hearst Under Orders

Despite it is a fact, W. R. Hearst is playing tennis on his San Simeon ranch in California. It is just as true his physician orders him not to take any exercise. But may be Hearst like so many others doesn't believe everything heard, even from doctors.

The ranch is a weekend hotel for invited guests. Frequently there are from 75 to 100. Every one receives perfect hotel service from valets to maids.

In a ranch of 50,000 acres, more or less, with nothing missing from wild animals to croquet, there is not a golf course. Hearst characteristically explains its absence by remarking: "I don't play golf."

A Tie-up?

Front page exploitation of Louis Joseph Vance, the fictioneer, is continuing. Vance was sent by the Ely Culbertson sleuths for leaks on the World Bridge Olympic tourney, looks very much as if Vance were planted there for publicity purposes.

Vance's new book, just out, called "Detective" and mention of the word was all over the account of the questioning of Vance in connection with Culbertson bridge difficulty. If Vance's connection with the case is an accident then it's a natural for the new book.

Turkeys Not Recovered

(From "Desert Sun," Palm Springs, Cal.)

Sixty turkeys which were stolen from Shaw's at Cabazon last Wednesday night have not been recovered, and have probably found their way to market by now. Evidence of the birds was found in feathers strewn near the northern foothills of the San Geronimo Pass. The loss is quite aggravating to Mr. Shaw as it is no fun to raise turkeys for some other person's profit.

Via Tyson's

"The Town of Enchantment," new mag Lou Wertheim is publishing, due to roll its first issue off the press within a fortnight.

Publication claims a tie up for distribution through the literary and trade ticket agencies as well as delivery to all incoming merchandise buyers. It will also function as something of a ticket brokerage, securing seats for buyers through Tysons and delivering to purchasers at New York hotels.

Herb Crooker's Latest

Macaulay company has just got to the press a new novel by Herbert Crooker, of the Warner press department, called "The Sweet Cheat." A current type of tale from Crooker, to be previous one, "The Hollywood Murder Mystery" and "The Crime in Washing Mews," both of which were detective tales. "The Sweet Cheat" is about a girl, a number of newspapermen—and a columnist.

Beahan's Play

With "Night For a Lady," his novel coming out April 14, for Harrison Smith, Charles Beahan also finishing a new play, "Cocktail Party."

Best Sellers

Best Sellers for week ending March 26 as reported by the American News Company, Inc., and branches.

Fiction

'Good Earth' (\$2.50) By Pearl S. Buck
'Thirteen Hours' (\$2.50) By Tiffany Thayer
'Angels' (\$2.50) By Louis Golding
'Mary's World' (\$2.00) By Walter Turkin
'Challenge of Love' (\$2.00) By Warwick Deering
'Second Hand Wife' (\$2.00) By Kathleen Norris

Non-Fiction

'Once a Grand Duke' (\$3.50) By Grand Duke Alexander
'Only Yesterday' (\$3.00) By Frederick Lewis Allen
'Story of My Life' (\$3.50) By Clarence Darrow
'U. S. in World Affairs' (\$3.00) By Walter Lippman
'Epic of America' (\$3.75) By John Trudlow
'Way of a Lancer' (\$3.00) By Richard Boleslavsky
(In collaboration with Helen Woodward)

Top Price Pulp

Harry Steeger and Harold S. Goldstein, hazy afternoon fiction periodical, "Gang World," replacing it with one of similar type, "Blue Steel Magazine." Keeps intact the large chain of pulp mags gotten up by Popular Publications, the Steeger-Goldstein concern.

"Blue Steel" is paying top prices for pulp-type fiction, and using such names as Erle Stanley Gardner and Walter Snow.

Bickett Just Resting

Gossip that the Chicago "Evening American" was to have a new managing editor was stricken out by Bill Curley, supervising boss of the sheet.

James F. Bickett, managing ed., is taking a vacation for a few weeks with Roy Danforth, subbing. Danforth came over from the Washington "Herald." According to Curley the arrangement is only temporary.

Surprise Answer

Swaffer's article on press agents, the fourth of a series of English exposures in "Britanna and Eve" of various phases of theatrical life, so fierce that to Swaffer's surprise, when he opened the magazine, he found the editor had used with it, on the same page, a reply by a press agent.

New Firm

Gotham House, new publishing company, has been established by Charles F. Peterson, president and editor; R. A. Foster, vice-president and treasurer; Phillip S. Britton, vice-president, and Ruth H. Kerr, secretary.

Textile was formerly associate editor and dramatic critic for "The World Tomorrow."

Real Names of Authors

Henry Wade, author of "No Friendly Drop," is Henry L. Aubrey-Fletcher. Shalimar, "The Y-mah-and After," is P. C. Hendry. Margaret Peterson, "Every Cloud," is Mrs. A. C. Flett.

But who is Bridget Dryden, author of "Whither I Must?"

'Time's' Film Man

Elliot Gibbons is now in Hollywood to cover film production for "Time."

He's the first full time. correspondence man for the sheet, previous picture matters having been handled by Lynn Root, wife of Walter Root.

Bill Rice's Tales

W. H. (Bill) Rice, veteran circus and carnival man, is doing a series of yarns for "Liberty." Reported that James Riley Crook is sitting in with Rice on the effort.

Stories will unfold the mechanics of the outdoor show game.

Revive Reprints

Former "Current Digest," a reprint magazine, has been revived by Mary Theresa Gronich, as "The New Current Digest."

Uses clips from other mags only and no direct market for scribbles. Miss Gronich is also the publisher of "The Modern Thinker."

Real Names of Authors

John Oxenham, author of "The Hidden Years," is William A. Dunckley. Joanne Cannan, "Thurible's Hour," is Mrs. H. G. Fullein-Thompson.

But who is David Gibson, author of "Brief Contacts?"

Film Ed's Book

Andrew Buchanan, editor of Ideal's "Cinomania" (British) has authored "The Way of the Cinema," published in England early in March.

It deals controversially with the development of talkies.

Beth Brown's Two

Beth Brown has finished two novels on the Coast. One is to be published shortly.

Song Writer's Serial

Serial rights to L. Wolfe Gilbert's story "Without Rhyme or Reason," has been purchased by "Liberty."

Gilbert is a veteran songwriter. "Liberty" is an autobiography of his 20 years on tin-pan-alley.

Pagnolo's First Novel

Marcel Pagnolo, successful playwright, has written his first novel titled "Fruites" (Whirligig), in Paris.

It is less a novel than a series of very clever notations.

Mrs. Harriet's Story

Story of her experiences in the "Spanish" disaster, in which her husband lost her life, has been sold to "Liberty" by Mrs. Henry B. Harris.

Chatter

The first Jonas Arnold novel will be called "My Fanny."

Ogden Nash a pappy. Frank Swinnerton knows plenty about book publishing and editing. James Hanley, living in Wales ever since he began writing about his native Ireland.

Claimed by the Liverpool office that W. E. Woodward coined the word "debunk."

D-D has a sufficient number of unpublished Edgar Wallace tales on hand to theme them at regular intervals through the Crime Club for a year.

Edgar Rice Burroughs gets away from Turan for the first time in his new fiction book, "Jungle Girl."

Nat J. Perber's silence all this time explained. He's completed a new novel.

Edward Dean Sullivan's inevitable expose on the kidnap scare, "The Snatch Racket," will be out as soon as it can come off the press.

Pai Sabao not a gag, but the real name of a famous scribbler being talked about.

Novellists turning playwrights. Aldous Huxley and J. Keith Winter doing plays.

Norman Klein, of the New York "Evening Post," will have his first novel out this week. Called "No, No, The Woman."

Arnold Kernstein takes himself seriously in those photographs.

Wolf Adler and W. Beran Wolfe being mistaken for one another.

Mary Lindemann in a new swan: "The Little Brown Girl," and with a new typewriter, too.

Ann Rowe writing about perfect husbands.

New collaborating team composed of George Foss and Samuel Baron.

Dr. Louis Berg, novelist, is not Louis Berg, the mag scribbler.

Oliver LaFarge going to Mexico City. Going displacing Michael Gold as the "New Masses" group leader.

Only about 750 manuscripts submitted in the "Atlantic Monthly" Little Brown \$10,000 prize contest. Suggests other scribbles so weak from starvation they can't write.

Rian James has a pantotheus. Molly Thynne will lecture here. Rockwell Kent back from Bermuda.

P. G. Wodehouse will modestly name a new book, "Loud and Punier."

Paul Green has written his first novel.

"Radio Fan," a weekly five-cent mag distrib. by Butler grocery stores, folded last week. Had been out for about two months.

TULLY STORY PROBLEM

Hollywood, April 4. Censor trouble may eliminate Laughter in Hell, Georgia chain gang story from Tully, by the Universal production list because of the plethora of brutality in the story.

Patrick Kearney is working on the script and attempting to put it in form that will pass the review boards.

AIR ADAPTS WIDE ROUTINE

GAG PIRATES MULTIPLYING

Los Angeles, April 4. Powerful radio sets capable of bringing in distant programs are being utilized by material pirates. Special heed is given to the smaller, less known, stations without network affiliations.

Borrowing of ideas, gags, new twists, special lyrics, is a small potatoes enterprise that keeps the lads in change when reselling or helps their reputations for being bright when using the stuff themselves.

Pirate is generally a lone wolf who tunes in at odd hours and extracts gold from distant mountains. He peddles his stolen nuggets to continuity writers on radio payrolls or else, as in several known instances, he is employed by a station manager, who, to keep himself up and coming in the eyes of his bosses, wants all the ideas he can get, even if they have to be pilfered.

These pirates watch radio programs with a keen ear and much patience. One instance was of a pirate in the east paid to tune in different stations the week for 12 hour periods to report any new gag or idea that had a semblance of newness or novelty. Several cases have come to the surface of original or extemporized gags either east or west turning up on the other coast the next day.

Air Blossoms

Chicago, April 4. Radio's one and only pansy character, that of Clarence Tiffinguffin in the 'Mrt and Marge' skit over CBS, is going big with daisy chains from near and far. Flock of orchid maid has been streaming into the station, including personally autographed pictures from admirers of 'Clarence.'

Funny angle to the whole thing is that Ray Hedges, who plays the part in the sketch, is burned up over the idea and asserts himself in terms by no means feminine. Hedges, incidentally, is a perfect he-man type, standing six feet in his box and an athlete besides.

Hearst 'State St.' Radio Paper Tie-In, Exits Off KYW After 2 Years

Chicago, April 4. After more than two years the 'State St. Tomorrow' program on KYW went off the air Friday (1). Program was the promotion tie-up with the Hearst 'Herald-Examiner,' with which the station was affiliated. Understood the newspaper is working on another arrangement for a radio-newspaper advertising hookup, and will likely be aired in about two weeks.

'State St. Tomorrow' program was rather unique in its effective tie-in of both mutual-owned station and newspaper. Program was for 20 minutes each night, and contained plugging for eight State street stores, such as Marshall Field, the Fair, Boston Store, Mandel Bros., with the copy emphasizing the bargains of the following day. In this deal the stores also received free billboard advertising, but the stores in return had to run an ad in the 'Examiner' every day. No restriction on the size of the ads, but it was evident the size of the stores prevented them from making the ads too small for fear of looking ridiculous. Understood that recent cuttailment of the Hearst organization affected these free billboards and was one of the causes for the failure of the stores to renew their radio contracts, which expired on the 1st.

An attempt to save the program was made by trying to squeeze the program to a full 30 minutes and shifting the time from 10:10 p. m. to 9 o'clock, but the stab fell through at the last moment. This new time arrangement, however, may go into effect later.

CBS' CLEVE. CANVASS
Johnny Meyers of CBS artists' bureau is in Cleveland for about six weeks.
Cleveland is Meyers' home town.

VARIETY GROWS IN RADIO SHOWS

Mixing Up Program With M.C.'s, Blackouts and Patter to Diversify Entertainment—Straight Classical Programs Drop From 22 to 7 in a Year—Type Analysis of Networks' 152 Programs

CLASSICS VS. JAZZ

Chicago, April 4. Vaudeville, as the white-haired boy of the program bankroller, has moved into the network studios almost lock, stock and barrel. Vaudeville's cycle in radio entertainment is in full swing, with the merchandiser turned showman now scrambling to adapt every item of vaudeville to the mike and to pattern his program along the lines of a variety act or bill.

No longer is the advertiser content to throw on a straight band act and let it go at that. Now he scouts around for the wisecracking m. c. to keep the ball of listener interest rolling and to weave in the sales message. Now he talks about interpolating blackout bits or a cross-fire package between band numbers, and even discusses the advisability of working in a spasm of tap dancing. Inclusion of the blackouts in the Ever-Ready session, the Burns and Allen gag-tossing in the Robert Burns Panatela event and the tap dancing in Stanco's Big Time are cases in point of recent inauguration.

The advertiser-impressionist has come to realize that to attract a class audience he doesn't necessarily have to resort to a program of classical music and that a well framed variety program of big time culture will do the job much more effectively. That there are only seven commercial programs of this tone genre on both chains as against 22 of a year ago tells its own story.

Vaude for Men

Tendency among national distributors with an article for male consumption to pick on the variety melange of entertainment as the dial magnet has become pronounced. Witness such recent newcomers to the network as the Sheaffer Pen series, the Ever-Ready Razor Gaitlets and the Society Clothes 'Playboy' series. Same trend is also noted among the other merchandizer with a product whose potential sales field involves all rungs of the economic ladder and both sexes.

That radio entertainment has reached the stage of being far and away predominantly of the music-hall in level and scope is strikingly borne out by a classification and analysis of the commercial programs carried on the NBC and CBS links the week of March 29. Programs considered did not include those using band or small instrumental group or singer merely used to lead on or off a blurb chattering or to merely fill in during the latter's breather spells, a type of thing common on the networks' daytime schedules.

Among the more salient observations revealed by this break-up and analysis of commercial programs were that:

1. The program with the orchestra serving as the backbone or major item on the other session is more strongly entrenched than ever on both chains. This type of show rates over 60% of all the network shows that may lay claim to the label 'entertainment.'

2. The strictly singing act, in other words the program in which the warbler or warblers are headlined, is on the wane. There are only 10 of this genre on the list as

(Continued on page 60)

Program Type Summary

CLASS OF PROGRAM	NO.	PERCENTAGE
Orchestral:		
Popular and Semi-classical	73	48.
Classical	5	3.
Name bands	12	7.5
Classical novelties	2	1.
Organ and vocalists	6	4.
Straight singing	10	7.
Music and drama	6	4.
Patter and singing	10	7.
Straight patter	1	0.5
Script shows	27	
Domestic-Smalltown	(9)	
Juvenile	(5)	
Mystery	(2)	
Miscellaneous	(11)	18.
	152	100%

CBS' Full-Time Petition In Chi; Now Pays WGN \$260,000 for 3 Hours

Chicago, April 4. Application for permission to synchronize with KFAA, Lincoln, Neb., co-sponsor of its wave length, during certain evening hours has been made by WEBM, local CBS key, to the Federal Radio Commission. Latter's consent will put the CBS-Chicago outlet on practically a fulltime basis for the first time and free the network of the necessity of depending on any other local outlet for the release of its commercial programs.

Deal between WEBM and the Nebraska station imposes upon the former full payment of all line charges between the two towns and around \$1,000 a week extra for the three and a half evening hours now held exclusively by KFAA. All engineering and equipment costs will also be defrayed by the chain. If the Commission approves the arrangement, CBS will occupy almost as strongly entrenched a position locally as NBC. Former network will be in a position to clear every one of its commercial programs and possibly be entirely independent of its present local affiliate, WGN, to whom it is paying \$20,000 a year for the use of three hours an evening.

Half Around World

The Hague, March 25.

For the first time the verbal relay by Radio broadcast by the Dutch A.V.R.O. during one of the big international football matches—Belgium—Holland—in Antwerp Stadium was relayed from 'Hilversum' not only to Dutch East Indies but also to Curacao and Dutch Gulana in South America and to the United States and Canada. These relays went on over short wave of about 30 metres. Reports mentioned that reception was clear.

Sylvia Froos, Own Agent, Doubling on NBC-CBS

Sylvia Froos, recently let out of her NBC contract and who shifted over to WABC (CBS) with a commercial, has been placed under a new NBC contract. Miss Froos started on her new contract Sunday (3) on the Three Bakers period. She will be on for 13 weeks, until June 28. Meanwhile she will double on her WABC Richman Clothes period.

Miss Froos agented herself direct to Richman when NBC let her go, through the Federal Advertising Agency, which handles the account.



ED CONNIE Presents
Aileen Stanley
With a SMILE in Her VOICE
OLDSMOBILE'S MELODY SPEEDWAY
WOR and 80 Associate Stations

"The Street Singer"

ARTHUR TRACY

Heard Over WABC C.B.S. Network

MON. & WED. 10:45 P.M.
FRI. (Pillsbury Pageant) 9 P.M.
SUNDAY 12:15 P.M.

C.B.S. Exclusive Management

NBC RED NETWORK—EVERY TUESDAY 10:00 P.M.

EYMOUR SIMONS ORCHESTRA
Knocking at your door with the best of them

BENNY KYTE
And His Golden Tower Orchestra
N.B.C. Network—WJR
Detroit—Wed., 12:30-1 P.M. E.S.T.
Hi-Speed Gasoline
Loose Wire Biscuit Co.
R. G. DUNN CIGAR

CLIFFORD SOUBIER as 'OL PAPPY'

(Negro Characterization)

"Radio here has something to offer the most catholic listener, and yet, and in the art of the radio, it has its special just as surely for the child, the adult and the aged."

MON., TUES., WED., THURS. and FRI., at 4:30 P. M., over NBC BLUE NETWORK

GENE and GLENN
With JAKE and LENA
The QUAKER EARLY BIRDS
S.A. M. DAILY EXCEPT SUNDAY
NATION'S BROADCASTING COMPANY

H. LEOPOLD SPITALNY
SHEAFFER LIFETIME REVUE
Over NBC Coast to Coast Network
FOODTOWN POPS REVUE
Electrical Transcription Twice Weekly
Over 16 Stations and Increasing Weekly

DON AMECHE

Featured in
"THE FIRST NIGHTER"
(Campbell Italian Radio)
Sat. 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., 8:30 p. m.
CBS-WBBM Network

"RIN-TIN-TIN THRILLERS"
(Chappel Bros.)
Thurs., 7:15 p. m. NBC-WENR Network

ALL PROGRAMS C.S.T.

DETROIT'S FAVORITE

RUSS MORGAN ORCHESTRA

MICHIGAN INDUSTRIAL BANKERS & LEA CADDY QUAKER COFFEE
MON-WED 6:55-7:30 TUE & THUR 6:30-6:45

EDDIE DUCHIN
AND HIS
CENTRAL PARK CASINO ORCHESTRA
COLUMBIA BROADCASTING SYSTEM
WEDNESDAY SATURDAY SUNDAY
12:25 P.M. 5:30 P.M. 12:15 P.M.

RUSS COLUMBO
And His ORCHESTRA
N.B.C. R.C.A. VICTOR

RUTHETTING
GLORIFYING the POPULAR SONG
CHESTERFIELD Program
COLUMBIA-COAST-TO-COAST NETWORK
WED. SAT. 10:10:15 E.S.T.
PERSONAL DIRECTION
THOMAS G. ROCKWELL



Film Actors Inefficient Says Radio

Hollywood, April 4. Despite the current popularity over local stations for plays and dramatizations, calling for trained players, few of the berths are going to picture people.

Every station is besieged by hordes of screen talent, who, under present conditions, would like to pick up a little radio cash on the side, but stations report that not one out of 10 of the applicants is suitable for their requirements.

Screen players are outed on the theory they are not sufficiently versatile for the air. Broadcasters blame this on the system of casting in Hollywood, whereby players become typed in certain characters and play this kind over and over again, eventually becoming unable to adapt themselves to varied roles. Most of the local radio players, and favored as candidates over any other when looking for spots, are actors with stock company experience.

FOELGER SPREADS TO 10

Chicago, April 4. Foelger Coffee today (4) extended its Judy and Jane script show over the Columbia community network, comprising 10 stations. Program's original hookup on a daily schedule was limited to WCCO, Minneapolis, WTAQ, Eau Claire, Wis., and WMT, Waterloo. Latter outlets are included in the revised link.

Since the coffee is not sold here, the program will continue to go without a Chicago release.

"Hello Everybody!!!"



Kate SMITH

Columbia System—5:30 P.M.
ON LA PALINA PROGRAM
Personal Management—Ted Collins

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIPS' DENTAL MAGNESIA
WABC COAST TO COAST
TUES., THURS., SAT., 8:10 (EAST)

GILL and DEMLING
"She AMKHOATS OF HUMOR"
now featured in the
SHEAFFER
PEN PROGRAM
NBC Coast to Coast
SUNDAY
8:30 to 9:00 P.M.
4:30 to 5:00 P.M.

Ralph Kirbery
"The Dream Singer"
TUES. to SAT.
8:10 to 8:30 P.M.
SUNDAY 11:15 P.M.
WEAF
Management
N.B.C. Artists Service

The World's Record Record Makers
BEN SELVIN
AND HIS ORCHESTRA
D'Orsay Perfume, N.B.C., Sat., 8:30 P.M.

Non-Commuting Actor Halts Chi Program

Chicago, April 4. Because Rajput, his "Mystery Teller of Tales," found it inconvenient to commute between here and Detroit, program bankrolled by White, former lightweight champ contender, on WBBM, Wednesday nights, has temporarily gone off the air.

White has been doing a physical culture spiel following the Hindu's adventure stories. Rajput, formerly heard over the same outlet for Dr. Strasska's toothpaste, has a 30-minute week commercial on a Detroit station. Until that contract is up White has called a recess.

Tacoma Radio Problem Figures in Senate Race

Tacoma, April 4. Here's a burg with a radio political complex. With a population about 135,000 and two good stations, one a member of CBS, and the sun sets the local stations close down. That leaves a gap until late evening when the radio commission says they can resume local programs.

Condition here is strictly political. Senator Jones, who did not become a national figure until he put through the Jones bill on the 5 and 10 prohibition law, keeps his berth in Washington through votes in Tacoma and Southwest Washington. He used to live in Spokane, but moved to the Seattle district, which includes Tacoma and promised the larger city anything it wanted. He has, since he moved to Seattle even got Seattle men jobs in Tacoma Federal offices, they say here. Tacoma is turning toward Sen. Dill who lives in Spokane and is a Democrat while the district is Republican.

Dill is the western hombre who has been fighting the radio networks for some time and has promised to get stations KMO and KVI, locals, a break and says he will see that one of these stations is given the same consideration as the stations in Seattle. CBS local station KVI will probably get its time through the Senator from Spokane. The burn up is that the locals have to appeal to Dill in Spokane district, who is a Democrat and this a Republican stronghold. NBC, of course, is fighting against full time station here. Its KOMO station in Seattle is now furnishing the natives with its program and the salesmen in the east have a fine chance to register about this 300,000 population.

Gibbons' Lecture

San Francisco, April 4. Pete Conley grabbed off Floyd Gibbons for a Wednesday (6) night lecture at the civic auditorium on his Chinese experiences.

Gibbons is booked by NBC Artists' Bureau, who loaned him to International news to cover the Sino-Jap war. He docks tomorrow (5).

'PALOOKA' ON CBS

Joe Palooka, Han Fischer's cartoon strip, will be staged on the CBS airwaves beginning April 12 by Hines Products. Fischer is writing the air scripts.

Ted Berglund will play "Palooka," Frank Redick will be "Knobby" and Elsie Hitz "Anne Howe."

Hines will stage the piece twice weekly, 15 minutes per broadcast, with repeats for the western hook-up.

GARRY'S DOUBLING

St. Gary, from vaudeville, starts doubling on both networks when going on the Valspar series for NBC.

Gary is already doubling on two CBS weeklies, Dandereine and Chrysler.

Macfadden Renewing

Bernarr Macfadden is renewing his contract with CBS to keep "True Story" on the air for another year.

Present contract expires in July.

QUESTION OVER RIGHTS TO CHI RADIO SCRIPT

Chicago, April 4. Question of the ownership of an air script, whether it belongs to the writer or the station that plugged it as sustaining, may result in legal action against the local WGN, Chicago Tribune station. On the other side of the howl is the writer of the script in question, "Painted Dreams," by Irma Phillips.

Script had been on the station for a number of months a sustainer, but was finally grabbed last October for a commercial by a local meat company. Saturday (2) the sponsor dropped out after 25 weeks.

Two weeks before the advertiser quit, Miss Phillips advised the station that it had a fortnight to sell the script to another advertiser, on a check of \$225. Station officials claimed to have added \$300 to the price. WGN's two-week option on this script expired on Saturday (2) along with the sponsor, but it was not sold. The advertiser to another advertiser, WGN, however, has the skit still listed on its schedule for this coming week, the program for today (4) carrying the "Painted Dreams" script, for a morning broadcast. Since there's no advertiser, the program will revert to sustaining.

Miss Phillips attempting to restrain the station from continuing with the script, claiming all rights belong to her. Miss Phillips started the script, wrote the contributions throughout and plays the leading role. On the last day (Saturday), she was replaced in the lead role by Irene Wicker, who formerly played one of the minor characters in the "Painted Dreams" skit. Itself was written by one of the WGN staff writers, Kate Chase.

Expected that Miss Phillips will take the matter into court today, but to secure a restraining order preventing WGN from using the title or substance.

Network Affiliates Boost Opposish Indies' Profit

Because of the expansion of NBC and CBS with their respective affiliated outlets, small indie stations are now making more money than ever.

Whenever NBC takes over program control of an affiliated station, as it recently did with the Westinghouse group, it drives disc programs off the air, thus profiting through disc advertisers shifting over because of network interference.

Because of this situation, small indie stations who rarely had a commercial on the air, are profiting through disc advertisers shifting over because of network interference.

Shift Auditions

Shifting of Paul Whitman's band from the Palace to the RKO Albee, Brooklyn, where it opened today (2), a week earlier than originally planned, has forced Whitman to rearrange his plans for auditions for radio talent, held weekly.

It was originally planned to hold kids' auditions four days this week. These will go on next week instead. Currently the station is holding auditions for Brooklyn talent in conjunction with the Brooklyn "Times" and a department store.

COBB FINISHES

Irvin S. Cobb makes his final appearance on the Friday night Arm-hour hour April 22, completing 10-week contract at \$1,750 per spiel.

Commercial figuring on trimming the program's costs for the spring and summer and is now scouting around for a less expensive adult attraction.

MELTON'S CONCERT

James Melton, NBC tenor and member of the Revelers, will make his debut as a concert singer April 22 at Town Hall, New York, under auspices of NBC Artist Deal.

Frank La Forge, composer, will be at the piano.

MOUTH WASH OFF

Listless goes of the NBC network on April 8 after almost a year of ether advertising.

Commercial is currently using Erno Rapee's orchestra and previously sponsored Russ Columbo.

Last Week Year's Best For New Comm. Acc'ts

Chicago, April 4. Current week reveals renewed life on both major networks. Chain initiatives of the bankrolled variety have been few and far between the last two weeks. Week starting yesterday (3), takes the year's record for the number of commercial programs released in any one stanza. Judging from the newcomers already given starting dates it is also figured that April will ring up a similar month's record, as compared to the past year.

Three chain deals wereunched, two of them out of Chicago. Latter were the Greyhound Bus Lines over CBS and Alka-Seltzer, NBC. Columbia's New York studios on the same day saw the first edition of Florenz Ziegfeld's air extravaganza for the Chrysler-DeSoto-Plymouth group.

Among others set for an introductory airing this week are the Ely Culbertson three weekly spels on bridge for "Wrigley, NBC; Colonel Robert's radio of E. B. Rolfe, Ivory Soap, NBC, and Van Heusen, CBS.

Listed among new commercial entries this month are the revisedudent show (10), on C-10, University (16), CBS; Union Central Life Insurance company dramalets (24), NBC, and Zoro company's a. m. series (25), CBS.

WCFL Adds Tele for Ultra Short Wave Tests

Chicago, April 4. Television gets another big station experiment. WCFL having last week contracted for installation of see-and-hear equipment. Will be erected by Ulysses Sanabria, who has been doing most of the television experiments in the Midwest. Equipment is slated to be ready for shooting late in June.

WCFL, known as the Farmer-Land station, will do tele-casting primarily on experimental in the ultra-shortwave bands. Station's short wave call letters are W9XAA, under which the studio is now doing regular wide-band broadcasting. The addition of this studio to the television group of transmitters will make three stations locally in that class, the other two being WTAQ and WJBO, known on the short-waves as W9XAO and W9XAP. Understood WGN is also ready to go into television shortly.

T. P.'s Piano Duo

Chicago, April 4. Thompson Products, Inc., has picked a Saturday night quarter hour on the western end of the NBC blue network for a 13-week ballyhoo. Program, slated to start April 19, will split the entertainment assignment between a spiritual-singing foursome and a piano duo, Red Redding and Dick Platt.

Stations already set to carry the auto accessories outfit's other contribution are WMAQ, Chicago; KSD, St. Louis; WDAF, Kansas City, and WOW, Omaha.

WCCO's 50,000

Chicago, April 4. With the federal radio commission's approval, station WCCO, Minneapolis, is going from 5,000 to 50,000 watts. Improvement, planned to cost around \$200,000, is being started immediately.

Among other things, two new aerial towers will be erected and new equipment installed. Expected to be completed next fall.

Sinclair's New Series

Since a Reeling Company commences a new series of NBC broadcasts for 26 weeks April 11. Commercial will feature the Weiner Minstrel Show with the broadcast to come out of Chicago. Let by the Federal agency.

Mitzi Guesting

Mitzi Green will make her commercial radio debut as "guest star" on NBC, April 22. Additional line-up for next is: April 8, Janet Reade; April 16, George Mender, and April 29, Jack Haley.

ENDORSEMENT MIX-UP EMBARRASSES CHI NBC

Chicago, April 4. Charging the department store with using her picture and name without authority to endorse a brand of hosiery, Jane Froman, through Don Ross, her manager and finances, last week retained legal services to bring suit against NBC, to whom the singer is under contract, is trying to square the jam. Network, from whose publicity department the photo was obtained, feels the incident put it in an embarrassing spot.

Picture with the Froman legs prominently displayed was carried in the special newspaper edition turned out on the Chicago Tribune presses and labeled "Marshall Field Tribune" in celebration of the store's anniversary. Caption had Miss Froman endorsing La France Hosiery.

The girl claims the photo was released to Larry Sells, freelance p.a., for publicity purposes only and that the letter, who handles the special Marshall Field edition, failed to advise her or anyone connected with the network of an intention to use it for endorsement purposes. Anyway, she figures the unauthorized plug is worth a minimum of \$25,000.

Marshall Field happens to be the landlord of the NBC plant here as well as one of the network's recent clients. Don Ross is a member of the harmony team of Brooks and Ross, which happens to be under contract to the opposition network's local studios.

LIFE WANTS SKETCH

New York Life Insurance Company is auditioning for a new series of NBC programs.

Commercial is currently using Fraser Hunt, but wants to switch to a sketch with music.

MILL'S BROTHERS
4BOYS AND A GUITAR~
COLUMBIA
BROADCASTING SYSTEM
PERSONAL REPRESENTATIVE
THOMAS G. ROCKWELL
1776 BROADWAY
NEW YORK CITY

Belle Baker
WABC
Sunday
News
9 to 9:30 P.M.
Ever-Ready
Safety Razor Program
Sponsored by
American Safety Razor Co.

JESSIE CRAWFORD
WEAF
SUN.-MON.
11:30 P.M.
E. S. T.
TUES.
THUR.-SAT.
8 P.M.
E. S. T.
WED.
11:15 P.M.
E. S. T.

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.
Columbia Broadcasting System—Tuesday, 12 to 12:30 Noon

A-A TOP COAST, THEN NEWS FLASHES

Los Angeles, April 4. News broadcasts rank second in popularity among coast listeners, with Amos 'n' Andy in the top spot. This was determined in a survey made up and down the Pacific slope.

Five Coast NBC outlets listed news periods No. 2 and KNX in Hollywood had the same experience, with Fran Watanabe and Hon. Archibald, latter comedienne, continuity, at the top.

KYA and KTK, San Francisco, had news first. Lowest showing this feature made was at KHJ, which uses the conservative Los Angeles 'Times' cut and dried bulletins.

Lindbergh baby case has helped put news in its current popular position, with local dailies running some 50,000 copies below expectations.

Bob Trout, announcer at WJSV, forced by ill health to lay off and is up at Germantown, Md., recuperating.

"CALIFORNIA MELODIES"

Present

The original compositions of

J. C. LEWIS, JR.

On the Columbia Network Coast-to-Coast

Through the courtesy of

DON LEE

EVERY SUNDAY MIDNIGHT 12:30 A. M.

ALICE JOY

RADIO'S DREAM

NBC NETWORK Coast to Coast

EAST 7:30 PM WEST 11:15 PM

ANN LEAF

TWO YEARS' FEATURED ORGANS

COLUMBIA NETWORK DAILY

CHARIS PROGRAMS

WEDNESDAY 10:30 PM

Amusement Pictures

Ford RUSH WLV

COMMERCIAL BROADCASTING

OLD MAN SUNSHINE

PROGRAMS With TOY BAND 6 P. M. Daily, E.S.T.

DON PEDRO

AND HIS ORCH.

Terrace Gardens, West Madison, Chicago

Broadcasting 11:30 PM, N.B.C. Network

FRED L. JESKE

"MONARCH MELODY MAN"

SPONSORED BY MONARCH FOODS

Mon., Wed., Fri., 9:00-9:15 P. M., C. B. S. T. WGN, Chicago

Friendship Helps in Belgium as in U. S.

Brussels, March 24. Radio-Schaerbeek, Brussels, a private broadcasting station, which was closed last January by the police, is to reopen. For some time the station had, despite warnings, daily filled the air with insults leveled at the government, the Minister of Posts and other officials, and the culminating point was reached when the microphone was used to broadcast uncomplimentary remarks concerning the French Minister of Posts, then a guest of the Belgian government.

Now the Minister of Posts has, of his own accord, returned the confiscated material to its owner and voluntarily authorized the reopening of the post.

The Minister and the owner-announcer of the station were at school together.

NBC 'EXCLUSIVENESS' LOSES P.A. CONTRACT

Prince Albert program, featuring Alice Joy, will withdraw from the NBC airways on April 30 after more than 26 weeks of broadcasting six times weekly.

Previous to deciding to withdraw from the air, officials of the Reynolds Co., manufacturers of Prince Albert and Camel, the latter on CBS, approached NBC for permission to insert a plug for Camels during the P. A. periods. NBC refused consent and so the Reynolds execs decided to take off P. A. Later, plugged on the Camel CBS broadcasts.

Understood that had M. H. Aylesworth, NBC prez, permitted the Camel plug to be included on the P. A. broadcasts, latter period might have been kept on the air for the value of the double plug.

Alice Joy is under contract to Erwin-Wasey, handling the account, for a run of the broadcasting contract. She is also under NBC contract.

Miss Joy has been placed under contract to the American Record Company and will record for Perfect, 25c discs.

Radio Bill at Clevel. Auditorium, \$1.50 Top

Cleveland, April 4. Norman Brokenshire will m. c. for radio show being promoted for the Civic Auditorium April 24 by San-antonio Zucker and Leonard Labovitz, who handled Cantor-Jessel show that broke records here. Date won't be confirmed until George White's pending suit against city settles the question whether private theatrical enterprises are entitled to rent the large-seated auditorium. A top of \$1.50 is planned.

Showers include Bessie Bell Sisters, Col. Stoppone and Budd, Sylvia Froos, Gus Arnheim's band and either Alex Gray, Little Jack Little or Bing Crosby.

Merging 4 Stations

Reported that four Brooklyn, N. Y., stations—WBEC, WGU, WILTH and WBOX—will be consolidated into one group. Said that the consolidation will involve \$240,000 for the four stations.

WBEC and WGU were split some time ago, previous to which time they were both handled by the Standard Broadcasting Co.

GERMAN DISK-RADIO AMITY

Berlin, March 25. The fight between the German broadcasting company and the phonograph companies has finally been settled. The new agreement is that records are to be included into the regular program, the records to be supplied free of charge for broadcasting.

The time allowed for record concerts per station is 60 hours per month which may be divided up by the broadcasters to suit their convenience.

Doc Squares Downey

Schroedert, April 4. Morton Downey's publicity clincher is the citation of the result of a recent test of his voice made by Dr. William Bruid, White Chicago acoustic expert, with the m. d.'s projection oolocoops.

Dr. White said the test conclusively proved the tenor is not a crooner. The calling Downey a crooner irritates his grace notes.

Imaginary Horse Race, Radio-Adapted Keno, Lures Gamblers in L. A.

Los Angeles, April 4. Halted a year ago when the quick money boys began to make book on it, KMTF has resumed broadcasting a nightly synthetic horse race. But evidently the resumption hasn't reached the professional gamblers for there's been no kick yet at the station from the bluesmen who queered the former air-race programs.

Other race is an adaptation of the English parlor game Minoru, in which the horses are progressed by the turning of playing cards. Five horses in the race are hitched in a relative position moves that particular horse.

Large board has been constructed at the radio station and the horses are moved as the cards are turned, with an announcer getting hot over the progress of the nags as if they are the real things. Only money known to be changing hands on the race is the nags' dinner and quarters around the family freize.

A chap is also here from Kansas City attempting to interest stations in another gag, based on keno, also a gambling parlor game, but so far none of the stations have taken it up.

Under this plan a board would be constructed at the studio with names of merchants used instead of the numbers as in the original game. Plug for the merchants would be the oft repetition of their names.

As outlined to the broadcasters it would call for a prize each night of \$5.

Keno, under various names, is a favorite game at the beach concessions, near here.

MIDWEST STATION HAS OWN FAN PUBLICATION

Chicago, April 4. First instance of a midwest radio station publishing its own daily paper for the radio fans took place when station WLS, LaSalle, Ill., started the Trick Friday (1). Primary reason for the publication of the fan sheet is understood to rest on the new traditional battle between the regular newspapers and the radio ways the LaSalle's one newspaper, 'Post-Tribune,' failing to print the program schedule of the station in its columns.

Sheet is being published daily under the guidance of the station manager, Charles Harad. Distribution is free, being delivered to the LaSalle residents by news-carrier service. Paper, however, not only prints the news and gossip of the LaSalle station, but is also including the program schedules and publicity gossip of the major Chicago transmitters, which are easily tuned in at LaSalle.

Cost of the printing job, plus profit, is expected to be derived from the advertising. Several other Illinois small town stations are watching the WJEC experiment. Several have progressed far enough to have subscribed with Chicago radio broadcasting publicity services for regular bulletins on the schedules and program of the leading local stations.

COMMISH SETTLEMENT

Chicago, April 4. Controversy between WLS' and the William Morris office, over commission on the booking of the WLS Barn Dances at the Eighth Street, has been settled. Morris office received its full split on the date, with the station making the settlement.

Original negotiations for the radio show were handled by Louis Morgan of the Morris office.

2 for Preston's Job In Chicago CBS Shift

Chicago, April 4. Walter Preston, in charge of the WEBM studios and western director of programs for Columbia, is slated to leave both jobs April 16. Makes the fourth upset in CBS' local key within seven weeks.

Preston had been scheduled to pull out April 9, but the departure was deferred another week pending his closing with an advertising agency for a producer assignment. He has been in his current spot about a year and a half.

Instead of replacing Preston with some single person in complete charge, the network is figuring on splitting the responsibilities between Bobby Brown, staff producer, and Pat Flanagan, the outlet's chief announcer. Former will be program director and Flanagan production manager.

NBC CUTS SUSTAINING OVERHEAD BY \$45,000

With NBC's program department ordered to cut its budget for sustaining broadcasts, there will be much shifting of artists and programs during the next few weeks. Reported that \$45,000 is the sum ordered off the budget.

First step in direction of the cut was taken with Jesse Crawford, organist. Crawford has been broadcasting six times weekly during the past few months at \$500 per week. At first the program department considered dropping Crawford altogether, but later reconsidered and determined to use the organist but once weekly, pro rata.

Failure to Sell Prompts NBC to Quit Arty Turn

Chicago, April 4. Weekly Jill and Judy program has been dropped by the local NBC studios from its sustaining schedules and been regarded as the network's lone gesture toward the arty and bohemian.

Piloted by Mrs. Davis Edwards and Juliette Barker, the quarter-hour period detailed chatter over the Chicago literary, art and concert world. Girls worked themselves into the a. m. network niche last October. Recently NBC advised that the program would have to get a sponsor or else. Pair themselves were trying to peddle it to the agencies when the order calling today's (4) broadcast the last came through.

Australia's Problem

Sydney, March 12. Adverse criticism is being leveled against the government's suggestion of allowing the Grass stations to run advertising in their programs.

The A stations receive a goodly portion of the license fees paid by the public for their air entertainment, whilst B stations wholly depend upon advertising to carry them on. If government's idea is carried it will mean, say the sponsors, that most of the B stations will be forced to close. It is a fact over here that the B stations offer more entertainment value than the A units.

A Radio as an indoor entertainment has slipped in the past few months. With B stations off the air, and A stations with fewer advertising with their already weak programs, problems will arise.

It is expected that a new board will take over the control of radio very shortly, with Stuart F. Doyle in charge.

O'HARA TO WIKS

Chicago, April 4. John O'Hara, for four years with WJCL here as chief announcer, leaves for the Ralph Atlass transmitter, WJKN, Gary, Ind., with O'Hara will appear, the summer handling the Chicago baseball broadcasts for the Gary station. He had been doing the same job for the Farmer-Labor Studio locally.

Gen. Mills Renews

General Mills Flour Company, handled by the McCord agency, Minneapolis, renewed its contract for bi-weekly NBC broadcasts for another 26 weeks. Company is on the air since week.

Renewal took effect March 30.

LISTERINE MAY GO DISC FOR \$600,000

Chicago, April 4. Listerine is thinking of going on radio discs with the largest outlay of coin for platters ever, the figure being mentioned at \$600,000 for the series.

Being tested for the series is Rajput, the Hindu story-teller, who was on here locally last year for Dr. Strasska's toothpaste over WEBM.

Program is being tested down at WSB, Atlanta; firm spending about \$1,500 on the trial. Radio men figure that by this radio disc and storyteller route Listerine is plotting to reach the lower scales of the buying public, particularly those off the network channels, but listening in on indie stations in the smaller burghs.

THE BIG SHOW OF THE AIR!

MORTON DOWNEY

with **TONY WONS**

JACQUES RENARD

AND HIS ORCHESTRA

CAMEL 1/4 HOUR COLUMBIA NETWORK

CAR TALKERS

and the **COTTON CLUB ORCHESTRA**

Monday and Thursday 7:30 P. M. - 11:15 P. M.

Wednesday and Friday 7:30 P. M. - 12 Midnight

(And Affiliated N.B.C. Stations.)

MANAGEMENT: **MILLS BANCORP. OF AMERICA, INC.** 799 Seventh Ave., New York

TED FIO-RITO

AND HIS ORCHESTRA

Frolic's Cafe

CULVER CITY, CALIF.

Broadcasting Nightly Over **KFWB**

Warner Bros. Station, Hollywood

MUSIC CORP. OF AMERICA

VICTOR YOUNG

Musical Director

American and Brunswick Records

Has Schaeffer & Marx and Minnie Horney Almost Cream Broadcasts

MADE IN U.S.A. THOMAS G. ROCKWELL

RAYMOND PAIGE

Musical Director and Program Manager

KHJ, Los Angeles

Don Lee Columbia Network

HUTTON-HUSTON DEBATE

Is Prohibition a Success?

Angelus Temple

KFSB, Los Angeles

Water Huston, a good actor, in the sacred cause of publicity, met Almee Temple MacPherson Hutton on her own ground.

Huston was badly outdone.

Debate was fostered by Metro on behalf of its picture, *The Vagabond*.

Which actress was to be attracting the public in the hoped-for numbers. It stands in need of publicity.

Huston, in the picture, was the sacrificial lamb. Metro delivered him and Sister Almee slaughtered him.

Not that Huston's speech wasn't meritorious. A bit rhetorical and too well thought-out as to local argument, it had the considerable advantage of his beautiful diction, rich voice, and effective sincerity.

He was laboring under terrific disadvantages. Sister Almee, wisest of showmen herself, rarely spoke first. This is radically unusual since the affirmative tradition gets first and the negative replies spoken first and been pulverized by Sister Almee's impassioned affirmative, no opponent could reply.

It was a debate in name only. It was really a set-up for the dregs.

Not that the other mouthpiece of Angelus Temple, in Southern California the militant, not to say pugna-

tor, Almee Temple, was not a little satirized except privately. Mark Jones, a local lawyer, acting as referee, stated that the negative was in the forefront from his defeat of the defendant.

The evangelist and Huston carefully outlined the case for the affirmative.

Upton Sinclair, Socialist agitator, novelist, author of *The Wet Parade*, was less responsible.

He was less responsible, and naturally, compared Sister Almee to the Salvation Army and told an anecdote.

A little bit of the money, a penny. The druggist, unable to disclose the penny, referred the case to the Salvation Army.

They could get money out of anyone, Sinclair stated it was his second radio address. The first time he paid for the broadcast.

Sister Almee passed him the tamborine and he had to give her a dollar. Making the talk a non-partisan nature of the gathering, Mrs. Hutton inflicted six minutes of religious services as a preliminary.

Ignoring the supposed non-partisan nature of the gathering, Mrs. Hutton inflicted six minutes of religious services as a preliminary.

One who satiently endured shrieking duets, choir anthems, organolutes, and Angelus Temple's jazz church organ while they waited for the radio tunes in for the debate.

Huston under the circumstances and all his publicity, was maneuvered by the churchly atmosphere and the revivalistic methods of the religious service.

He was the spokesman of worldly wisdom. William F. Fallon was a piker at hanging a jury compared to Sister Hutton's high-handed holiness.

There is a radio attraction this is a natural. Literally half of Los Angeles came on Monday night for the purpose of listening to Sister Hutton capitalized the opportunity with a shrewdness that commanded respect and in the end she had the ring of sincerity in it. Outsiders frequently get a different impression from her talks. She seemed above a subject after her own heart.

As usual with debates, nothing was proven.

Land.

"WAVES OF MELODY"

Victor Arden Orchestra, Tom Brown

WJZ, New York

Snappy 15-minute musical network twice weekly on NBC's WJZ network by J. P. Brown, a singer, Tom Brown is a sweet voiced singer, with a voice best suited to ballads, which is the type of songs he mainly sings. Brown for the most part works with the orchestra, chiming in after the music gets under way. Spotted once a week with the instrumentation shading.

Victor Arden's orchestra is a pleasing instrumental group, selections being nicely arranged and diversified.

Short advertising plug at the start, but heavy at the finish.

MARGARET FISHBACK

Poetry

COMMERCIAL

WGY, Schenectady

This author's book of poems, "I Feel Better Now," appeared as guest poet on an evening program on NBC. While it was a plug for the rhymer and the tome, her conception to evoke emotion was very small. Miss Fishback was not on long enough to give listeners a real idea of her poems, nor did she appear to be the best poet in the role of recitationist. Fumbled several lines, probably due to nervousness.

If A. & P. intends to adopt the guest idea for writers or other personalities, it should plan more carefully.

MRS. MARION H. BIEL

Talk

Sustaining

WBBM, Chicago

Mrs. Biel is chairman of the first district of Motion Pictures for the Chicago Board of Censors.

It was announced that she would give her "survey" of the film industry.

In something less than 10 minutes.

Doubtless Mrs. Biel is typical of the club women's viewpoint of the flickers.

Her 10 minutes were devoted to some empty comments on the industry, but no solid points.

It was a rehash of all the hollow phrases mouthed by club women of the film industry many times over.

She voiced the most-often sentiment that the listening audience must stimulate the public interest for good pictures, admitting disconsolately that often the boxoffice receipts show that the public doesn't like good flickers.

In the good films column she mentioned "Big Trail," "Went with the Wind" and "Hell Divers."

Mrs. Biel didn't forget to follow in tradition.

She claimed that motion pictures are the newest medium of expression in art.

She had burst in that sentence had been omitted.

Mrs. Biel demanded more pictures for kids, but didn't mention that three widely claimed kid flicks, "Skippy," "Huckleberry Finn" and "Sooty" starred the same kid.

She mentioned the gang pictures, and without discussing the story type as a cycle in cinema.

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FLORENZ ZIEGFELD REVUE

Ziegfeld Radio Show of the Air

WABC, New York

Ziegfeld is collecting \$5,000 for his end every week and it's an air show.

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He is collecting \$5,00

Disc Reviews

By Abel Green

Eddy Duchin
Discreet rhythymology by the maestro of the ultra Central Park Casino in New York. Normally such a class spot would get the conductor onto a class disk like Victor, but there's some angle somewhere. Duchin's "Can't We Talk It Over?" and "Snuggled on Your Shoulder" are both with appropriate vocal choruses. Columbia 3465.

Garland Wilson
Trick pianist, who's in his stuff in rhythmic style suggestive of dance orchestra schooling. "Rockin' Chair" and "Memories of My Aunt" of Wilson nice opportunity for dexter dexterity. Okeh 41566.

Duke Ellington
"Dinah" and "Bugle Call Rag" as done by the Ellingtonites will appeal to the futuristic jazzque exponents. Ellington revives with distinguished gusto. Sonny Greer adds some nifty vocalization. Victor 22338.

Perry Bechtel
Bechtel is obviously a ballroom band leader. He does "Liza Jane" and "Daddy Dolly" in a style that will appeal to the undeniably, even if not particularly ultra as to orchestral niceties. For playing purposes okay. Columbia 3422.

Marvin Trio
Novelty trio mixes in its vocalization and instrumentation in the Mills Bros. manner, only "dirtier." "Daddy My Way to Heaven" permits for some extra extra Alpine fo-de-rol, while "Seven Come Eleven," by its title alone, suggests its manner of sing-play treatment. Okeh 41589.

Waring's Pennsylvanians
Song outstanders from Irving Berlin. "Face the Music" is handsily portrayed by the Waring. "On a Roof in Manhattan," the more legit of the couplet, introduces the Hanlon-Nelson-Churchill trio for the vocalization. They again contribute in a lusty manner for "Say Hello to My Little Friend," and "I'm a Fool to Think I'm a Fool," in novel orchestral manner. Victor 22339.

Buddy Campbell
Some more "Face the Music" music, Campbell's orchestra doing nicely by "Soft Light" and "Sweet Music." Reverse carries the popular English ballad, "By the Fire" in an equally smooth dance treatment. Okeh 41558.

Louis Armstrong
"Tiger Rag" in new school treatment under the Duke Ellington orchestra makes the Original Dixieland Jazz Band's instrumental seem tame. "Swing with Me," composed by LaRocca, guiding spirit of the pioneering Dixielanders, it was not so futuristic as television, but under the Armstrong footstep, it's almost two other dance tunes. "Love, You Funny Thing!" is a more contemporary companion piece. Okeh 41557.

Maurice Chevalier
Two out of "One Hot with You" (Paramount) done in Chevalier's imitable manner. They're both more novelty ditties, especially that "O! That, Mine, Although." "Would You Do?" is ok, too. Chevalier gets across his persuasive personality even better by the manner of vocalization, of course having the advantage of a famous visual personality. Victor 22941.

Kate Smith
On the matter of personality, Kate Smith's radio abstractness of course must work in the same relationship on the disks. Exception is to those who may have seen her on personal stage of the time. "Couplets like 'Twenty-one Years and 'Baggage Coach Ahead' (Okeh 3465), and "Snuggled on Your Shoulder" with "Love, You Funny Thing!" (Col. 2824) evidence her versatility on vocal delivery.

Phil Spitalny
On two hits of the Week disks, Phil Spitalny's music couples two numbers on a disk. The same record is technically one-sided only, but the medley of two selections on the same side is great value for three hits.

All are played in excellent style under the Spitalny baton. "Auf Wiedersehen" is a good couplet with "Marta," and "Somebody Loves You" is medleyed with "One More Kiss Then Goodnight." The last two demarcation mid-way along the grooves to indicate where the selections are differentiated.

Jack Payne
Payne and his BBC orchestra got their rep over the British Broadcasting Corp. stations, although he's present tour in England has reached shore band. Alband, BBC period. Next to Jack Hyllon. (Continued on page 60)

Ravinia Summer Opera Off, Chi Angel Chills

Chicago, April 4.
Louis Eckstein, millionaire backer of the Ravinia summer opera spot in Evanston, has tired of throwing his money into the musical venture, with the result there will be no opera there this season. First time in 20 years of its existence Ravinia park will be shut.
From what is estimated it has cost Mr. Eckstein more than \$1,000,000 to entertain local opera lovers during the warm months. Attempt to obtain public response and guarantors felt through badly, forcing the shutdown.

IRA SCHUSTER AIRED BUT HE WON'T QUIT

Ira Schuster, professional manager for Witmark under a contract of five years, since 1922, was given his notice last week. Schuster turned back the extra two weeks' salary, refusing to accept it, and has been reporting at the Witmark office every day. He claims Witmark had no right to let him out. Schuster has been with Witmark for three years. Johnny McLaughlin, composer and head of Witmark's black and white department, succeeds as pro mgr.

Berlin on Phone Settles Involved Tiff over Title

Animus is behind the squabble between Irving Berlin, Inc., and the newly formed Kelt & Engel music publishing firm over the song "When Lights Are Soft and Low," by Arthur Freed and Peter Tunit. The latter is the 24-year-old Russian protégé of Max Dreyfuss, who has composed continental pieces but who is getting his first real break with "Lights."
Berlin, Inc., complained that the Kelt & Engel publishing title infringed on "Soft Lights and Sweet Music" from "Face the Music," but behind it is seen a strained relationship over the services of Hans Link.

Link recently joined Kelt & Engel as professional manager, receiving a 15% interest in the firm from Joe Kelt, who had the majority of the stock of the firm. The deal is in for 17% as a holdover from the original Davis, Coots & Engel publishing combo.

Link left Smith Bros. to join Kelt & Engel. It's to be noted that Berlin, Inc., owns 50% of Santy Bros. and with Link, a crack prof. man, leaving the Santys to ally with K-E, the relationship ostensibly over a song title was further strained.

Edgar F. Bitner, of Leo Feist, Inc., meantime stepped in as an ally to Kelt & Engel by relinquishing the rights to the title "When Lights Are Low," a Feist waltz hit of 1923, which substantiated the K-E contention that Berlin had no particularly original claim on the "Soft Lights and Sweet Music" phraseology.

Furthermore it was stressed that Saul H. Bornstein's miff over having Link leave from his subsidiary firm figured prominently in the general attitude.

Berlin personally settled the matter by "phoning Freed, voluntarily giving up the use of the title. "When Lights Are Low," a Feist waltz hit of 1923, which substantiated the K-E contention that Berlin had no particularly original claim on the "Soft Lights and Sweet Music" phraseology.

Organization was faced with a deficit of \$2,000 this year and lacked sufficient income from endorsement funds to meet it.

Hal Kemp's orchestra, now at the New Kennedy hotel, Albany, N. Y., moves soon to the William Penn, Pittsburgh.

Organs to Doughnuts

Three theatre organists, George Latch, John Copeland and Lee Woodbury, have formed a partnership in the bakery business. Woodbury is doubling at the console at Warner's Oranland, Hackensack, N. J., while the other two are devoting all their attention to the bakery.
Their plant is in Alpine, N. J. They plan to give outdoor console concerts during the warm weather as a publicity stunt for the bakery.

Society's \$1,900,000 '31 Gross, Up \$100,000; Over \$500,000 Expense

At the annual dinner of the American Society of Composers, Authors & Publishers Thursday (3), Gene Buck, president, in his financial report to the members, revealed that the society grossed \$1,900,000 during 1931. This is about \$100,000 more than the 1930 gross. The report also showed that cost the American Society 25%, or over \$500,000, of its collections to operate. It was stated that during the current year attempt will be made to reduce the expense.

Of the 17,000 former accounts of the A. S. C. A. P., which pays the American Society for the use of copyright music, the society lost 400 during 1931. These were said to be mostly dance halls, cabarets, etc., that closed.

At the meeting it was declared that the American Society expects a big increase in revenue this year, due to new deals pending. This statement, it is said, refers to the new radio license fees which are now being formulated by the A. S. C. A. P.

COLUMBIA DROPS ITS 3 25c RECORD BRANDS

On May 15 Columbia will discontinue the manufacture of its 25c line of records, known as Harmony, Velvet-Tone and Clarion. These discs have been on the market for the past eight years.

Columbia is going off the 25c standard due to the poor sales of these discs and the small profit involved. Selling wholesale for 14c and having to pay a 4c royalty for the songs, the profit could be made only in bulk sales.

Ted Collins, in charge of Columbia's 25c line, has resigned. He has started a financial interest in Mark Music Co. Collins is also personal manager of Kate Smith.

CAR SKIDS—KILLED

Francis E. Murphy, 22, former trumpet player and comedian with the Enright stage band, was killed in an accident last week when his car skidded on a boulevard and cracked up against a telephone pole.

Murphy was riding home from work when the accident took place.

Cut-In Situation Still a Situation; Publishers Won't Turn Copper

Blind Pianist, 'Blinded' Again, Loses His Suit

Syracuse, April 4.
A Supreme Court jury refused to grant Herbert C. Rumble, blind Syracuse pianist widely known to update radio fans, damages for burns he suffered when the frame of his glasses caught fire as he lighted a cigar following a recital in Batavia. Rumble sought \$25,000 from the Clover-White Optical company for burns about the face and hands.
Eightless since childhood, Rumble claimed the burns resulted in scars which cost him the sense of touch on the index finger of the right hand, making it impossible for him to use it for reading music by the Braille system.
Defense denied responsibility.

DISSENSION IN SOCIETY OVER MEMBERS' RATING

Trouble is brewing in the American Society of Composers, Authors & Publishers over the classification of some members who claim they deserve a higher rating.

Famous Music, Class B publisher, was last week refused its application for A rating by the board of directors. Larry Spier, of Famous, appeared before the board to present reasons why his firm should be rated higher.

Spier, after the turn-down, took the matter to Paramount, Famous affiliate. Paramount declared it will determine whether any action can be taken.

Joe Morris, Class D publisher, is preparing a suit against the American Society on similar grounds. Morris has repeatedly applied for a higher rating because of his catalog, but has been refused.

Robbins is another publisher with a similar complaint, having been lowered from Class A to Class D because of copyrights being in the name of Metro-Goldwyn-Mayer. Robbins is also determining upon a course of action.

'Lousy' \$300

Rochester, N. Y., April 4.
Ken Whiting, conductor at Love's theatre here, was fined \$300 by the musicians' union for calling the orchestra "lousy."

Acts at the house have been complaining all season at the pit crew, some even requesting that certain instruments keep silent.

WB Organists Out

Warners has laid off three of its theatre organists in New England. They are Al Forrest, who was at the Palace, Danbury; James Cogan, State, Waterbury; and Frank Simpson, Torrington, Conn.

Inside Stuff—Music

"East Side, West Side" is so definitely associated, in the minds of the public, as well as of Democratic party workers, with former Governor Alfred E. Smith, that band and orchestra leaders playing for Democratic gatherings, in Smith strongholds, which Governor Franklin D. Roosevelt recently attended, were instructed to omit Charles Lawlor's famous number from the musical programs. Committees in charge thought at the time might start cries for Smith and thus embarrass Governor Roosevelt, especially in view of the fact present Chief Executive and his predecessor are rivals, to some degree at least, for the Democratic presidential nomination.

"East Side, West Side" has been a standard number at every Democratic meeting in New York State since 1920. In that year the band at the national convention in San Francisco played it and brought the delegates to their feet, after the late Burke Cochan had placed Al Smith's name in nomination for the presidency. Always used thereafter for Smith's introductory music.

Sam Fox is the only American music publisher who has established his own foreign companies abroad and not operating through territorial agencies. The London affiliate is called Sam Fox Pub. Co., Ltd.; in Paris its Editions Musicales Sam Fox, in Berlin, it is the Sam Fox Musikverlag, and the Melbourne branch is Sam Fox (Australia) Pty. Ltd. Fox is not a Fox Film subsidiary. Relationship between Fox music and Fox films is on a contract basis for the use of the Fox catalog in Fox pictures with the publisher exclusively publishing any thematic therefrom. Sam and Harry Fox, otherwise, are the sole owners of the company which deals with contracts with every important picture company for the use of the Fox catalog.

Marlo Music is publishing a book with a 100 songs titled Kate Smith's "Memories Song Book."

Regulation banning cut-ins adopted by the American Society of Composers, Authors & Publishers a year ago, is an admitted flop.

Currently cut-ins are nearly as prevalent as they were at the time the American Society passed its ruling against the practice. In the one year the rule has been in effect, no member of the society has been brought up on charges of violating the regulation. Charges were made during the past fall against Robbins, but not presented to the publisher in writing and since that time nothing has developed in the matter.

The reason for no headway is that none of the publisher's members will go on the stand and present cut-in charges against another member.

At the time the American Society passed its cut-in rule a great hue and cry was raised to effect that it was the death knell for cut-ins. Currently, this is a laugh, for the cut-in, which diminished a bit shortly after April, 1931, when the rule had been passed, now prevails as much as ever.

Koenigsberg Out; S.P.A. Cedex Back Its Rights

To get the proposed standard uniform contract with publishers, the Songwriters' Protective Association has agreed to give back to its songwriters members the rights which these writers had assigned to the association. Publishers insisted upon this step before agreeing to the proposed contract.

A statement made by Sigmund Romberg, president of the S. P. A., at the annual meeting of the A. S. C. A. P. that the publishers and songwriters had agreed on the proposed contract, and that the contract was already on the way to the printers, is denied by the publishers. All that was done was to sponsor a list of the proposals in the original contract, and the writers and publishers, with no official agreement given by either side.

Quick Scram

Atlantic City, April 4.
Amedeo Passeri, member of the local musicians' union, attempted to sponsor a motion picture on a shoestring which broke before the doors of the Globe theatre were opened. Passeri started out on his venture with enthusiasm that wasn't at all shared by the musicians, who demanded some guarantee that salaries would be forthcoming.

Receipts to secure a bond, the would-be impresario scrambled. Wrote for advance sales had been held by the Warners, who leased the house and promptly refunded the money.

Canada Names Restricted Pops, Fining Nite Club

Toronto, April 4.
Four pop numbers, irrespective of the passing of time, can now be played only with the special permission of the copyright owners, who happen to be the Canadian Performing Right Society, according to a judgment of Justice Jeffery. Numbers are "Out of Nowhere," "When Your Lover Has Gone," "Hello, Beautiful," and "Falling in Love Again."

Against Edward Atter, Toronto night club, and declared that plaintiff is the owner of that part of the copyright which consists of the sole right to perform in public throughout Canada, in the musical works referred to in claim. Atter's owner paid \$100 fine and \$75 court costs.

MUSIC GUIDE

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"WHEN YOU'RE GETTING ALONG WITH YOUR GAL"

"EVERY TIME MY HEART BEATS"

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"LAWD, YOU MADE THE NIGHT TOO LONG"

"SAY THAT YOU WERE TEASING ME"

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Ambassadeurs' New Show

Paris, March 24.

Contrary to anticipations, no revolving or moving stage will be used this year in the Ambassadeurs floor show.

Weekly nut of the show will be around \$4,000. Campbell and her 10 girls top the expense with \$900 a week, second best being the Alfred Rode orchestra with \$700. Such shows cannot pay much money for individual talent.

Hudson, N. Y., Treasurer, Jailed for Embezzlement, Operated N. Y. Nitery

Hudson, N. Y., April 4. In a 100-page report by state auditors on the 1928-29 defalcations of Charles J. West, wounded World War veteran and \$1,200-a-year treasurer of the city of Hudson since 1921, the paper in the operation of the Munich Tavern, night club, at 1531 Broadway, New York, is shown. From a book of records found in the treasurer's vault, auditors learned something of West's activities in connection with the club.

Several thousands in drafts went to the Ascor, Bijou, Morocco Theaters, Realty Corporation, said to be owner or lessee of quarters occupied by the night spot. The name of George Metzger, reported proprietor of the club, appeared on drafts totaling \$14,741.49. Dora Metzger was another who indorsed drafts issued by West and paid by public funds.

M. J. Cavendish and G. Gifford, understood to be entertainers, received \$917.50 in drafts. Phyllis Davison, C. L. Leary, Thomas S. Barrett and William A. Burton were others who indorsed drafts, most of them for small sums. West robbed the city of every available cent in its treasury, his embezzlements being the largest in the history of the state.

FLORENTINE GRILL

New York, March 30.

The basement grill of the Park Central hotel, under new management from this date, is trying to dig up eastern film trade for the spot, and to this end will endeavor to get as many picture and other names as possible into the place for bows, if not guest performance bits. Grill has been taken over by Neil Berk and Leon Ruddle, w. k. in night-club circles.

They've installed the Noble Sissalo orchestra, entertaining type of outfit, and sweet on the dance-music assignment. Sissalo's career has been a long one, and Wednesday night stopped the floor hoofing parade several times with hot vocal stuff during the show. Every Wednesday night is to be celebrity night. Other days of the week are being plugged as follows: Show night, Thursday; Who's Who night, Friday; Mystery night, Saturday; Surprise night, Monday; and

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NUMBERS

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Good Biz for 15 L. A. Night Spots Is Coast Miracle—And from Locals

Los Angeles, April 4. Los Angeles night clubs and other stay-up places are experiencing the best business they have had in the last years. Particularly, the depression is getting the credit for the good business, with the cafe and club owners claiming most of their customers are loosening the purse strings to rid themselves of blues.

At present there are 15 cafes, all dance spots, with about half of them presenting floor shows, getting the money. All are doing good business, with the Frolics (formerly George Olsen's), Sebastian's Cotton Club and the Paris Inn getting the best crowds.

Ambassador has suffered a little

Celeb Together night, Tuesday. Grill isn't open on Sundays. Gets at opening, many of them combining to turn in what amounted to an intimate show without the usual big names. Nancy Carroll, Alice White, Sue Carol, Nick Stuart, Johnny Green, Eddie Cowie, and a number of organized combinations, some of almost 'name' proportions, who would have been considered the opportunity of moving into a choice spot and attendant prominence under the Rogers banner.

Why it never occurred to Rogers or Eddie Scheuing of the NBC, his sponsors, to include Rogers up in front of those Tin Pan Alley mysteries. Rogers could have his choice of any number of organized combinations, some of almost 'name' proportions, who would have been considered the opportunity of moving into a choice spot and attendant prominence under the Rogers banner.

Hotel Pennsylvania

(NEW YORK)

New York, March 30.

Buddy Rogers, switching from pictures and a Zigzag musical act, is back in town, head one of the most glamorous openings seen at the Hotel Pennsylvania. Calling out an impressive galaxy, Rogers' jazzlike unfortunately was not in keeping with the hi-de-ho of the opening.

Why it never occurred to Rogers or Eddie Scheuing of the NBC, his sponsors, to include Rogers up in front of those Tin Pan Alley mysteries. Rogers could have his choice of any number of organized combinations, some of almost 'name' proportions, who would have been considered the opportunity of moving into a choice spot and attendant prominence under the Rogers banner.

Instead, the NBC foolishly decided to build a band up in a week or two and probably figured that taking it to Bridgeport on the Sunday night before Monday's Penny opening would be enough. The out-of-town break-in a dance hall wasn't a bad idea, even if it were strenuous for the ex-screen star, who had no other obligations that Monday night after playing a midnight dance the day before.

No question about Rogers' personality at the helm of anything, be it a band or a mob scene. He's a most engaging personality and with his own instrumental versatility he has plenty of basic appeal as a band maestro.

But at his opening not only did the musical ensemble miss for the out-and-out stupor purposes, but Rogers himself didn't cut up in any manner to speak of. Probably busy with the glad-hand stuff that he was misadvised on general department.

The opening was a gala. The 'Hot-Club' principals were there. Mary Pickford, at a ritzside table with Jesse Lasky, Larry Gray, et al., extended herself by coming to the mike for a speech. Paul Whiteman headed an array of conferees who greeted Rogers.

Jeanette Loff, who, incidentally, was in Whiteman's 'King of Jazz' (Universal pic), is vocal soloist with the band. Her impression, too, was massive, although the general heckling of a packed premiere must be discounted a bit.

June Knight, from the Ziegfeld musical, made a dance appearance, routed with Jack Lulland, her coast partner with whom she first came to attention when at the Coronet Grove and in the picture houses.

Rogers is in at \$1,800 a week plus 50% of all covers. That's an unusual arrangement for the Penny. As an in-person maestro, his screen rep alone should insure a sizeable patronage. He is also not far from a NBC ether build-up plus Victor records, etc. All he needs is a stronger band. Right now his style is antiquated and outmoded. Abel.

FARMING REVIERA

Hollywood restaurant, New York, is taking Reviera Revier off Ziegfeld's hands, the girl opening Thursday (7) for NTC. Originally set at \$250 for 'Hot-Club', Luce Velez got the assignment because of name value, but Ziegfeld has to pay Miss Revier her weekly salary regardless.

lately through opposition but is still cutting from 2,500 to 3,000 covers weekly. Frolics is running close to 3,000, as is Sebastian's.

Bohemia Club, formerly the Pom Pom, outside the city limits, is going for the faster crowd. Eugene Starke, who has operated several places recently, is running the club, with the Goldie boys as the main attraction.

Paris Inn, operated by Bert Roveri, is a food spot. Six-piece band furnishes dance music and the waiters sing, but the food is the main attraction.

Blitmore hotel, with the Earl Burnett band and the Roosevelt with Henry Halstead's combo are both doing satisfactory business, with the former running around 2,000 covers and the latter hanging around 1,500.

Pyramid Builds

Pyramid club, originally operated by Russ Coleman and recently taken over by Gene Morgan, has been about breaking even for the past two months after being in the red for some time. Morgan sells a floor show with dancing.

Silver Slipper, Fiesta, Club Royale and Jahnke Tavern are doing profitable business with some of them in the red for the first time in months.

B.B.B.'s reopened last week with a paucity floor show and B.B.B. working as m.c. First of this type entertainment here and indications are that it will get money for a while at least. Al Rosen, picture agent, is backing the cellar cafe.

Club Alabam' and Show Boat, black-and-white spots, have had a business pick-up during the past months. Both are located several miles from the downtown section in the heart of L. A.'s Harlem.

No Tourists

With tourist trade away off so far this winter, operators can figure nothing except that the locals are opening up. Previously not a good night town at best, current business is coming from everyone, including the customers, who are accustomed to having a whole dance floor to themselves.

Cover charge gets is almost gone here with only the Elitmore, Ambassador and Frolics taking a bite. Covers are \$1 during the week. Frolics gets \$2.50 Saturday and Sunday. All others stick to a minimum of \$2.

Frolics, Sebastian's, Bohemian, all outside the city limits, are the only places in town where one can get a dance on Sunday. Other places curbed by the Sunday dancing ordinance.

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April 18, Palmas, Calif.; 19, Pala Alto;
20, San Mateo; 21-24, San Francisco.

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**TRAILERS
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2nd Week!*

VARIETY

ease for the house.
Capitol (5,400; 25-85-\$1.50), "Tarzan, the Ape Man" (M-G) and stage show. Spectacle is doing handsome biz for this Loew deluxe, indicating \$70,000; may hold over a second. Last week "Polly" of the Circus

A FEW OF MANY THINGS TO DO FOR 'TARZAN'

- 1—The "Tarzan" trailer is a wow! Run it by all means, and far in advance.
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- 3—Use extra newspaper stuff.
- 4—Advertise the thrill and love angles.
- 5—Newspaper contests:
 - (a) When Tarzan serial strip appears, get newspaper to run a contest to color these strips. A few free tickets for prizes.
 - (b) In Baltimore, a lion cub from the zoo was used in a "NAME THE CUB" contest.
- 6—Lobby cut-out of Tarzan carrying girl.
- 7—Ape cut-out hangers, and Tarzan cut-out hangers.
- 8—Enlarge No. 6 thrill-ad for house-front.
- 9—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.

**M-G-M
puts
trailers
FIRST!**

Nobody can write an ad that carries the same punch and selling wallop of a trailer! You can say a picture is "thrilling" but with a trailer you *show* them with *actual scenes* and that's what sells them! And there's no waste circulation — *everybody* sees your "ad" on the screen! Smart showmen will tell you there are many ways to exploit a picture but the TRAILER always heads the list!

NATIONAL SCREEN SERVICE AD-VANCE TRAILERS

NEW YORK

DALLAS

CHICAGO

LOS ANGELES

VARIETY

PRICE

15¢

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64 PAGES

STAGE BEST AIR BAROMETER

Key Towns and Hideaways Buying Quality Shows at Popular Prices

That there are many out of town stands where the populace is show-hungry and ready to buy, has been proven by the business drawn by a number of shows this season. The attractions are stamped Broadway success some playing with the original casts.

All the shows successful on tour have been well agented, and the prices have been kept down. Spots which have not had legit for six or more years are opening up. Towns which never played shows have in some cases proved profitable. Some house managers did not know the actual number of seats. Cases are cited where coupon tickets never had been sold at the box office.

Detroit in Van.
Among the larger stands Detroit stands out, business being better there than for years. For the sec-

(Continued on page 63)

REV. JAMES READIES THIRD LIBERIAN ARK

Los Angeles, April 11.
Rev. James B. Lewis, colored pastor who specializes in promoting things nautical, is at it again. This time it's the 'Church of God' steamship line. The pastor has an option on a 4,000-ton steamship, now in Vancouver. If he can put his deal over he'll bring the boat here and offer cheap passage to colored people who want to return to their ancestors' native heath, Liberia, on the west coast of Africa.

Previously the Reverend had done steamship promoting. One time he built a concrete boat, christened it 'The Ark' and announced an exodus of his followers to Liberia. When launched, the 'Ark' hit bottom and never came up. Later he bought the Mexican steamer 'Chilapas' from the inactive Mexican Government line but financial difficulties coupled with immigration laws enacted by President Arthur Barclay of Liberia crabbled that venture.

In addition to his duties as Bishop of the Church of the Living God, the Rev. Lewis is former pastor of the Liberian Steamship and Excelsior Mining Co., president of the Liberian Universal Ethiopian Promoters of the World and head of the Liberian International Colony.

Church Takes Theatre Pastor Up in Mazdas

Houston, April 11.
The Palace is drawing capacity crowds. It now houses the Independent Church of Houston with Dr. W. S. Jacobs, former pastor of a fashionable Presbyterian parish, as preacher.

The stage has become a pulpit. Dressing rooms and rehearsal hall are used as Sunday school rooms. The church and pastor's name blaze in lights over the marquee.

Dimmers

Several Times Square agents whose office lights were doused for non-payment of electric bills, are now using candles. And they light up only to sign contracts for cash customers.

FULL SHOW TO DOUBLE FOR ROOF MIDNIGHTS

The \$3 musical, 'Ballyhoo', being produced to boost the magazine of that name, will play at the 44th Street theatre, N. Y., and will also give either two or three midnight performances a week at the Bayes theatre, roof garden atop the same house. Production at the smaller Bayes will be a 1a cabaret and in cut down form.

Understood 'Ballyhoo' will omit the weekday matinee and play only the Saturday afternoon show at the 44th. Cabaret showings at the Bayes are made possible through alterations previously made for 'Wonder Bar' musical, the last Bayes' attraction, at which time the theatre was revamped to the intimate style needed for the Jolson musical. Salaries will be set upon engaging people to provide for the Equity rule calling for pro rata for all performances above eight.

Alma Mater on %

Hollywood, April 11.
James Force, the St. Louis insurance salesman who sold shares in his possibilities as a picture actor to 39 fraternity brothers, met another first brother here who works at Radio.

Fellow lodge member offered to introduce Force to Merlan Cooper for a part in 'Mysteries of the French Secret Police,' but wanted to know what there was in it for him.

Force offered 10 shares in him.

1c Admish Sales; Gets

10 People In for 35c

Minneapolis, April 11.
Theatres in small towns in the territory are holding 1c sales and bargain family nights in efforts to boost business. The 1c sale permits free ticket purchases, upon payment of 1c in addition to the regular price of a single ticket, to obtain an additional ticket. On bargain family nights entire families are admitted upon the purchase of a single adult ticket.

Parents bring as many as 10 children, the 12 people being admitted for 25c, or at the rate of 2c a piece, probably a record low in first run soundfilms.

B. O. SHOWS MORE THAN FAN MAIL

Advertisers Paying Extra to Test Air Acts' Drawing Power—Theatre Box Offices Best Proof Yet of Radio Popularity—Good Will and Extra Plugging Added by Stage Appearances—Theatres Drop Adv. Objections

SALES DON'T CONVINCE

The vaudeville or picture house boxoffice is the newest and surest barometer of the drawing and selling power of radio talent on the air.

In the opinion of numerous advertisers the boxoffice pull, or lack of it, by their other talent during stage dates is a better indication of their value than fan mail.

In order to obtain the boxoffice test, advertisers have lately taken more pains and appropriated extra funds to place their radio advertising artists and programs in the theatres. In the case of the Reynolds Company's Camel period (Morton Downey, Tony Wons, Jacques Renard's orchestra), which has been playing theatre dates right along, the sponsor guaranteed to spend \$4,000 in advertising in every town played and also paid for the additional expense of local or 'stand-by' musicians demanded by the various local unions. Two special men were sent out with the show, one as advance man for the show, one as advance man for the

(Continued on page 37)

'Most Indecent'

Film Was Shown

In N. E. Church

Saugus, Mass., April 11.
The 'most indecent' photograph he has ever seen was shown in the Congregational church here, said a speaker at a hearing on a petition for permission for Sunday film shows in Saugus Center theatre. When Samuel Yarnofsky asked for a Sun-

(Continued on page 37)

BLOODLESS BULL FIGHTS FOR N. Y. AT GARDEN

Modified bull fights with no slaying of the animals, are a possibility in Madison Square Garden this summer.

Project is being undertaken by Manuel Lopez, a Greenwich Village literary proprietor, who has the back-up of a Cuban syndicate. Garden is discussing details and terms.

\$8 a Week from Ghost Camps Is Turning Layoffs Into Miners

New 2-for-1's

Los Angeles, April 11.
Two-for-one seats appearing. Main street eatery offers two hamburgers and a drink of coffee or root beer for a dime. Drug store special in the shopping district is two ice cream cones, two kinds cream on each, for a nickel.

LAS VEGAS SEEKS P. A. TO BALLYHOO DIVORCE

Las Vegas, N. M., April 11.
Tired of seeing Reno take the cream of divorce fees, Las Vegas is looking for a press agent to tell the world that unshackling is just as painless here and maybe a little swifter.

Local lawyers are starting to fight for divorce business and are eager to find some promoter who will stage another Vanderbilt-Arno battle or lure a prominent figure to this town.

They point out that where Reno has 500 or more cases going at the same time, thus slowing up the divorce process, there are rarely more than a half dozen cases in progress simultaneously in Las Vegas, besides which it is 250 miles closer to Los Angeles.

29 Flop Lions

Chicago, April 11.
Monarch Foods Co., which recently went on the air, decided on a lion's roar as an audible trademark for its program. More than 30 auditions on roars were held before the final one was selected.

That howl was ultimately discovered in the Cincinnati zoo. This same company attained a new high in talent auditions some time ago, when it went through 52 tryouts before picking out a couple of local programs.

Football Films End

Undergrads' Boycott

Hamilton, N. Y., April 11.
Showmanship of George Miller, resident manager of the Smalley theatre, broke the boycott invoked by undergraduates of Colgate university in an effort to reduce the theatre's box office scale from 40c to 25c. Miller pitted college spirit against the fan strike of the Colgate students, and emerged victorious.

Faced with the knowledge that the theatre could not operate without college patronage, Miller, when his compromise offer of a 35c. top had been refused, announced that his night show would feature reels showing the 1931 Marion eleven in action. Astute move resulted in S.H.G. and the boycott thus ended.

Hollywood, April 11.
Back to the hills movement as a method of cutting the budget and living for almost nothing has hit Hollywood hard with a flock of people leaving the town weekly for the deserted mining towns back of Victorville and the former camps of Shoshone, Randuburg, Atolia, Rhyolite and Skidoo, where they are becoming placer miners and picking up enough gold dust to buy the necessities of life.

All these towns are one time thriving gold camps which have been deserted for years. New crop of soft muscled miners know nothing about the business of mining, but on placer claims can pick up from \$5 to \$8 per week with a pan and a shovel.

They have moved into the de-

(Continued on page 63)

RADIO'S SELF-EXPOSE AS BID FOR GOOD WILL

Detroit, April 11.
In an attempt to combat undesirable publicity given radio advertising in the press, local station WXYZ, owned and operated by Kunskey-Trendle, are authorizing a series of broadcasts stating the radio station's side of the controversy. Series is titled 'Behind the Scenes in Radio' and is given once a week for 15 minutes.

Series designed by Howard Pierce, station manager, goes into details as to why sponsor advertising is necessary for the support of radio. Data is supplied such as costs of some of the outstanding commercial programs. Included in such data was the costs of the Ziegfeld broadcast which was placed at \$17,000 weekly, of which \$10,000 was for talent.

Just by Watching Legs, Bill Thorne Gets an Idea

Hollywood, April 11.
William L. Thorne, who does heavies and detectives in pictures, has worked out an invention to keep women's stockings from twisting. Deal is on with a hosiery outfit to launch it on a royalty basis.

Secret of the device is having the garter under the stocking instead of over it.

Thorne has been working on the idea since he was heavy in 'Big Boy' with Al Jolson, and observed how worried the chorines kept over the seams of their garters.

MAX HART

Attractions, Inc.
REPRESENTING YOU FOR
RKO
N. E. MANWARING
1619 H'way, N. Y. C.

Buck Jones Points to Flop Kid Films to Prove Westerns Vital

Western films, says Buck Jones, are performing a vitally important service for the picture industry. They are the only positive means of insuring a future audience for film releases.

His recent tour over the Loew Circuit, bringing him in contact with thousands of kids, has taught Mr. Jones that the only juvenile audience that may be counted on today is the one being nurtured by Western films.

Lose one generation of picture fans and you break the picture-going tradition. Children will look to other fields for their idol-worship. The kid of ten years ago, says Jones, enthused over any number of film favorites. Today's stars—with the exception of the few cowboys carrying on the Western formula—appeal solely to adult audiences. The next generation of picturegoers has nothing to grow up on.

'Audiences of today are made up of former kids who developed the habit of picture patronage during the silent days,' explains Mr. Jones, a strong silent hunch except when action touches on a subject so near his art.

'Any kid can understand pantomime. That's his language. He doesn't want to stop and hope that a dialogue writer for other people. High hat talkers drive the kids into the streets to play cops and robbers. The only way to draw them back is to give them plenty of action mixed with talk.'

Off 'School Stuff'
The younger generation is intolerant of actionless drama and comedy. Children lack the patience to heed long stretches of dialogue; they're bored with the sophisticated characters have tried to attain. Children's programs, arranged by the Hays and Parent-Teachers' Associations, leave them cold—they smack too much of the schoolroom to be any fun. The youngsters' failure to support juvenile comedies with all-child casts, indicates that the means of talker presentation, rather than its subject matter, does not strike their fancy.

When Westerns were at their height, Cowboys Mix, Hart, Gibson and Jones were turning out approximately 30 combined annual releases. Independent studios buzzed with activity dedicated to Westerners. This specific lure was added to the regular silent product that had juvenile appeal.

Instead of maintaining this Western average, in the face of degenerated child response to talker product, the Gibson, Mix, Maynard and Jones total for this year will be the films. Independent production has been greatly curbed by the tendency of smaller studios to copy the sophisticated trends of major organizations. The type of picture that could have combated one phase of audience apathy is underestimated by companies that fail to recognize the importance of Western films.

Bring in the kids and you enlarge your adult audience adds Mr. Jones. 'At least one grown up must accompany a child to the theatre. On the tour that's finishing here, the Academy, I've played to just as many grown-ups as children. Stimulate the interest of the kids, the most enthusiastic boosters in the world, and you have a healthy life attitude toward the picture industry.'

'Westerns' Mean Action.
By 'Westerns,' Mr. Jones means any type of action film. The product need not necessarily have a cowboy locale. Society, police, racing, gangster, gangster and practically any type of yarn may be worked into the Western formula. Dialogue need not complicate production. On the contrary, Mr. Jones finds that it speeds things along, doing away with time-losing close-ups and caption cutting. Simple speeches detail exposition of plot and build suspense; then you concentrate on

Reality Not Funny

Hollywood, April 11.
At a recent Santa Monica preview of 'You're Telling Me,' Roach snort, a slapstick sequence in which a creamy cake was splattered on several pans went well over with the audience.

On coming out of the show a middle-aged gent was dunked with a stale cream puff when he walked into a kids' battle line, the youngsters throwing old pastry. Cried immediately called a cop and had one of the kids arrested.

GEO. EASTMAN'S WILL DISAPPOINTS ROCH'R

Rochester, April 11.
George Eastman will be leaving practically his entire remaining fortune of \$15,000,000 to the University, did little to win added public acclaim in his home city. Always the butt of Communist attacks, the Kodak magnate clinched the attitude in his final gesture.

No provision was made for the Community Chest, although he had been its largest donor. The city expected to get the property rented as the City Hall Annex for a civic center, but didn't. Kodak employees were disappointed that they were not mentioned.

The will is a feather in the cap of Dr. Rush Rhees, president of the U. of R. He had the charter changed to a non-sectarian institution as a result of his efforts the university has benefited something like \$30,000,000 of Kodak wealth. It is now the richest university per capita in country with over \$60,000,000 endowment, besides an entirely new plant, medical school and hospital, music school and theatre. Gifts included the Eastman mansion as the university president's home and a \$2,000,000 fund to operate it.

Sid Salkow Set at Par

Sidney Salkow, 25-year-old legit director, is closing this week with Paramount for a position on the coast under a supervisor, which is the customary spotting for Western legit acquisitions on Par's coast lot. Salkow staged 'Black Tower' and 'Bloodstream,' latter currently at the Times Square, New York.

ED BURKE'S SIESTA

Edwin Burke is in New York for a brief vacation, his first in two years.

Former vaude writer, under contract to Fox until next December, is now dean of that lot's scribes on length of service.

SUB FOR MARY BRIAN

Ken Murray is bringing Helen Charleston from the Coast to join his act for some more RKO weeks and possibly picture house dates in between. Mary Brian returns to west next week for a part in WB's 'Crooner.'

action and give the kids the kind of picture they like at the same time that you cultivate their awareness of the Academy's playboys.

As Sobbie bowed out from the sun-tanned, immaculately tailored presence, she bumped into a crowd of 14th street youngsters, jamming the alley of the Academy theatre, eager for a glimpse of their screen idol. A few flaps, more assertive than the kids, had crowded into the back-stage entrance and were giggling over autograph books hopelessly displayed.

'Where's Buck?' the kids wanted to know. 'Think he'll give me a message?' 'Gee, he was swell as the Fighting Sheriff.'

Unwittingly supporting the interview, the youngsters held a symposium on their favorite film stars. To name that swayed the 1932 box office they turned blank faces or elicited various interpretations of 14th street contempt. The juvenile film following is heart and soul with the Miles, the Gibsons, the Maynards and the Joneses, which rather proves that Mr. Jones knows where he speaks.



WILL MAHONEY

The London 'Times' said: 'Mr. Will Mahoney is the most amusing American comedian seen in London in years. He provokes laughter that cannot be suppressed.'

Direction

RALPH G. FARNUM
1680 Broadway

100% CHISEL IN HOLLYWOOD

Hollywood, April 11.
Everyone in Hollywood is in or entering the picture business. That goes for the delivery boy to the banker. They're not in there trying. All butchers and bakers are writers and directors—if they get a chance.

A Warner press agent has cut \$25 off his rent monthly because his landlord wants to be a writer. When renting a house the landlord learned that his prospective tenant was in pictures. He confided in the p. a. that he was writing a story and if the p. a. would help him he'd cut the rent from \$100 to \$75.

'Writing Writers'
Every waiter in town is an embryonic picture writer. Why waiters go in for spare time writing is a mystery but it is the rule. No excess ever lunched at any of Hollywood's restaurants without being asked by the waiter to read his particular story.

Girl who recently signed a contract with a major studio was discovered in Germany by a Hollywood garage owner on a vacation. He returned to Hollywood with her photographs and a director lapped them on the garage wall. When the girl paid a visit to Hollywood the director called on the director, who made a test of the girl. Result was a contract.

Doctors and dentists cast pictures. Medicos hunt jobs for their patients in the interest of prompt bill payments.

People in Hollywood figure they're just a little better than those in pictures and if they ever get a break they'll smash the industry wide open.

SAILINGS

April 29 (New York to London) Kell Kelly, Sam Eckman, Jr. (lie de France).

April 23 (Paris to New York) Dorothy Farnum, Maurice Barber (lie de France).

April 19 (London to New York) Sam Eckman, Jr. (lie de France).

April 16 (New York to Naples) Jules Murray (Conte Grandi).

April 11 (Paris to New York) Baura Hays (Europa).

April 13 (New York to Russia) Alice Hughes, Leonard Hall (Bremen).

April 12 (New York to Paris) John McCormack, Elmer Rice, Arthur Train, Joe Cook, Clifton Webb (Bremen).

April 9 (New York to Trinidad) Morris Holprin, Saul Schary, Edward Hyland (Dominica).

April 8 (New York to Paris) Mr. and Mrs. Jack Curtis (lie de France).

April 8 (New York to Paris) Forrest Wilson (lie de France).

April 8 (New York to Naples) Wm. Harris, Jr. (Washington Minerva).

April 8 (New York to Paris) Cav. Roberto Moranzoni (DeGrasse).

April 8 (New York to Paris) Mrs. Maurice Chevalier, Leopold Marchand (lie de France).

April 8 (Paris to New York) P. N. Brink (Albert Ballin).

But 13 Indie Producers Have Reached Important Posts at Major Studios

Faking

Hollywood, April 11.
Picture of the Fox case was wanted when the room was full.

So they waited until a company from Radio came over to use Fox's steamship set.

WB M. C. IN PITTSBURGH SET FOR 1 WARNER PIC

Pittsburgh, April 11.
Warner Brothers have handed Dick Powell, m. c. at the WB Stanley, a one-picture contract with the usual options. He leaves for the Coast next week to play in 'Blessed Event' with James Cagney and Joan Blondell. Powell is without previous screen experience and has been in Pittsburgh for three consecutive years, serving as m. c. at both the Enright and the Stanley.

Couple of weeks ago, Powell went to the Vitaphone studio in Brooklyn to take a test for another WB picture, 'The Crooner,' and assignment to 'Blessed Event' resulted. He'll play the part of the radio crooner in this. Powell is currently in contract to WB, running to July 1. Expected to return to Stanley after finishing work in picture, with flicker future depending upon showing in his first.

Three Picture Nibbles For Thurston on Coast

Hollywood, April 11.
Howard Thurston, magician currently at the Orpheum, is up for a picture at Radio, Metro and Paramount. All three studios have features in mind with magic as the background. Thurston has been conferring with them all and is holding out for the best proposition.

At Metro, studio is figuring on using a story that Thurston has written based on incidents in his life. If the deal is closed, Jackie Cooper will be teamed with Thurston.

Both Radio and Paramount want to use him as the central character in a magic feature.

MARION BURNS TO FOX

Marion Burns leaves the cast of 'Intimate Relations' at the Ambassador, New York, April 16, and the following week goes to the Coast to start on 'Jim Condit' for Fox. Miss Burns was contracted by Fox before 'Relations' came to Broadway with the understanding she'd leave after a fortnight. Fox deal was made by Maynard Morris.

CHICO MARX'S AUTO WRECK

Hollywood, March 11.
Chico Marx's car got tangled with another, in Los Angeles Saturday (9) and the comedian was taken to the hospital with a dislocated knee-cap and chest injuries. It is anticipated that he will be discharged in about a week or 10 days.

Meantime Par is continuing production on 'Horse Feathers' with the other three Marks, holding Chico's sequences for his recovery.

GRANT WITHERS' BAND

Grant Withers is another from pictures who is going jazz band on a dancehall tour this summer. He will wave a stick at a band and autograph photos for the fans.

Withers is now in vaude with Eddie Moran.

DOT LEE SAILING EAST

Hollywood, April 11.
Dorothy Lee, off the Radio contract last week, leaves later in the week for New York, going by the canal.

She will be in the east on a vacation for about two months, with no plans for the future.

Hopkins' Farm Yen

Hollywood, April 11.
Drawing a two weeks' leave of absence from Paramount, Miriam Hopkins leaves here later in the week for New York.

Says she will buy a farm in Connecticut while east.

Hollywood, April 11.

Present enthusiasm of independent producers over their possibilities of landing in an executive berth at a major studio, by making a good picture at low production cost, and thereby attracting attention of film execs or bankers, is hiding behind a cloud. Enthusiasm on the horizon is the fact that only 13 independent producers have ever landed in high positions at any of the first line studios.

Most of those who have advanced from the shoestringers have been in their present spots for years. During the last few seasons only two have had the break—David O. Selznick, at Radio, and Henry Ginsberg, production head of Roach.

The others—Louis B. Mayer, E. F. Zuehlberg, Al Rickett, Bernie Fineman, Hub Stromberg, Benia Hyman, Harry Rapt, Bobby North, and Eph Asher—have all been in their present spots for years. If they have been in similar positions with other major studios.

Mayer and Thalberg
Mayer, formerly a state-righter, went with Metro when M-G-M was formed. Bernie Fineman, who was associated with E. F. Zuehlberg in the Preferred Picture Co., has also been at Metro for some time, as have Hyman, Rapt and Stromberg.

Stromberg has spent the past five years at Paramount. Universal associate producer, has been on the lot for two years but previously had produced for First National as Asher, Small and Rogers.

Henry Ginsberg produced features with Joe Rock for state rights. Sam Briskin, associate producer at Columbia, was an indie producer for years and has been with Col. for the past three years. Sam Briskin, a Tiffany production head, was also a state-righter.

Rockett and North
Al Rockett, Fox exec, and Bobby North, associate producer on the same lot, were indies for years, but have been in the major studios some time. Selznick was associated with his father in Select Productions.

Goldwyn, as Sam Goldfish, was associated with Oliver Morosco in indie production but was one of the first to align himself with the majors. Selznick was press agent for the Goldwyn-Morosco combo.

Independent producers who hope for the best admit that there are few spots where they will fit in. About 20 state-righters are hoping to be among the chosen few who get the breaks.

Mills Bros., Kate Smith For Par's Radio Film

Hollywood, April 11.
Paramount will send a production staff to New York next month to photograph broadcasting studio scenes of either names for its forthcoming 'Wild Waves' radio yarn with Bing Crosby as one of the leads.

Other names mentioned for the picture are Mills Brothers and Kate Smith.

REGIS TOOMEY'S STAGE PLANS

Pittsburgh, April 11.
Regis Toomey, back in his home town for a week and making a personal appearance at the Stanley, says he's not returning to the Coast for a while. He's going to do a Broadway show first, leaving here for New York next week with that in view.

Toomey's contract with Paramount expired April 1. He went into pictures from the stage, first coming to attention in the coast production of 'Hit the Deck.'

CAGNEY RETURNS WEST

James Cagney and his manager, George Frank, return to the Coast today (Tuesday) or tomorrow. News of Cagney's mother brought him east.

While here he also looked over 'Blessed Event' which will be his next for Warner Bros.

Allen Jenkins, in the stage 'Blessed Event' goes to the Coast next week for WB to do his original role in the filmization of the play.

Mr. Jenkins' second screen assignment having done one for Par in the east.

Never let anyone see the bottom of your purse or your mind.

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

Legalization of Block Booking Viewed as a Bludgeon by Indies, But Producers Are Reassuring

Legalizing of block booking by the U. S. Circuit Court of Appeals reversing the 12-year-old findings of the Federal Trade Commission in the Paramount test case, has also reversed the order of things in the picture business. Producers and distributors are held up as no longer fearing the possibility of the Governmental club.

Independents have lost their cockiness. To them, seeking of Government aid has lost its glamor. From now on, their leaders declare, the Government, because of this expected "boom" will be the last body to which the indies will air their troubles.

Hays Organization, confidentially, has magnified its importance as the industry's intermediary. Hardly was the decision off the bench than indie groups began calling upon the Hays headquarters for interpretation.

This was followed with petitions to Will Hays, personally, to intercede for the indies and obtain what the Government has refused. The Government had advised these were private industry matters.

Shorts Coercion?

Greatest indie fear is that the distributors will now force the exhib to book a dozen shorts with every feature or do without the feature.

The selectivity dream, whereby indies were certain the law would okay them rejecting as well as accepting a certain percentage of the 1932-33 product, was broken simultaneously.

Recognizing that the law has finally asserted itself, indies are instructed to tell exhibitors that their "only hope" for concessions is to voluntarily surrender to harmony and intercede with the major producers to establish rulings within the industry whereby common sense and fair play will be the dominating factors.

Only exhibitor tool now left with which to retaliate is the screen. Leaders, in pointing this out, are urging exhibitors against any premature display of belligerency and to conduct present lines for mutual information and understanding, to show the cards they intend to play.

'Let Live Assurance'

Already distributors have signified to certain of the indie leaders they will see the new selling season through on a 'let live' basis and will not consider taking advantage of any of the privileges which the Federal reversal now sanctions.

Some organizations, however, want to get this into writing. Some of the most important members during the past few days have had meetings with Will Hays, calling his attention to the fact that they approved the purposes of several of their conventions, which then endorsed resolutions accordingly.

One of the first indications of the industry, more or less on the shelf, to feel the decision is the 5-5-5 contract. Indie leaders in their pleas to Hays sought adoption of this contract in its present form for the selling season commencing May 1. They were told in no many words that if they "promised" to be good boys the distributors might give them this uniform contract. It was on the producer side are that the Hays directorate, at its session this week, will order immediate printing of the new formula in form for use next month.

Indies Discouraged

The subject of indie exhibitors joining the Hays body, like the present indie producer move, also came up with the reboiling of the decision. Hays suggested it was learned, in discouraging an exhibitor membership feeling that it would contain its lower price to exhibitors and collect rentals from exhibitors. As Hays pointed it out, the organization in its present status can be of greater aid in ironing out industry differences than it would if the distributors were paying members.

To Hays the Federal decision is of far more importance than just the legalizing of block booking. They hold that the Government's first time piece on record as decelerating picture, and abolishing free of monopoly, and abolishing

(Continued on page 25)

Efficiency

Showing some friends around his new home, a studio exec identified the furniture by the pictures each article came from. Pointing to a large buffet, one of the visitors inquired as to the production representative.

"That one," the exec said, "was made for 'So and so,' but since it was 'originally measured for the niche it is now in and didn't fit into any of the sets, we had it sent right out here. The picture was behind production anyway and I needed the buffet for a housewarming."

—From Variety's Hollywood Bulletin.

STUDIOS WORRY OVER OLYMPICS

Hollywood, April 11.

Studios are expecting a swarm of uninvited guests at their gates during the Olympic games. Despite the "no visitor" rules, it is believed that the mob will get into the lot because Hollywood will be afraid to keep them out.

Hiding behind official badges, they may be important people across the pond and the studios won't be able to differentiate.

Foreign sports correspondents who arrive here to cover the games will generally have the added assignment of grabbing off studio news and gossip.

INDIES MANIFESTING INTEREST IN HAYS PLAN

Hays organization is being flooded with requests for membership particulars by independent producers, several of them until now unheard of, as the result of the publication of plans to install an indie plank in the association.

Indies, according to the trend, must be producers of 12 features a year before they are eligible for the plank membership.

SCHNITZER'S QUARTET

Shooting Starts June 1—After 'Song and Dance Man'

Joseph I. Schnitzer, former Radio Pictures president, leaves at the end of next week for Hollywood. Before that time he expects to 'close for release of the four talkers he will produce independently for RKO-Radio.

Schnitzer plans to start shooting by June 1. He is negotiating for George M. Cohan's "Song and Dance Man" as his first. If obtained 'Hail Skelly' will play the lead.

Seven rights are held by Paramount, which originally made the Cohan play as a silent.

Frank & Dunlap Sue Bancroft for \$10,000

Los Angeles, April 11.

Frank and Dunlap, Ltd., have obtained injunctions to fasten down \$10,000 they claim due as commission on George Bancroft's second picture for Paramount under his March, 1931, contract.

Agency team claims it put over the two-year contract giving Bancroft \$100,000 each for six pictures.

Dusts Off Musical

Donald Ogden Stewart is working on a resurrection of Metro's 'March of Time' revue.

This musical was shelved two years ago when the revue was passed out, with Stewart commissioned to dovetail the scenes into story form.

HIGH SEAT TAX UPPED

Low Cost Perches Untouched—Toronto's Tax Solution

Toronto, April 11.

Reports that the projected tax upon theatre, sport and other amusement tickets under 28c would be abandoned is confirmed by Hon. A. E. Dunlop, provincial treasurer. Resultant loss of revenue will be made up by tax increases on admission prices above that level.

Scale of new rates has been made up tentatively and will be confirmed at coming cabinet meeting. Increase on race-track tickets also believed likely.

Par's Plan for Coast Ad. Campaigns Halted; Probable After Conv.

Hollywood, April 11.

Paramount home office has temporarily halted the ambitious plans being made to establish in the studio an advertising and publicity department to handle the bulk of publicity on Par. pictures, including press books and posters. The plan has been suspended until the sales convention in May, when it is believed that the practicability of the plan will be canvassed. It is expected, however, that the work will be permanently switched to the studio.

Sam Liles, engaged to do layouts; Gus McCarthy, press books, and A. H. Rohand, artist, all lasted only one week on the payroll. Frank Whitbeck remains, contributing advertising ideas and suggestions to the home office, aided by the advisory board of studio personnel.

Robinson Asks Court To Fire His Agents

Los Angeles, April 11.

Edward G. Robinson is asking the superior court to restrain Selznick-Joyce from representing itself as his agent. Robinson 'fired' the firm a year ago when let it take default judgment of \$7,041 on a commission suit brought last May.

'S-J' sued for \$3,500 on the actor's paychecks in 'The House of Mirth' and 'The Hatchet Man' and has just filed a third suit for the same amount on 'Two Seconds'.

Robinson's reply is that the judgment is void for want of due diligence reasons why the managerial contract should be declared void, and asks that the agency be enjoined.

Gahagan's Radio Plaint Up for Academy Decree

Hollywood, April 11.

Helen Gahagan's case against Radio, testing whether a studio can verbally agree to engage a player and then call it off later, comes before the Academy's conciliations committee for decision this week.

Decision will be legally binding as coming under the administration of the minimum contract. Understood she was to have received \$15,000, the story full circle being 'Enter Madame.' When the firm was abandoned Radio informed her the job was off.

GLENDIA FARRELL FOR WB

Hollywood, April 11.

Warners has a one-picture contract with Glendia Farrell, who is westbound from New York. Just closed in a Broadway revival of 'Rain.' Nat Goldstone agent.

JR. WANTS GIBBONS

Hollywood, April 11.

Carl Laemmle, Jr., is negotiating with Lloyd Gibbons to assist on the script of 'Shanghai Interlude.' Gibbons just arrived from the Orient.

Schlank Moves to U

Hollywood, April 11.

Morris Schlank, who's made three indie pictures at Tiffany in the last year, now has headquarters at Universal City. Starts one there in two weeks called 'Drifting Souls,' a story by Barbara Leonard which Douglas Douthett is adapting and adding dialog.

Picture is third of a series of eight melos for Tower state rights release.

Radio City and Rockefeller Centre As Two Entities; Additional Seats

Initial Urge

The big vaudeville house in Radio City, so far referred to as International Music Hall, is apt to be the first theatre exploited by its initials—IMH. Thought is in line with the trend toward initial designation for people or properties.

Idea is that it will coincide with the initials of other interests of Radio City including RKO, NBC, RCA, etc. Trademark embracing the IMH initials is being experimented upon. Full name, however, will go for the theatre but the initials will be plugged in exploitation matter as well as through the trademark if adopted.

REAL ALL-STAR PICS LAUDED

That every company in the industry at some time or other should try to arrange its shooting schedules so that all of its stars can appear in a single picture, is being generally advocated. The theory is that, if not overdone, it is smart showmanship in that no one star is attractive to all groups of fans but when there is more than one star in a picture, stars have the opportunity of drawing their particular following and perhaps aiding each other in increasing paying friends.

Genuine all-star casts cannot spoil the public or establish a wrong precedent, because, veteran producers claim, it is physically and financially impossible to keep up a steady flow of big-names-by-the-bunch.

Where the New York execs were inclined to criticize as extreme the bunch experiment of Metro, for example, this same criticism now has turned to praise and is being applied by other companies.

Radio Film Reviewing Idea Deemed Good Plug

Reviews of pictures on the air threatens to develop as an innovation for air audiences, at the same time providing a new outlet on film notices for the producer-distributor. Such houses as large keys throughout the country, may buy time and pay a reviewer to do the work on its own pictures exclusively, but otherwise the angle is unbusinesslike.

Interviews with film notables may also be tied up with reviews of current pictures, if latter spreads to Paramount, Hearst's coast columnist, and Eddie Harris (freelance) have been doing interviews, while George K. Arthur has a similar idea lined up with NBC.

Last week Rene Pelwick, film chatter on New York Journal, went on the local Hearst station WINS with the plan to orally review one picture a week on Mondays, plus interviews intermittently.

Dave Strauss, former picture editor on the N. Y. 'Telegraph,' is also reviewing current Broadway pictures for two indie stations, WOV, New York, on a 15-minute program and WBBC, Brooklyn, 10 minutes. Both periods are on Mondays.

U.A. AFTER 'HOT AIR'

Joe Moskowitz, United Artists' v.p., is interested in another expose on radio, 'Hot Air,' which Jerry Wald, 'Graphic' radio columnist, and Al Zugsmith, Paul Whelan's p.a., are writing.

Elvright has the publishing rights with Moskowitz suggesting the book be held back for the picture for exploitation reasons. Novel is a 'Once in a Lifetime' on Radio.

Dietrich's Two Loves

Hollywood, April 11. Next for Marlene Dietrich at Paramount following 'Velvet' will be 'Two Loves.' Original story by Harry Hervey, who wrote 'Shanghai Express.'

The two RKO-leased theatres in the Rockefeller City development, will be larger than at first anticipated. Capacity for the International Music Hall increases from 4,000 to 4,500, topping the Roxy, present largest theatre in the world, by 600. The other house to play straight film, will be stepped up from 3,000 to 3,600.

The development will likely be divided into two identities, the western (6th avenue) portion to be known as Radio City, the Eastern (5th avenue) as Rockefeller Centre. Though referred to from the outset by RKO particularly as Radio City, with the RKO interests preferring that designation, recently Rockefeller Centre was approved as the official name for the development. Subsequently it was decided that the RKO end could be called Radio City.

Studios in tall and straight sound house, latter a little behind, are to be delivered under contracts by Oct. 15; the big RKO office building by Oct. 1. Building may be ready for housing of all RKO departments and activities Sept. 15, it is estimated.

Large house will have the most complete sound facilities of any theatre extant, including many novelties. RCA Phonophone has contracted to make the installation which takes in a public address system of 25 microphones.

Projection booth will introduce radio in the theatre. Equipment will be so set up that radio broadcasts can be received and relayed to the studio.

Office space in the RKO building in Radio City for RKO will consist of nine upper floors. These suites will hold the circuit's offices, now scattered between the Palace, Bond and Pathe buildings.

U'S SERIAL OF RAJPUT RADIO DISC SERIES

Universal is negotiating with Richard Barrett of the Henry Cragger company for the film rights to the Rajput series of radio discs which Cragger controls. U wants to produce the disc material as a film serial.

Rajput discs are one of the most popular in the country, having at various times been sponsored by many commercials, last by Dr. Strask's toothpaste. Listerine is the latest company to take these discs with intentions to release nationally.

Catalina for Robinson, Who Won't Sail South

Hollywood, April 11.

Refusal of Edward G. Robinson to accompany a water location trip off the coast of Mexico for 'Tiger Shark' has changed Warners plans for this contemplated tuna fishing story.

Instead a crew with two boats will leave here for southern waters to be away five weeks getting the atmospheric stuff. Robinson and Warner will then be sent to location off Catalina Island for intimate and fit-in shots.

Mexican expedition will be headed by Dick Rosson, assistant director.

Percy Kent Resigns

Percy Kent, in charge of real estate activities for Paramount at its Hollywood studio, has resigned, effective immediately.

He is a brother of Sidney R. Kent. Another brother, Larry, was formerly in charge of Par shorts production.

FOY TAKES DICKIE MOORE

Los Angeles, April 11.

Bryan Foy has signed Dickie Moore for a picture to be made by June 15. Boy is guaranteed three weeks at \$330.

Foy holds option for two more weeks at \$400 and \$500. Four-month gas provided between options.

Aylesworth's Name Up as New President of RKO-Radio; Matter Of Franklin-Beck Contracts, Too

An RKO-Radio board of directors meeting is due this week, at which the name of M. H. Aylesworth will come up for action as president of this company. Aylesworth is currently head of the National Broadcasting Company. In the event of his heading RKO-Radio it is likely that he will be succeeded at NBC by George F. McClellan, vice-president and general manager. It is known that Hiram S. Brown, now on his fourth year as president of RKO, has been ready to retire since the first of this year.

Another candidate mentioned as possibly succeeding Brown is J. R. McEnough, head of RKO-Victor. However, it is thought that Aylesworth is most likely to be chosen.

Directors' meeting, although scheduled to be held in Baltimore, may take place in New York. Original date was April 13 (Wednesday).

At this meeting plans will be submitted for a general reorganization, and the subject of a contract for Hiram B. Franklin, who has been in period with the company has expired, will also come up. Franklin has been drawing \$1,000 weekly and has virtually been acting as general manager of RKO-Radio since becoming affiliated.

Franklin is reported asking \$75,000 a year and a percentage on a contract basis. Martin Beck, who heads the vaudeville booking department of the company, is seeking a three-year contract. Whether either will obtain agreements is to be decided at this board gathering, which will consist of a full attendance of 19 members.

Both Franklin and Beck have reorganization plans; Franklin on the theatre operating and picture end, and Beck as regards vaudeville and the booking department. It is understood that the aim of Franklin and Beck has been to cut \$10,000 a week from the overhead of RKO-Radio.

Reductions

At the time Hiram Brown assumed the presidency, the weekly expense of the company was \$1,400,000. This has been reduced to around \$950,000 weekly, and Franklin and Beck are reported trying to further cut this figure to \$850,000. The men have been in their RKO-Radio posts on a 90-day trial without contracts.

The vaudeville branch, which was costing the circuit around \$175,000 a week, has been reduced to about \$140,000; theatre overheads around \$40,000. Elimination of vaudeville in a number of theatres has helped to cut down the expense. It has been pointed out that the drop in operating outlay has been accomplished through a lessening of personnel and a full 2% knifing on advertising. Meanwhile, the circuit has been ordered to save \$270,000 yearly in salaries, with the addition of Franklin, Beck, Waterson Rothacker, Phil Reisman, R. F. Sisk, George Godfrey, the Libson and Asher Levy. This has supposedly been offset by the dropping of the music department, RKO radio hour, and critics' department. Meanwhile, at least six theatres have dropped in the theatres around 40%.

Understanding is that many members of the board favor waiting until next September before issuing more contracts, if any, then. This matter will be threshed out at the meeting. Report is that a strong campaign has been waged to favor issuing the mentioned agreements. If contracts are given it is expected that Franklin may be designated as vice-president and general manager, possibly president of Keith-Albee-Orpheum, now a subsidiary of RKO-Radio. Franklin's intent if not known is forthcoming is not known.

Figure Films First

Report is that the matter of production will come in for intensive discussion at the next meeting, with a number of board members convinced it is imperative that the source of the film supply first be reconstituted, after which other departments can be dealt in their order. It is not believed that any change in studio personnel is contemplated; rather it is the intent to obtain a production program at

The Banker Spirit

Hollywood, April 11. Newest banker move on the Coast is the installation of "impute men" on each set. They must report production delays daily in the attempt at general economy.

Production Halt Is Indie Threat Against Unions

Hollywood, April 11.

Independent Producers Association meets tomorrow (12) to discuss union demands, which Phil Goldstone denounces as excessive. Goldstone states the 32 organized Indies will either halt production or go open shop unless the labor attitude is modified.

Union trouble with the Indies was reopened when the reinstatement of a grip discharged by Larry Darnour was demanded by Lew Blix, business representative of the Studio Technicians local. Darnour engaged the grip but stated it was for personal reasons.

Blix stated that indie companies must use two grips and two prop men on location units. Photographers' local requirements of two cameramen has kept the indie producers sore. They point out that camera cost is 2% of a major production, but figures from 8 to 17% for the low-budget films.

M-G's 'Rain' 40%

Hollywood, April 11.

Metro will hold 40% of 'Rain' when made by United Artists due to M-G loaning John Crawford to U.-A. for the 'Sadie Thompson' role. Production will go into work on the United Artists lot.

Rowlan's Emergency Op.

Hollywood, April 11.

Richard A. Rowland successfully underwent an emergency appendix operation this morning at the Cedars of Lebanon Hospital. Spyros Skouras rushed Rowland to the hospital at 4 a. m. and was in attendance during operation.

Brown Joins Rogers

Hollywood, April 11.

Harry Joe Brown leaves Radio about May 15 to resume his old post as assistant to Charles R. Rogers. Brown is week-to-week as associate producer.

Date is when Rogers starts independent production for Paramount.

reasonable cost. On this angle it is likely that Radio's plan for independent producers will be scrutinized. Status of B. B. Kahane as executive vice-president of RKO-Radio is also due for ratification at this conference. Kahane, formerly general counsel for the company, has been on the Coast since switching to picture duties and is due back in New York today (Tuesday). It is said that Kahane did plenty of phoning back to New York while west. He has never before been actively connected with the stage or picture end of either the former Orpheum Circuit or RKO-Radio. Aylesworth is from Denver where he was prominent in the Colorado utility field. He has headed NBC for the past six years, or since the radio network's inception. His appointment to that position was made by Owen D. Young, who originally brought him east in 1918.

Goodman Resigns

Maurice Goodman, chairman of the finance committee of Columbia, has resigned, effective immediately. He occupied the Cox exec post for about a year.

Goodman will continue his private law practice.

SKOURAS F-WC GOAL IS \$250,000

Los Angeles, April 11.

Skouras operation of Fox-W.C. Coast Theatres beyond 1932 rests upon the ability of the brothers to show a profit of \$250,000 with this circuit by next Jan. 1. Otherwise the Skourases are automatically out as operators of the chain and must return \$155,000 in salaries. They are manipulating the string on percentage.

Losses of the circuit are being assumed by the Chase bank which now is in control of the Fox company as a whole. According to the operating agreement the Skourases cannot be dropped during the first year although they can withdraw by consent.

Local estimates are that F-WC is running around \$25,000 in the weekly with the Skourases having cut the circuit overhead by about a similar amount or more. In some corners the shot on the net is placed at \$50,000 a week although this latter figure is generally tabbed as being too high an approximation.

The Skouras inspection swing over the entire circuit will further determine all economies.

San Francisco, April 11.

Number of managerial changes occurred in the northern California division of Fox-West Coast after the Skourases were here last week and instituted a new system of district management under the divisional head of Arch M. Bowles. With Richard Spier moved up to district chieftainship in charge of all houses other than the first run in the East Bay district, Frank Bruns comes in from Sacramento to replace Spier as manager of the local Paramount. Ralph Allen replaces Bruns in the capital city. Nick Turner steps out of the California, Stockton, to take charge of the San Joaquin and Sacramento valley houses. George Kosch replacing Turner at the California. Ellis Arkush named chief of the Coast division handling all houses of the peninsula. All are under Bowles, who remains northern California prexy.

Other managerial shiftings include Mett Hustler moving from the Capital to Hippodrome. (Continued on page 62)

Par Moving Its Astoria Equipment to the Coast

Hollywood, April 11.

Sam Jaffe, Paramount production manager, left here Saturday (9) to supervise the dismantling of the Astoria plant. Jaffe is bringing most of equipment here.

Sid Grauman or A. J. Balaban Wanted To Operate the Roxy; Kosch at Helm

Offer has been made Sid Grauman to take over operation of the Roxy, Los Angeles, and to be the second choice of the banker-stockholders group now controlling the house. First choice is A. J. Balaban if he can be secured.

Grauman and Balaban are only two of the aspirants for whom the present Roxy controllers are considering, operator to receive a nominal salary plus a percentage of the gross.

In the meantime attorney Harry C. Kosch has succeeded Charles Caballero as president of the Roxy Theatres Corp. Kosch is acting in the capacity of a sort of special counsel for the banker interests in the house but has been given practically unlimited authority to run things and is already looking over the property and personnel setup.

Kosch drew the original charter of the Roxy Theatres Corp. and was the unanimous choice of the new controlling interests for the

Sheehan-Lasky as Possible Fox Studio Heads, Tho Reports Unconfirmed--Wurtzel Goes West

Poetic License

Hollywood, April 11.

Studios' present razzberry mood, which is taking in politicians, South Sea stories and Hollywood, is being extended to bankers. In a picture temporarily titled 'Faith,' Columbia, to quote a synopsis of the story, has Walter Huston as a man 'who defies his directorate and makes losses to worthy enterprises at a time when other bankers are hoarding their gold.'

Farther down, the synopsis says: 'The picture should be heartily supported by every banking organization in the country.'

Selznick on Top After Rothacker Friction Killed

Hollywood, April 11.

David O. Selznick has come out on top of Radio's executive staff with the announcement that Waterson Rothacker, who came to the studio two weeks ago with powers equal to those of Selznick, will leave shortly for Europe. Friction had existed between the two. It is reported that Radio has offered to settle Rothacker's contract for \$30,000.

Position of Selznick, doubted in certain quarters, is reputed strengthened since the home office executives had a look at 'Symphony of Millions,' a \$250,000, it is one of the lowest budgeted pictures ever made on the Radio lot.

B. E. Kahane, executive vice-president of Radio, left Saturday (9) for New York, after making a two week's studio survey. Lee-Mareus is also accompanying Rothacker and Kahane to the home office. He has been here about a month.

W. F. CANAVAN ILL

William F. CANAVAN, labor contract executive with Publix, is ill in the De Paul Hospital, St. Louis. His family is in St. Louis with him. Canavan has been in failing health for some time.

ROXY, TURNER RETURNING

S. L. Rothafel and James H. Turner, his assistant, return to New York some time this week.

They've been in Havana playing golf several days, following a recent minor operation.

Situation regarding Fox production heads seems to be hanging in the air with the names of W. R. Sheehan, Sol Wurtzel, and a persistent reference to Jesse Lasky floating about the harbor with no official designation yet as to which Fox chief they are to eventually tie, if any. S. R. Kent's trip to the Coast has been postponed to April 19.

Sheehan's leave of absence, has been beyond another two months, at his own request, but information is that he will probably be back at Morietown City by the middle of June. During this time it is likely that Sheehan will go abroad to round out his enforced rest cure.

Wurtzel's Confabs

Wurtzel, east on a summons from Kent, is due to return to Hollywood late this week. Outcome of his conferences with Kent are unknown. Wurtzel's Fox contract expires May 1 and it has been said that he would likely join Metro. However, his departure from the studio have been entirely amicable and Kent has stated that his main desire in inviting Wurtzel east was to listen to his opinions. Word that declaration Kent declared his hostility.

Concerning Lasky's Fox affiliation, consistent reports of which remain unconfirmed, it has been that the Paramount executive will settle his contract with that company through an understanding with Sam Katz. No agreement has been reached. It has been mentioned nor when the proposed settlement would be consummated.

Lasky's contract with Paramount-Publix has three more years to run. His annual salary is about \$300,000 and plus clauses on percentage of Paramount pictures it is estimated that Lasky's financial total for any year can soar.

Kent and Lasky

Verbal linking of Lasky to Fox seems to hinge on Kent having always been a believer in Lasky as a producer besides which there is Lasky's inactivity at Paramount during recent months. Kent's idea of Lasky is purported to be that for over 15 years Lasky made valuable Paramount pictures which Kent sold for that organization; that when interference crept into Paramount's affairs, Lasky's financial account upon the arrival of sound, sales department, then headed by Kent, did not find selling Paramount product as easy as previous.

It is this phase which is keeping alive the reports of Lasky joining Fox at the behest of Kent. The reports are moving forward, it is that authority at the Fox studio would be evenly divided between Sheehan and Lasky under this lineup.

A departure from Paramount by Lasky would break a connection of long standing growing out of the merger of Famous Players with Lasky Film Co. This was preceded by the release through Famous Players of the Lasky product, the quality of these pictures including Roxy (Rothacker) and Lasky's famous Players - Lasky company which later became Paramount-Famous - Lasky and eventually blended into the present Paramount-Publix organization.

M-G Backing Musical?

Los Angeles, April 11.

Metro is backing up Gerhold Davis' forthcoming musical production of 'Footlights' at the Mayan. It's from the Satevepost serial, which Metro bought for Buster Keaton.

HOFFMAN WESTBOUND

M. H. Hoffman returned to the Coast over the week-end after settling states' rights distribution on the indie picture 'The Sign of the Cross.' Hoffman's company is Allied Pictures with his son, M. H. Hoffman, Jr., handling actual production.

JACK WARNER COASTWARD

Jack Warner returns to Hollywood tomorrow (15). He arrived in New York from his European trip less than two weeks ago.

Shorts, Cartoons and Indies Keep 17 of the East's 20 Studios Busy, But Feature Prod. Still Shies Away

An official check-up of the studios in the east shows the current total to be 20, of which 17 are in operation off and on. Yet the east, with more recording equipment than the west, is further away from attracting as a major production center than ever.

For the small amount of business it has, the east says investigators for the big companies, is experiencing more grief, cut-throating and run-outs than the west's pioneer days.

Yesterday (Monday) Norma Talmadge was slated to go to work at the Ideal studios, Hudson Heights, N. J. Ideal had its equipment all set, but the people who were to back Miss Talmadge, including an official of a Fifth avenue book publishing company, informed them the star had unexpectedly taken a train for Hollywood last week and that the production is now postponed indefinitely. William Godwin Co., the name of the publishers whose book "For Hire" Miss Talmadge was slated to make, A. Hillman of that company is reported by Idealists as one of those in the group backing Miss Talmadge.

Harry Langdon, or his backers, disappointed another studio, the Royal, in Grantwood, N. J., which was reported to be a affiliated enterprise of RCA Photophone.

Langdon, whose last director-star effort, "Three's a Crowd," ended him with First National and sent him back to vaude, is reported to have attempted a "short subject" at Royal. When over 3,000 feet of film were exposed it was decided that Langdon's effort would be continued into feature length. After four weeks of rehearsal and shooting the Langdon job was abruptly called off, with the result that today it is described as too long for a short and too short for a feature.

Ex-Star's Rehabilitator.

The east, falling in its initial attempts for propaganda as the place for fallen stars to be rehabilitated, is, however, continuing to put up a front.

Leo Kent and Charles R. Rogers are two producers the bigger indie studio men are trying to interest. Royal and Ideal are both after Kent, who plans a feature with several shorts with Max E. Hayes. Indies aver that Rogers will shoot most of his Madison Square Garden in the east despite other reports that he is bringing his here only long enough to get some Garden atmosphere.

While the indie producers sneer at most of the indie studio facilities in the east, nevertheless an indie occasionally throws a bone to one of the Atlantic's camera houses. Peerless is one of the most generous of the producers. It gave Tom Moore in "The Warning Shadow," now being cut, to Metropolitan, and it has promised the next Moore feature to Ideal.

Jewish and Colored Features.

Maurice Schwartz, the Jewish star, and Bill Robinson, the colored tapper, are among others to whom indie studios point with pride as just having photographed in feature-lengths.

Of all consistent production business, the east is finding the industrial and Negro films the most certain.

That there are around 400 all-colored theatres in the U. S. is one of the reasons why colored film production is the bet for the East. The other is that the colored companies have a facility for having cash on the line.

In addition to Ideal and Metropolitan, the Paragon studio in Jamaica, L. I., is a favorite for colored casts. No studio operates right in the heart of Harlem.

With Cosmopolitan closed since the fire and Paramount's darning of Astoria, Vitaphone is the only big company studio now operating in the east, at Brooklyn, N. Y. Newsreel studios of Paramount and Fox, however, take care of many of the eastern screen tests.

Radio Photophone's large studio at 411 Fifth avenue, where shorts were made and features planned, is now confined to screen tests and industrials.

Other studios located in New

Acoustic Paint Request Of Film Art Directors

Hollywood, April 11.

Art directors of the Academy, now having to consider how a set will sound as well as how it looks, are calling on recording engineers to help them mix acoustic elements into their paints.

The art men will hold a joint discussion on the subject with sound authorities in about two weeks.

BROWN AT COL. AS GALLUP JOINS AD FIRM

George Brown assumes the post of director of publicity and advertising for Columbia Pictures next Monday (13), succeeding Bruce Gallup, who resigned to join the Donahue-Coe advertising agency.

Brown was last Coast p. and a director for RKO theatres. At one time, for eight years, Brown was the advertising manager for Universal Pictures in the east.

With the Donahue-Coe advertising agency now handling Fox and Metro, likelihood is that because of the reported Schenck relationship the name of the publishers whose book "For Hire" Miss Talmadge was slated to make, A. Hillman of that company is reported by Idealists as one of those in the group backing Miss Talmadge.

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Other studios located in New

1st Runs on Broadway (Subject to Change)

Week April 15
Paramount—"This Is the Night" (Par).
Rox—"Careless Lady" (Fox).
Capitol—"Hell Divers" (Metro) (2nd week).
Rivoli—"One Hour With You" (Par) (4th week).
Rialto—"One Hour With You" (Par) (4th week).
Strand—"Man Wanted" (WB) (1st week).
Mayfair—"Love Starved" (RKO).
Winter Garden—"The Crowd Roars" (WB) (4th week).

Week April 22
Paramount—"Sky Bride" (Par).
Capitol—"Are You Listening?" (Metro).
Rivoli—"Miracle Man" (Par) (2nd week).
Strand—"Famous Ferguson Case" (WB).
Mayfair—"Love Starved" (RKO).
Rialto—"Wet Parade" (Par) (2nd week).
Winter Garden—"Crowd Roars" (WB) (5th week).

\$2 Pictures
"Grand Hotel" (Metro) (Astor) (12).
"Symphony of Six Million" (Radio) (Gaiety) (14).

Foreign Films
"Raub der Mona Lisa" (Superfilm) (German) (Europa) (3rd week).
"Main Leopold" (Capital) (German) (Hindenberg) (3rd week).
"Il Est Charmant" (Par) (French) (5th Ave.) (2nd week).
"Romy" (Ufa) (German) (Little Carnegie) (13).
"10-ci u Pawlaka" (Musa-Blok) (Polish) (Vanderbilt) (20).
"Golden Mountains" (Amkino) (Russian) (Cameo) (13).

Monogram's Quota

Monogram, W. Ray Johnson's independent producing-distributing company placed on a national exchange franchise basis last year, has set a sales quota on its 1932-33 program of 28 pictures of a tentative \$2,250,000.

On current season's product, numbering 28 pictures, the sales quota of \$1,865,000 will be topped with total sales to run slightly over \$2,000,000. In addition to 28 current year, Monogram is releasing a special, "The County Fair," which has been booked by RKO.

Max Fellerman to RKO

Resigning from the Pathe Exchange, New York, Max Fellerman has joined the RKO film booking department as the western film buyer under Phil Reisman.

Not Funny

Al Boasberg is trying to collect \$450 for an act written for Joe E. Brown last July.

Can They Take It?

Universal is about to hand out the "Once in a Lifetime" manuscript for film preparation to balance things. With Ben Okrow's Hollywood bouquet on the schedule, Universal figures the film city can stand a shock to boot.

U's Columnist Varn

William Anthony McGuire is working out a columnist story, which will be Felix Young's first associate production at Universal.

Ritzed

Marlene Dietrich turned Ziegfeld down cold on his fever for a new musical. He didn't mention salary.

Scriptural Cycle

C. B. DeMille will direct "Sign of the Cross" for Paramount, but will have no part in the remake of "Ten Commandments." Waldemar Young is adapting "Cross" from the old English play.

Murray Rath Set

Murray Roth, former Warners' shorts master at Flatbush, is with Fox here working on the story for "Will Rogers' Down to Earth" with David Butler.

Leo Robin on 'Velvet'

Leo Robin assigned as musical adviser for "Velvet" the Marlene Dietrich film at Paramount. He's also writing the words for Miss Dietrich's songs.

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.

Caddo Economizing

To cut the overhead, Caddo has moved its offices from United Artists studio to the Multicolor plant. Howard Hughes is expected to return late this month and at that time will decide on the future of his staff.

Not the 'Truth'?

"Truth About Hollywood" has been retitled "Hollywood Money—Go Round" by Radio. Gene Fowler and Rowland Brown, director on loan from Universal, are retouching the story, originally by Adela Rogers St. John.

Dropes' Rebound

Arthur Pierson, stage player dropped by Paramount last week, has been given a term contract by Fox. Pierson was on the Par lot for six months.

Willard Keefe Coming

Willard Keefe, playwright, is on his way here with a Metro writing credit. His last play was "Privilege Car."

Passing Up Opposites

Monday night showing of competitors' pictures at Paramount studio for the excess is off. Studio saves \$200 weekly by the move.

John Mack Brown will be starred in the first Larry Darnour western for Paramount.

Barbier for Bennett

George Barbier replaces Richard Bennett in Paramount's "Countess of Auburn." Bennett has been switched to "Merrily We Go To Hell."

Harper-Laemmle Talking

Jack Harper, New York Danes' athletic chief, is talking over Universal's football picture with Carl Laemmle, Jr.

A. E. Mathews Tested

A. E. Mathews, with Grace George in "The Belasco theatre, was tested at Metro last week.

Seymour Out—Again

James Seymour, former Pathe scenario editor who has been in and out writing at Radio, is now out.

Gasnier Ogles France

Louis Gasnier's eyes are set on Paris when his Paramount contract expires Aug. 1. To balance the expense he may direct a French version at Joinville.

Harry Gould Solo

Harry Gould has bought out his associates in Gould-Peers-Bears and will agent alone in Beverly Hills.

Lots of Cowboy

Randolph Scott, Paramount's 6-foot-4-inch acquisition from the Pasadena Community Players, will get the lead in "Tone Cowboy" instead of the lead in "Tone Cowboy" Bancroft in "The Challenger."

Not Philanthropic

Hollywood Lambs are flocking to troil on the Lucky Strike hour. Local Lambs offer a flock of names and could use some money to get a coast club started.

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Bob Vignola Busy

With Robert Vignola directing, "Truth About Eve," now play by Martha Stanley opened for three days at the Theatre Mar. last Thursday. Julius McVicker, Helen Holmes, Virginia Hall, Stanley Fenn, George Allen, Al Jackson, James Cooley and Doris Kemper are in the cast.

Some Stay Three Months

After two months at Universal, Martin Mooney, playwright, left last week. Fred Rath switched from Paramount to Warners to work on a new Joe E. Brown picture.

Fourth consecutive serial for Lucille Williams is "Last of the Mohicans" produced by Nat Levine. Walter Miller has the male lead.

Author—Actor

"Destroyer" has been set by Columbia. "The Last of the Mohicans," Frank Capra will direct. Story by Harry Hervey and Ralph Spence, who Columbus is trying to get to work with Holt. "Was Correspondent" Graves may also go into "Destroyer."

Betty Garble has been given a contract by Radio. Her first lead will be in "Hold 'Em Jail."

Author Bobs Up

Stanley Rauh, formerly writing for Vitaphone shorts at Flatbush, hit the coast last week.

Hunting Tiger Sharks

Technical crew under Richard Rossen, assistant director, left for the Mexican islands to get fishing atmosphere for Warner's "Tiger Shark" new picture. "Tiger Shark" with Howard Hawks directing and Edward G. Robinson starred will probably get started before crew return.

Barrette Ticketed

Larry Barretto, author of "Children of Pleasure," bought by Warner has been given a contract. He arrived here from the east Saturday.

Frank Newman's Post

Skouras entourage is due back here April from its swing of the Fox-West Coast northwestern theatres. Frank Newman, on the trip, is to be placed in charge of local de luxe operation. Oscar S. Oldknow, also on the junket, will probably know the disposition of his services when the troupe returns.

Careful This Time

"Life of Virgin Mary," Louis Bromfield's novel, is being considered by Radio for Ann Harding. Studio has an option.

Not Enough Chevalier

Script of "Love Me Tonight" is getting a rewrite at Paramount to inject more French. Aneurin was about half of the original story. George Marlon, Jr., and Rodgers and Hart, acrobathists, are on the rewrite.

Exit March

Dr. Eric and Lubitch unit manager, and Roy Fjastad, assistant to Nat Finton, in the music (Continued on page 21)

Jones' Golf Reissues

The Bobby Jones golf shorts, 12 one-reelers, will be reissued by Warner Bros. and played in all the Warner houses where booking room is available.

In Metropolitan New York the shorts will be played first run on revival at the N. Y. and Brooklyn Strands with second run showing at the Warner, N. Y. First goes in Friday (15), New York Strand's anniversary week.

N. Y. to L. A.

M. H. Hoffman.
Rene Guetta.
Al Lewis.
Arthur Lubin.
Milton Raison.
Willard Keefe.
Mr. and Mrs. J. L. Warner.
James Cagney.
George Frank.
Lyda Roberti.

L. A. to N. Y.

B. B. Kahane.
Dorothy Lee.
Lee Marcus.
Waterson Rothacker.
Miriam Hopkins.
Leo Morrison.
Sally Eilers.



ROY DEL RUTH

Directed "Beauty and the Boss," "Blonde Crazy," "Taxi" in preparation: "Blessed Event"

Warner Bros.-First National Productions

Difficulties in Financing May Dent Indies' '33 Prod. Optimism

If a total of 100 independently-made pictures are delivered during the coming (1932-'33) season, the figure will be high. That estimate, however, is made by indie producers and distributor leaders who claim that everyone is talking a lot of film at this time as usual in the hope of landing contracts as a promising wedge on possibilities.

In stalling up possibilities on delivery indie spokesmen are taking cognizance not only of the traditional low percentage of pictures released by indies as against those announced, but also of the difficulty at this time in securing financing. Majority of indies who see in present product shortage, trimmed programs from nationals, double features, etc., the indie's bright hope for never reach the field with product, it is prophesied. This occurred in an important measure last year, and has had the effect of plunging independent exchanges on guard.

Exchanges Caggy

The exchanges fear expectancy of independent product for delivery according to announcement. They will be more watchful this year than before, with territories now averaging about three exchanges each. Position taken is that if an indie exchange in a given territory relies on a producer for delivery of 24, for instance, passing up a competitor, and only a small percentage of that number or nothing at all is delivered, exchange is left holding the bag.

It is also pointed out that if theatres held back on buying of product, either from majors or the reliable indies, they are likely to find themselves cramped through failure of product to come through. Many theatre owners are quoted as of the opinion that 300 or more indie pictures will not be made this year, 1932-'33. Although from experience having found that some times indie producers announcing programs of considerable size, have never delivered a single picture, it is said exhibitors are not taking the time to cogitate the possibility that financing of indies is tougher than ever before.

Larger indies, in this respect, take the trouble to point out that it's even difficult now for majors to secure proper financing on production. That alone will reduce the ratio of chances for indie, many of whom have nothing but a set of titles to sell.

During current year, one indie announced 24 pictures but only made four. Another made 12 and delivered none at all, with exchanges and exhibs in both cases holding the bag; former on local business, latter on play dates. To spring indie from the strength of talk and hopes pointed to a heavily-laden indie market. Delivery, with some yet to come, indicates a total of only 84 pictures for the current season.

Concessions to Indie Cos. By Photophone Approved

Hollywood, April 11. Phil Goldstone and the local office of Photophone deny the report that William Graham had been sent here to settle the deal between Goldstone and RCA Photophone for concessions to independent producers on sound recording. According to both the contract has been approved and signed by the home office.

Object of Graham's trip to Hollywood is the introduction of a new Photophone recorder, which will be shown about May 1.

Sennett's Tiff Judgment

Los Angeles, April 11. Mack Sennett, Inc., has been given judgment for \$6,852 against Tiffany-Stahl Productions, Inc., as balance of the leasing bill at the valley studio for work on 'Kathleen Mavourneen' in June and July, 1931.

Tiffany had a cross complaint for \$4,670 paid Dr. Hugo Rosenfeld and an orchestra two days when the sound track developed blank, and for the \$94 salaries to cast and staff for two days of drama shooting spoiled by background noises. This was ignored when Sennett showed that quality of reproduction hadn't been guaranteed.

Clocks Leap Apr. 24

Daylight saving starts April 24 in New York and many other parts of the country. It ends Sept. 25.

Picture chains are advising their exhibitors to prepare against its inroads.

Pooling Accessories Is Morgan Litho Plan For All Distributors

Pooling accessories, handling them through one depot in each city center, is a proposition now being made to all picture companies. Morgan Lithograph, through a company known as Adco, headed by Elmer Pearson, is making the proposition to handle all accessories free of charge to distributors, and at the end of the year, to go 50-50 on any profits.

If adopted (the proposition is shortly to be threshed out at a general Hays meeting) the accessories combine will be the first of its kind for any department in the industry.

It will mean, according to one distributor who has endorsed the project, cutting accessory costs in half for distributors, since one depot in many cities will replace individual counters in 10 or more exchanges. This means, consequently, that as many more workers will be used on the exchange payroll. The proposition has nothing to do with the current exhibitor fight centered against Fox on accessory costs. Distributors make it plain that exhibitors may as well right now forget all about hopes of getting accessories free of charge. It is claimed that distrib at present prices are now, in many cases, giving the material to exhibs for less than cost.

Shipping and handling would be the greatest saving through a combine, it is claimed.

At the present time Morgan is doing the litho work for Paramount, Radio, Universal and Columbia, while Miner has Fox and United Artists, and Tooker, M-G-M.

POSTAL TELEGRAPH'S 16 MM. COMM'L SERVICE

An unusual commercial use for film is being developed by the Postal Telegraph Co., main idea of course wire messages.

Postal is planning to install portable projectors for 16 mm. film in 50 key cities of the United States, which will be in readiness for the photographic use of color if wanted, of almost anything desired.

For instance, if a buyer in San Francisco is anxious to get a line on the new spring dresses of a New York firm, it can telegraph its desires, with Postal's 16 mm. equipment shooting the merchandise shown at all angles; also furnishing the motion picture, if wanted. The same could apply for any article, from jewelry up to automobiles.

Use of film to picture merchandise, plus titles or to be followed up by wire information on terms, delivery, etc., would almost eliminate salesmen and the traveling salesman in dealings between manufacturer and buyer, if the Postal film venture proves successful.

Tom Howard's Shorts

Larry Kent's and Max E. Hayes' first series of independently-made shorts will be six two-reelers, with Tom Howard for Educational release.

Howard, like Kent-Hayes, was last with Par.

TED BOLNICK-PUBLIX

Ted Bolnick, veteran showman with Finkelstein & Ruben in the northwest, has been appointed district booker (film) by Publix in connection of the Minneapolis territory. For many years Bolnick booked F&T's vaudeville.

He succeeds Nat Wolf, who becomes Warner Bros. district manager in Cleveland.

ROY DAVIDGE TO TAKE OVER MULTICOLOR CO.

Hollywood, April 11. A new deal is on between Roy Davidge, lab operator, and the creditors of Multicolor whereby Davidge will acquire the color plant.

Believed that a group of independent financiers will back Davidge in an effort to take the indie business away from Consolidated.

\$50,000 SALARY CUT FOR HAYS?

Opining that the worst is over, the Hays board of directors at the 10th annual meeting of the organization yesterday (Monday) afternoon recorded the optimism that the film industry will ride through the rest of the depression without a casualty. Acknowledging that payrolls, generally, have been pared to the bone, the directors added that sharp up in the finishing touch to salary slashes when they ordered reductions in the Hays personnel from 5% to 25%.

It is understood that Hays, personally, who has not received an increase in the past four years, will agree to a reduction in his own salary of approximately \$50,000 yearly.

Because of the time was taken up with the reading of reports, much of the program scheduled for today was put over until another session next month.

Selection of officers witnessed continuance of all incumbents. No one was named to fill the place vacated by Joseph I. Schnitzer, it being held that sufficient representation for the RKO-Radio interests was vested in David Sarnoff and Hiram S. Brown. Instead of Edward R. Tinker attending for Fox, Sidney R. Kent was present. It is understood that Kent will act as RKO representative from now on. Sol Lesser is again active for the directorate, this time representing Talking Pictures, re-titled Principal Pictures, which was the member name retained by Lesser.

Lengthy Report

In his report covering 65 printed pages Will Hays leads off by referring to attendance figures for the past year, but avoids mentioning so far as present b. o. conditions are concerned. He tells of the industry during the past three years having had to face an internal revolution, but at the same time as well as the national depression.

Hays recounts that during the past year producers have had 1,511 conferences with his coast board on production; that 787 scripts were submitted for coding and that over 200 financially successful books were rejected because of 'unworthiness.'

On varied entertainment appeal Hays declares that the industry's foresight will be emphasized when the country returns to normal. He incorporates in this observation this warning: 'Before we can begin the motion picture industry cannot do it to produce too much good entertainment.'

In reporting on the codes Hays declares that the industry is in agreement with the recent move of independent producers to become an active part of his organization.

A considerable part of the report is given over by Hays to the quotations of others. In this way he covers the decisions on block booking and another one which favors 'protection.'

Hays speaks extensively into recent statistics on visual education, without showing any current action on the part of the industry. This part of the report, well known, is more of a talk to the schools than the producers.

Fleischmann Resigns

Leon Fleischmann, for seven years in charge of theatre construction for Loew's, resigned yesterday (Monday). Following a vacation, he may become a private consultant in theatre and general building construction.

Fleischmann built several Loew's theatres before becoming an exec of that chain.

Loew Holds at Double Bottom, 20 3/4, As Leaders Break to New Lows; Par Touches 45 1/8; Bonds Steady

Yesterday's Prices

Sales.	High.	Low.	Last.	Net.
100 Consol. P.	7 1/4	7 1/4	7 1/4	-4
3,000 Eastman K.	64 1/2	64 1/2	64 1/2	-1
3,000 Gen. Theat.	24 1/2	24 1/2	24 1/2	-1
1,100 Gen. Theat.	24 1/2	24 1/2	24 1/2	-1
3,000 Loew's	20 3/4	20 3/4	20 3/4	-1
100 MGM P. (R. 180)	10 1/2	10 1/2	10 1/2	-1
10,000 Par. P.	14 1/2	14 1/2	14 1/2	-1
400 Pathé	5 1/2	5 1/2	5 1/2	-1
100 Pathé	5 1/2	5 1/2	5 1/2	-1
8,000 RCA	5 1/2	5 1/2	5 1/2	-1
400 RCA	5 1/2	5 1/2	5 1/2	-1
5,000 W. W.	13 1/2	13 1/2	13 1/2	-1

CURB

200 Fox Theatres	14 1/2	14 1/2	14 1/2	-1
200 Gen. T. E.	14 1/2	14 1/2	14 1/2	-1
200 Tech.	14 1/2	14 1/2	14 1/2	-1
100 Trans. P.	14 1/2	14 1/2	14 1/2	-1

BONDS

\$2,000 Gen. Theat.	24 1/2	24 1/2	24 1/2	-1
10,000 Kell.	20 3/4	20 3/4	20 3/4	-1
10,000 Par. P.	14 1/2	14 1/2	14 1/2	-1
11,000 RCA	5 1/2	5 1/2	5 1/2	-1
10,000 W. W.	13 1/2	13 1/2	13 1/2	-1

Radio's Reorganized Sales Force All Set As Levy Takes Charge

Reorganization of the RKO-Radio sales department following induction of Jules Levy as general manager, under the direction of E. Depinet, brings about following setup.

Cresson E. Smith, who has been western sales manager, also given southern division.

Eddie L. McElroy, promoted from short subject sales, transferred to eastern division chief.

Al Mertz, branch manager at Cleveland, promoted to short sales' chief at home office, Harris A. Silverberg, Cleveland territory salesman replacing him in that exchange.

Walter E. Branson, Chicago branch manager, raised to midwest district manager over Chicago, Milwaukee, Minneapolis, Sioux Falls, Omaha, Des Moines, St. Louis and Kansas City exchanges.

Jack Oesterman, former country sales representative at Chicago, succeeds Branson over that city's exchange.

W. E. Callaway, erstwhile southern special sales rep, becomes Southern district manager covering branches in Dallas, Oklahoma City, Memphis, New Orleans, Charlotte, Atlanta and Jacksonville, with headquarters in Dallas.

Harry C. Cohen remains western district manager at Los Angeles.

Le M. Devany, assistant Percy Taylor, resigned as gen. mgr. over sales in Canada, promoted from post of general RKO theatre exec over the border.

W. E. Callaway and Phil Hodges transferred from home office to the New York exchange, former as special sales rep, latter as New York and New Jersey sales manager under Robert Wolff.

A. M. Avery, special sales rep in Dallas, moved up to exchange head in Omaha, succeeding W. W. Brumberg, resigned.

Smith has already left on a trip of his western and southern territories. McElroy will probably make a similar trip soon.

MANY 'FIRSTS' IN MIX FILM'S LOOP BOOKING

Chicago, April 11. Flock of firsts are tagged to the unusual booking of the Tom Mix flick, 'Destry Rides Again,' into the Publix-B. & K. lot here today to open on April 16. It figures as the first Mix flick ever to play a major loop theatre. And the flicker itself, the last of the Mix flicks for the Universal, will get its world's premiere at the loop date.

Had been some negotiations for the flicker to go into the loop indie Castle, but the deal fell cold early last week, the Castle instead riding into town as the first newsreel spot.

REVUE DANCER AT RADIO

Hollywood, April 11. Harriet Hagman, former 'Vanity Fair' dancer, has signed a three months' contract to Radio.

She was due a couple of months ago, but her departure from New York was delayed by illness.

The stock market, brook through again yesterday (Mon.), reaching a new depression bottom, with the industrial averages at 612.8, lower than the depth of the 1921 slump. From that level it rallied feebly and closed at \$2.07, close to the level of Friday last, day before the bear squeeze from Washington that brought Saturday recovery.

Most significant feature of the amendment group in 1931, that Loew's, now the leader, found good support at its former bottom of 20 3/4 and staged a fair recovery that doubtless nation, as well as the biggest stocks in the list were sinking to new low marks, including Steel at 33, Gen. Motors at 11 1/4, Eastman Kodak at 63 and American Can below 50 for the first time in many years.

With the exception of Paramount, which touched a fresh low level at 4 1/2, the amusements gave evidence of being well liquidated. Warner had nomination for third year, but the big move of the day and Fox was quiet a trifle above 2. RKO did little either way.

Among the bonds the old Paramounts gave way an additional 2 points to 38, but the others generally held to previous prices or near the bottom.

W. W. Brumberg, president of the Stock Exchange, told the State Committee that there were no bear raids and that the slump was caused by liquidation of long stock. At the same time, however, he backed him up by continuing the outpouring of selling. Washington news was favorable, except as it brought to the fore the hostility of the lawmakers toward the market.

Making it certain that Wall Street was supporting Whitney, the Governors of the Exchange announced the nomination for third year as president half an hour after the market closed.

Prospect at the moment is that a selling slump is near at hand, one of which there should be a rebound. Only a question how long the price level will make a stand around present levels before the 'spill' comes.

Break Through 1921

Market broke through the critical bottom of the extreme depression of 1921 on Friday and then staged a mild recovery on Saturday, but a combination of happenings. Chief among them was a political trick of the White House, which in a brief scare into the weak element in the short party, by a sudden decision to suspend the continuing investigation into short selling.

There seemed little doubt but that it was a political maneuver and not a repetition of the series of such devices, always timed to catch the market in a moment of technical weakness. The White House, in the Hoover moratorium proposition caught the market in an oversold state. The same thing happened last October when the reconstruction Finance Corporation program was broached.

Speculation of the government manufacturing bear squeezes for tactical party advantages, doesn't speak well for the business situation. Besides which the artifice didn't work with immediate effect. There was frightful selling at the opening Saturday morning, but didn't last through the first half hour. Maximum advance, due to the retreat of shorts was less than 2 points in the averages, which was not quite as much as the net loss of the Friday session, but more than 2 points in that gain was lost before the Saturday close. Even the brief gains of early Saturday apparently were wiped out by the closing price.

Saturday's mild recovery might quite as well have been attributed to a further bullish government report on the wheat crop, indicating a 1932 crop more than 40% below that of last year. Under this spur the shorts were less than 2 points in the averages, which was little enough in view of the sensational surprise of the crop estimate, and the fact that a real return in wheat might easily mark the turn in the whole business trend.

The market came into the new week with a handicap in that it had to discount the Steel figures given (Continued on page 21).

'Strangers' and Stage \$40,000 For Mastbaum

Philadelphia, April 11. Mastbaum, with its heavily exploited stage show, "Follow Thru," grabbed nearly all the spotlight here last week at \$50,000. The picture, "Strangers in Love," wasn't given much of a tumble as regards helping away in the business.

This week's best bets look to be at the Mastbaum again, which has Conrad Nagel heading a big stage show and "Showdown" on the screen. Didn't start off at pace of the previous week, but figures around \$40,000 on the week. "Tarzan" and "One Hour With You" should hold up nicely at the Stanley and Boyd, respectively, and "Devil's" is figured as a likely candidate for some profit at the Stanton. The Fox, featuring an old Philly favorite, Ed Lowry, with "One Patriotic and Leary" also on the bill, and "Careless Lady," as film, expects to make a very real advance. It is rumored that the Fox is going to specialize in stage shows again, using the Fanchon and Marco units only in part.

Estimates for This Week
Mastbaum (4,800; 35-50-75)—"Showdown" (Col) stage show. Should get fair \$40,000. "Strangers in Love" (Par) with Ed Lowry is figured as big stage attraction did \$50,000 last week, big.

Lowry (3,700; 35-50-75)—"Tarzan" (M-G). Best money-getter house has had in some time; got \$15,000 in first four days when shown in subway. "Devil's" and "Man." "Tarzan" should do \$20,000 at least on first full week.

Boyd (2,400; 35-50-75)—"Careless Lady" (Fox) and stage show. House paying more attention to stage again. Likely to gross fair \$18,000. "Devil's" (Fox) \$15,000 last week, poor.

Stanton (1,700; 25-35-50)—"One Hour With You" (Fox) and stage show. Start and being held for third week; \$15,500 last week and should get \$14,000 this week.

Stanley (2,000; 25-35-50)—"Are You Listening" (M-G) and vaude. Should get \$18,000. Last week \$13,300 with "Devil's" (UA). Opens today (Monday). "Dancers in Dark" (Par). Got \$10,000 last week.

Keith's (1,800; 30-40-75)—"The Expert" (WB). Hardly likely to beat "Explorers of the World" (Capin) pressed by critics, but patrons were shy; only \$7,500 last week.

Karlton (1,000; 25-35-50)—"Beauty and the Boss" (WB). First showing at \$3,000. "Alias the Doctor" (FN) good at \$4,500 last week.

Radio (800; 25-35-50)—"Maid Killed" (Par). Not overly good on \$2,800. "Wayward" (Par) \$1,000 in four days last week, very bad.

Hoosier Biz Grows Better; \$22,000 for 'Dr.' and Unit

Indianapolis, April 11. Everything good at the theatres. Bill Robinson's colored outfit at the Indiana Road. House has had exceptionally good biz with that. "Rhaphody in Black" is providing competition for the film spots half of the week.

Estimates for This Week
Apollo (Fourth Ave.) (1,100; 25-35-50)—"Amateur Daddy." May reach \$4,500. "Hotel Continental" (T) repeated about \$5,000. Little better than usual.

Radio (Public) (2,200; 25-35-50)—"This Is the Night" (Par). Should boost a little, maybe to \$6,000. Last week Panama Flo (Pathé) and "Big Shot" (Pathé) just fair at \$4,000.

Indiana (Public) (3,300; 25-35-50)—"Alias the Doctor" (FN) and beyond \$22,000, good. "One Hour" (Par) clicked for \$18,000.

Par (Fourth Ave.) (2,600; 25-35-50)—"Beauty and the Boss" (WB) and vaude. About \$8,000, maybe a little more. Last week "Devil's" (FN) and "Rhaphody in Black" (WB) personal did about \$11,000, okay.

Palace (Loew's) (2,800; 25-35-50)—"You Lusting" (M-G). Should close at \$7,000 because of Elaine local pull, having made a Speedway picture here. Last week "Tarzan" (M-G) did \$10,000, exceptionally good.

JAP'S HAVOC SUIT
 Los Angeles, April 11. F. Y. Takenaga, Japanese farmer of Orange county, suing Warner Bros. Pictures for \$1,187.

Says he let the company use his land for some picture scenes and that figure represents the havoc.

LOUISVILLE LIMP

'Flesh' Oke on \$9,500; 'Daddy' Fair With \$5,600

Louisville, April 11. Biggest event of week is opening of stock company at National. With over-seated town already, regular edition of stock expected to cut in on film receipts. Especially as stock prices run from two bits to \$1.

Another feature of the week is the opening of the baseball season with Colonels at home.

Estimates for This Week
Loew's (3,250; 25-35-50-75)—"Flesh Is Weary" (M-G). A good \$9,500. Last week "Are You Listening" (M-G), \$3,400.

Strand (Fourth Ave.) (1,765; 25-35-50)—"Amateur Daddy" (Fox). A fair \$5,600. Last week "Careless Lady" (Fox), \$4,800.

Rialto (Fourth Ave.) (2,710; 35-50-75)—"Hotel Continental" (Tiff). Okay on \$8,000. Last week "Wayward" (Par), \$7,900.

Brown (2,000; 20-30-40)—"Woman Commands" (Radio). Fair enough on \$4,000. Last week "Alias the Doctor" (FN), \$2,700.

Alamo (Fourth Ave.) (1,000; 15-25-35)—"Devil's" (Fox). Fair \$2,500. Last week "Broken Wing" (Par), \$2,300.

'MIRACLE MAN' \$29,000, DETROIT, TOPS 'CROWD'

Detroit, April 11. Outlook for the week is only for fair business. Situation has changed so much that four days' good business is all that can be expected of even an outstanding picture. A year ago this time, Detroit was a big picture here. Two years ago they got as high as four to six weeks.

First touch of spring attracting to open spaces, and with gasoline at nine gallons for a \$1 plenty are taking to the air.

Estimates for This Week
Michigan (4,045; 15-35-50-75)—"Miracle Man" (Par) and stage show. Will do \$25,000, good. Last week "Crowd Roars" (WB) and Lopez band week at \$26,200.

Fox (3,100; 15-25-50)—"Careless Lady" (Fox). Should see \$22,000. Last week "Devil's" (Fox) fair with local radio show \$24,900.

Fisher (2,665; 15-35-50-75)—"Flesh Is Weary" (M-G) and stage show. Year \$19,000. Last week: Tough to beat "Palm Beach" (Radio) week on stage not enough at \$18,500.

Down town (2,750; 15-25-50)—"Young Bride" (M-G). About \$14,000. Last week "Girl Crazy" (Radio) suffered from previous tab showing of same title at opposition house; picture \$14,000 last week at \$14,000.

United Artists (2,018; 15-35-50-75-90)—"Tarzan" (M-G). On second week \$19,000. Last week was \$24,800.

Paramount (2,448; 15-35-50-75)—"One Hour" (Par). Second week will see \$10,000. Last week a fair \$18,000.

BROOKLYN DULL

Par Lets Down After Big Stage Show, \$35,000

Brooklyn, April 11. General lull this week with the weather starting opposition. Abbe only deluxer showing heavy trade with "Scandal."

Par and Scand are both very quiet.

Estimates for This Week
Paramount (4,200; 25-35-50-75-85)—"Misleading Lady" (Par) and stage show. Definite letdown from last week. Last week \$35,000 expected. Jessel show last week with "Showdown" (Col) rolled up excellent \$15,000.

Albee (3,000; 25-35-50-75)—"Scandal for Sale" (U) and vaude. Looks like a bad \$20,000. Last week "Ladies of the Night" (Radio) disappointing at \$20,300.

Fox (4,000; 25-35-50-75)—"Devil's" (FN) and stage show. Very successful at \$20,000. Last week poor with "Gay Cavalero" (Fox) at \$17,000.

Metropolitan (2,500; 25-35-50-65)—"Greens" (UA) and vaude. Looks slow for \$18,000. Last week "Tolly of Circus" (M-G) \$17,400, slightly better.

Strand "Beauty and the Boss" (WB). Bad at \$19,000. Last week poor \$13,300 with "Playgirl" (FN).

'REBECCA'S' 2D CAST CHANGE

Hollywood, April 11. Ralph Bellamy has been assigned by Fox to the male lead in "Rebecca of Sunnybrook Farm" originally intended for Charles Farrell.

Marian Nixon will play opposite in place of Janet Gaynor, who was cast.

MEX GOES FOR CHILLS

Mexico City, April 6.

First of the new crop of horror pictures to hit here is a smash. "The Man and the Monster," titled "The Man and the Monster," was held over for second week at Cine Olimpia. Par show window, 60 cent top, three shows daily.

'Scarface' \$17,000 On Two Mmm. Wks.; 'Tarzan' \$26,000, OK

Minneapolis, April 11.

Current box office surprise is "Scarface" at the Pantages. Crime drama built fast last week and holds for a second week. Same as though the entire male population is turning out for this picture.

"Tarzan" and a gigantic campaign has helped to river attention and picture is delivering at the Minneapolis.

Otherwise the tidings are anything but cheerful. The Pantages closes as a first run loop house at the bringing in of "Scarface" on Wednesday. United Artists' six-month lease ends and will not be renewed.

Starting this week the Orpheum changes on Fridays, instead of Saturdays, so that the current show is in on for six days.

Estimates for This Week
Minneapolis (Public) (4,200; 20-75)—"Tarzan" (M-G) and stage show. Great evening and exploitation and youngsters coming in droves; looks like about \$26,000.

Orpheum (RKO) (2,850; 50-75)—"Tempting Maiden" (U) and vaude. Title big seven days at Minneapolis; around \$9,000 for six days, week. Last week "Ladies of Jury" (Radio) and Johnson on stage, about \$15,000, good.

Pantages (UA) (1,800; 50-75)—"Scarface" (M-G). Good power a surprise in local film circles; out-standing magnet for men; has built strongly in second week, about \$17,000. Did over \$10,000 on first week and \$17,000 for two weeks very big here.

Wieser (Public) (2,200; 50)—"Wieser Sex" (Par). Laurel-Hardy comedy, "Music Box," billed equally; Claudette Colbert liked here, but b. o. draw; around \$6,800 indicated, not so bad. Last week "One Hour" (Par), second consecutive loop week, about \$12,000.

Lyric (Public) (1,300; 35-50)—"After Tomorrow" (Fox). Charles Farrell and Marion Nixon don't mean much here; maybe \$3,500, not good. Last week "Are You Listening" (M-G) about \$3,900.

Aster (Public) (900; 25)—"Secret Witness" (Col). Got \$600, weak.

Last week "Are You Listening" (M-G), about \$1,000, fair.

Grand (Public) (1,100; 25-35-50)—"Lulu" (Par). Second loop run. Should top \$1,200, fair. Last week "Shanghai Express" (Par) about \$1,600.

'MIRACLE MAN' \$13,000 IN O.K. PORTLAND WEEK

Portland, Ore., April 11.

Two-day opposit after lived film grosses. Last week "War Hymns" (Cyrano), at the Auditorium for one day, connected for fine \$3,500 at \$3 top. Floyd Gibbons in person at the Rialto (radio) one night and packed 'em. This was Ted Gamble's first at the Rialto since quitting RKO. House has regular policy of second runs.

Fox-Paramount with "Miracle Man" is leading the current grosses.

The Studio (Hamrick) (radio) new foreign film policy and getting fair results. House has only 60 seats.

Estimates for This Week
Orpheum (RKO) (2,000; 25-40)—"Cohens-Kellys in Hollywood" (U) and vaude. Getting results and should do \$9,000. Last week "Young Bride" (Radio) a bad \$5,800.

Paramount (Fox-Portland) (3,000; 25-60)—"Miracle Man" (Par) and stage show. For boys (radio), likely \$13,000. Last week "Tarzan" (M-G) \$14,000.

United Artists (Fox-Portland) (1,000; 25-35)—"Broken Wing" (Par). Fair for \$4,000. Last week "Millionaire" (Fox) \$3,300.

Men (Hamrick) (2,000; 25-35)—"Unexpected Father" (U). Getting nicely to \$5,800. Last week "Showdown" (Col) \$4,900.

All Pictures Bad but

Russians', Says Gorki

Moscow, March 28.

Maxim Gorki, Russian novelist, from his sunny retreat in Italy, has aimed a few stones at the picture industry. Writing in the Soviet newspapers here, "cite" the world as proof that the capitalist world is in a state of acute degeneracy.

Charlie Chaplin figures in Gorki's piece "no monopoly sentiment" and melancholy, which from Gorki's angle is no complaint. Doug Fairbanks, Harold Lloyd and others of their class he dismisses as mere conjurers.

Gorki, of course, points to the new Russian cinema as an effort to serve art.

Inside Stuff—Pictures

Importance of the Federal Trade Practice Conference, held four years ago between producers, distributors and independents, has increased during the past week since the court decision that block booking is legal. Independents, especially, are clinging to agreements then mutually arrived at as the guiding covenant for future relations between them and the major parts of the industry.

Individual members of the Hays office are going on record as individuals that what is now being recognized as laws drafted by the industry, itself, should, and will, be observed.

This means, it is pointed out in producer quarters, that flimflam has gotten away from even considering the government as its 'boss.'

Overruling of shorts, with features, is now considered one of the most important phases of the conference which ruled such a practice as "unfair." While the government decisions clearly define sales and rentals in the industry as a private matter and subject to individual bargaining on the part of the exhibitor, independent leaders feel they will have a hammer against this subject on the industry's own record.

Principal Theatres experiment with foreign talkers at the Alhambra, grind house in Los Angeles, indicated that Russian is the only language with a paying draw in the shopping district. "Five Year Plan" and "Road to Life," at a 35 cent night-rate, individually did as well as the house's 25-cent double-feature domestic policy.

German musical, "Three Men from a Gas Station," slipped badly despite special placarding in German lodge rooms. Principal losses of around \$25,000 try after three and a half weeks. Next up was French and the operators figured that counting on any number of Frenchmen would be wrong.

Theatre reports a record number of phone inquiries during the European tour, but after paying a nickel to learn the title, the fan fans couldn't be lured into the lobby.

Coast studios have discovered a method of cutting down the activities of eastern officials and bankers visiting the studios. Shortly after the eastern exec arrives at the studio he is taken into the head man's office and after getting a studio welcome speech is told they would like to have his opinion on some stories.

Easterner, pleased, says he will be glad to do anything to help the b. o. With that the western exec dumps a dozen or so scripts into his lap and asks him to read them and give his opinion on their picture possibilities.

The Easterner, out here for a week or 10 days, therefore has to spend most of the time reading scripts that have previously been n. g. d by the studio. But it keeps him from browsing around and gives him the idea that his opinion is worth something.

Recent formation on the Coast of the Motion Picture Credit Association, by laboratory operators and others doing business with the small independent producers was brought about through losses of around \$100,000 in the last few months by the trade acceptance route. This is the amount figured lost by failure of eastern state rights buyers and distributors to meet their paper.

Association will now list the weathers and any further paper duckers and refuse to do business with local producers here who come to them for credit on the basis of trade acceptances from these eastern firms.

Minor independent production is now operated on the trade acceptance plan with the lab men, director, writer, cameraman, and in some cases members of the cast, accepting paper for their services pending acceptance of the picture by the state right buyer.

Date on which the Academy's board of directors will take official cognizance of the separate branch squawks against the producers' talent-negotiation agreement, and determine the Academy's action regarding it, is now set as April 20.

Academy's anticipated demand that the Hays organization reconsider its agreement to exchange salary data and give previous employment as even break on all projected contract negotiations will be based on broad principles.

While each membership group sees certain phases of the Hays document as particularly obnoxious, agreement among the Academicians is that it slaps directly at the purposes of their organization to preside on matters of internal relationship in the picture industry.

Formal announcement will be made shortly of one of the most important developments within the industry concerning visual education. A producing organization that has taken an active part in schoolroom production during the past two years is abandoning all interest in this phase. A new company, with a new title and new headquarters, has formed in its place. This new interest, composed largely of educators and workers who were affiliated with the old, has made a hook-up with the major organization whereby it will attempt to market all of the organization's product.

New company is claimed to be strictly on its own, financially. Initial effort to raise funds will be largely through women's clubs and parent associations throughout the U. S.

Periodic blurbs from the Coast executives that they'll strive for co-operation by not evolving cycles in picture making is giving the eastern execs a sardonic snicker in view of the general aping in film styles.

Right now there are four cycles in work embrace almost all studios, each probably coming out at the same time with themes on radio crooners, mouthpieces, Hollywood angles and Broadway columnists.

Eastern execs haven't forgotten the propaganda of last fall about the "scatter system" of production in order to get away from a sameness of films which had made almost everybody's choices in the boxoffices. This had particular reference to the many gangster films.

When a state rights distributor was on the Coast lining up some product recently he brought together for one deal a producer, backer, director and a writer who had never worked together before. Saying he'd have his attorney draw up a contract next day, each of the others remarked they'd be glad to have his attorney in on it.

"Okay," said the s. r. man. "Tell them to be at so-and-so's office at 10:30." Four others piped up in chorus, "Say, that's my attorney."

Embarrassing part for the attorney was having each client approach him on the side and requesting him to be sure and protect him in the deal.

About 500 full-length features will be made by Russian film companies in Moscow during the current year, according to the present schedule. Figure compares with 275 features made by the Soviets in 1931.

Of the 500 only 30 will be brought to the U. S. for distribution. Amkino, Soviet distributors on this side, handled 15 pictures in 1931.

Of the 500 features to be made this year, program is to turn out about 200 "educational." Under that classification fall all features without definite aims in mind, although all Soviet films are supposed to, as far as convenient, educate the masses.

Good sales talks by members of Paramount's Coast publicity department induced Maurice Chevalier and Jeanette MacDonald to sing with (Continued on page 48)

GERMANY HAS SAILED

Par's London, Paris Producing Hook-Ups Switched for Economy

Negotiations are under way by Paramount to give up its London producing unit. Deal is expected to go through within a week whereby British and Dominions will start production of quota pictures for Paramount at the same time taking over Par's London studio. The Saint-Maurice studios at Joinville, France, will continue functioning on a diminished expense budget.

H. Seideman, Paramount foreign chief, who returned to New York Wednesday (6) after a two-month stay abroad, explains Par's new moves as being more in keeping with current conditions.

Paramount has but one stage in London, he says, with their British quota needs calling for more studio space. Because of the heavy aspect of the British trade and economic status at present, he feels Britshers can turn out satisfactory pictures on their own. Meaning that rather than go into the expense of further building and construction in Britain, Par is figuring on getting its British needs satisfactorily supplied through local production by British producers.

Jointville Schedule
New schedule lined up by Seideman for Paris will result in the Joinville studios turning out about the same number of films as in the past, though at a greatly reduced output. Feet will be accomplished through (Continued on page 62)

HIGH SCALE, SHORT RUN DILEMMA IN ARGENTINA

Buenos Aires, March 30.
Back-pay to state employees of some \$200,000,000 and seeking a loan of \$500,000,000 to cover this and other indebtedness; with customs duties so high as to be prohibitive, with new taxes slapped on everything, conditions here are bad. So far—and the season has been on a month—not a solitary picture has elicited.

The situation regarding American distributors here is panicky. Prints, quoted naturally in U.S. dollars, cost about double when they arrive here owing to exchange. Advertising isn't drawing the public as it used to, though the multitude of simultaneous releases may cause that. The public is bewildered by the many releases, set for the same days, and caused by the fact that first four days of the week are quiet and the only money—if any—comes at the week-end. Releases here are Thursdays and Fridays, and if a picture holds up a full week it may be considered a break.

Prices are high—perhaps too high. Most of the first-runs, and they're all first time, charge \$3 (native), with nothing cheaper. They get away with it for the first few days and then sag. The "Smiling Lieutenant" opened at the Cine Sulpacha March 11, did a good week, and then only fair. It stands at same house at \$2. A "Free Soul" had same experience in the Palace. Picture held up for a week, then dropped though the \$3 was never removed.

Two N. Y. Foreigns

Vanderbilt theatre, New York, tries foreign films again, starting April 20. Opening film is "O Clu a Pasiuk" (Ten Commandments), Polish picture. Siegmund Sulz took the house on a week-to-week arrangement, with Symon Gould assigned to handle the exploitation. "Thalia" at 65th street and Broadway opened for second run foreign films Saturday (9). It's a 300-seater claimed to be built completely on "film lines." One of the features is a floor which slopes up toward the screen, rather than down.

POLITICS AND SCREEN

France Liberal With Loans, Politicians Pose

Paris, April 11.

With an eye to coming elections, the government is making things easier here for the newsmen.

One of the things government has done is to instruct the Bank of France to be more liberal with production money for the real companies. Idea is to avoid financing abroad. Scheme also helping local politicians to get their faces in front of the picture audiences.

Jack Connolly of Pathe returned to New York Wednesday (6) after a month in Europe re-signing Pathe contracts in France, Germany and England.

COLUMBIA'S FOREIGNS TO BE DUBBED ABROAD

Dubbing for the French and German countries is the program being lined up by Columbia for the coming year. Company has been experimenting and is now ready to start work seriously.

First move is a deal, terms of which are being currently discussed, with Capitol Film A. G. of Berlin for dubbing about 12 pictures. Second move is a deal, terms of which are being currently discussed, with Capitol Film A. G. of Berlin for dubbing about 12 pictures.

Columbia is also expanding its agreement with Forrester-Parent for French dubbed versions to be made in Paris. Forrester-Parent made a dubbed French version of "Dirigible" several months ago. For the Spanish market program is to continue pretty widely with super-imposition of titles, though a few direct shot versions will be made by the company in Hollywood.

London Dominion, Still In Red, Is Up for Rent

London, April 11.

Dominion Theatre will go through still another policy change within a fortnight by abandoning its vaudeville film policy, going straight pictures. It's getting to be a monthly move at the house to switch policies.

Vaudeville layout reduced the theatre's loss from \$3,000 weekly to about \$1,500, which still left plenty to worry about.

Theatre was built in 1928 with a capital of \$1,400,000 publicly subscribed. Directors are the same as those of Moss Empires, which company has been managing the house and has advanced several thousand pounds trying to make it pay. M. E. is not prepared, however, to dig in any further.

Unless theatre finds a tenant, current plan is to shut it down until Fall.

Tobis' U. S. Shorts

Tobis Forenfilms, New York subsidiary of the German Tobis company, is going into production immediately in New York on a program calling for two or three series of short subjects. Most of the series will be travelogs laid in the Caribbeans.

Expedition of cameramen and directors left for the Caribbeans Saturday (9). In the party are Morris Holprin, writer; Saul Scharf, artist and director; and Edward Hyland, cameraman.

WEICHHAN'S ONE FOR BIP

London, April 11.

British International has taken Harry Weichman for one picture. He'll handle the lead in "Maid of the Mountains."

LIKE PROBLEMS EXIST AS IN U. S.

Teutons Principally Tired of Formula Comedians—Sound Drama and Adventure Features Would Be Welcomed—Star System Another Important Factor—Few Personalities Retain Their Popularity—Shy at Film Financing

AM. FIRMS TABULATED

By MAX MAGNUS

Berlin, April 2.

The German film industry has not remained untouched by the general heavy economic crisis. While it is true that even the poorest will from time to time go to the movies, there is no question that the German film market has grown smaller.

The average receipts of cinemas in Berlin and the German provinces are reduced by 30 to 40%, and a \$200,000 gross has become rare. Average pictures make \$100,000 to \$120,000.

In general the many slapstick comedies, light plays and military (Continued on page 29)

Row Over Native Mex. Sound Smoothed Out

Mexico City, April 11.

What threatened an international wrangle has now been cleared up in the royalty dispute on "Santa, Mexico's first home-made talker."

Agent of the National Motion Picture Production Co. was sent to Hollywood with discs of the film for registration there. Hollywoodites, however, demanded \$500 advance royalty because the picture was made by a Mexican sound process. All of which resulted in a reported threat that Mexico would restrict Western Electric in that country.

Government men and politicians immediately got excited, but they've been told now that Western Electric had nothing to do with the affair and are happy again.

POWERS' N. Y. MGR.

Pit Powers has named George M. Dillon manager of his New York exchange, in first executive addition after taking on B. I. P. product for the U. S.

Powers will keep the E. I. P. exchange quarters at the Film Center, but is moving all the clerical and other help to his own offices, 723 Seventh avenue.

Block Booking Bugaboo Abroad; New Legislation Aimed at U. S.?

American film companies abroad are faced with a new bugaboo in the matter of blind and block booking. New law in Germany forbids blind booking in the future, and France is considering similar moves. In England blind booking has been legally impossible for some time.

While American companies abroad do not have such extensive programs in Europe as to necessitate block-booking to the same extent as in the U. S., practice of most of the companies in Germany and France has been to book blind as much as possible.

Forbidding the practice in Germany is a move against dubbed American product, primarily with American representatives in Berlin preparing to make a fight for their

Buenos Aires Plunges on Theatre Outlay; Has Strong U. S. Films

French Diplomacy

Paris, April 2.

The origin of Osso's staff all wearing carnations of a peculiar red, is Osso arriving one morning earlier than usual and finding many of his staff late.

Rather than install a time clock he made arrangements with a florist to have that special brand of carnation brought every morning to the door-keeper who hands one over to every member of the staff on his arrival before a certain hour.

REINS OF TOBIS IN NEW HANDS

Berlin, April 11.

Things are beginning to break in Tobis, with the first drastic change coming in the management of Dr. Ernst Noelle, company's general director. For some months there has been talk of much changing and re-financing.

Dr. Noelle will remain on the board, though shorn of chief authority. Hans Henkel, formerly head of the successful Tobis French company in Epinal, near Paris, takes over his duties.

Change is due to pressure brought to bear by the Dutch banking group under the leadership of the Van Tieghoven bankers.

Program of Tobis' future activities is promised for publication here within a few weeks.

New move will probably mean considerable realignment all the way along, with the American company undoubtedly to be affected.

Henkel's French Tobis company recently took the Rene Clair picture "A Nous La Liberte" away from the New York Tobis company and turned it over to Capt. Harold Ault as distributor for handling in New York.

Noelle was planning a trip to New York within the next month to look things over. That is now probably off.

From France For Metro.

Rene Guetta, French writer, arrived in New York on the Ile de France Wednesday (8), and left the same day for Hollywood. He'll join the Metro writing staff, with contract not stipulated whether for syncs or domestics.

Buenos Aires, March 25.

While Argentina is not yet out of the red things here are looking up. More optimism than seen for a year, with most managers of picture houses confident that business is on the mend. There are more theatres and better, and public seems willing to pay better rates for its entertainment, providing it his popular tastes. Due to probable failure of Grand Opera season owing to exchange difficulties there should be more money for pictures, nor do announcements of legitimate season induce belief that the theatres will prove much competition.

At Casino, lone vaudeville, Dante, American Mystery Man, here for second or third time, put in big.

Picture season has opened here with "Smiling Lieutenant" at Cine Sulpacha, "A Free Soul" at the Palace, "Street Scene" at Capitol, "Anabelle's Affairs" same hall prior to that and also day and date Paris and Petit Splendid, "Waterloo Bridge" at Astral, "East of Borneo" (Continued on page 53)

ONLY DUBBED PRODUCT FOR METRO, SAYS LOEW

After a six-week survey of Europe, Arthur Loew says Metro-Goldwyn-Mayer is more firmly convinced than ever that production abroad is not necessary. American companies in order to retain the foreign markets. Dubbed pictures, he feels, are now acceptable to European audiences and will eventually win over politicians abroad who are fighting them.

For the British market Loew completed a deal with British International for six quota pictures. An option is attached for more pictures if the first half dozen click.

Metro will be concerned with BIP in the making of the sextet, Loew says. For the three quota films there, BIP is making for Metro some American talent and technical assistance was informally supplied. Haklin has completed two of the trio, and will carry through for the third despite poor grosses turned in by the first of the series.

Adjust Radio Staff

Paris, April 11.
Bo' Dowling, Radio foreign chief, is here with J. J. Kennedy revising Radio's distribution staff. From London he went to Reginald Smith.

J. J. Kennedy is the former Pathe representative in London, currently charged with liquidating the Producers' Distributing Corp. (Pathe), which was sold to Reginald Smith. His touring Europe with Dowling may mean that he will add Captain Harold Ault's duties to his own. Aulten released a couple of months ago as European agent for Radio and has not yet been replaced.

Art Honors for Nadja

Paris, April 11.
Walter Wanger's sister Beatrice, professionally known as Nadja, has been awarded the Palm Academique here. It's a government decoration about on a par with the Legion of Honor.

Citation says Miss Wanger is being honored for her services in the interest of art.

SILVERSTONE ILL

Murray Silverstone, London chief of United Artists, is confined in his hotel in New York with the grippe. When better he will go to Hollywood for a week to look over UA pictures in production and have a business talk with Joe Schenck.

SPRING IN PARIS

Paris, April 11.
Sun shining here.
Outings to the country tempting and doing theatres in the city no good.

A Plain Statement of FACT Ruth Chatterton in "The Rich Are Always

Ruth Chatterton's newest picture, "The Rich Are Always With Us," is ready for release. It is her first picture for Warner Bros.

That means a lot to us, and here are some facts that should mean a lot to YOU:

Miss Chatterton became a Warner Bros. star at the height of her career. She has come to us with an understanding whose terms assure her

of full scope for the display of the talents and the personality that have made her so great a star, especially in her appeal to women.

It is the first time she has had such scope.

She has found, in her alliance with Warner Bros., *understanding, business acuteness and whole-hearted co-operation.* For these reasons she has found happiness and contentment in her

with Bette Davis, George Brent, John Miljan
Directed by Alfred E. Green

regarding

With Us."

work at the Warner Bros. studios, and the first result, "The Rich Are Always With Us," we honestly believe presents her in the greatest role that she has ever portrayed on the screen.

IT IS GREAT ACTING FROM A CONTENTED ACTRESS.

You owe it to your patrons to play "The Rich Are Always With Us" at your theatre, *and you owe it to your theatre to obtain for it the distinc-*

tion and prestige that the star and the picture will bring.

Drama, romance, humor, pathos—"The Rich Are Always With Us" has them all. Above all, it has Ruth Chatterton *in a role that is at last worthy of her ability, beauty and charm.*

Think it over—but don't think too long!



A FIRST NATIONAL PICTURE
VICTROLA, INC., DISTRIBUTORS

Miniature Reviews

RKO-Pathé

Radio

The title is bad judgment, suggesting a scenic and carrying no inference of a gay comedy two-reeler.

Rush.

The complications resulting from Miss Colbert's endeavors to impress Robert Strange, the aloof theatrical impresario, and her subsequent meeting with the cave-man from the South American pampas lead into a kidnapping by the latter and the encounter with Boney (Erwin), who escaped nut.

Despite the sundry attitudes and ultra-modernity, such as the automobile, which is the conveyance for the kidnapping, the home-recording phonograph outfit which was the element of pique, etc., it's still a stilted, rather outmoded theme. Social buds who are tired of it all and

non ball right into his bread basket.

Got continuous laughs here and stood out as the comedy highlight of the program. *Rush.*

Tough to Be Famous
First National production and release.
Features Douglas Fairbanks, Jr. with
Mary Boland and Hootie Johnson.

drives him, willingly, into marriage with his childhood sweetheart but also almost breaks up his home.

Sidelights and insight on the status for anyone whom the nation placed in the "estrane" as the basis of the amusement industry is provided by director, A. E. Green, has seen it all to slip through a couple of sardonic touches with none so ribald, or funny, as one of those patriotic ditties of the minute turned out by Tin Pan Alley composers, here called "Scotty Boy" and delivered in the proverbial red fire manner by Clarence Brown. Clarence Brown remembers as a music composer, a juvenile. The song is just an boy's

real story and ample action

French operetta. Too Frenchy for consumption by anyone but dyed-in-the-wool Frenchmen. But they ought to go for it strong.

Leads to the big New York reception for the ticker tape parade and allows for Walter Catlett's entrance as the publicity rep of a company which wants the hero's name on its board. That Scott

'It's Tough to Be Famous' (F. N. celebrity racket which will be best he's ill at ease in the self-conscious Douglas Fairbanks, Jr.'s femme d'

makes good program matter and
good entertainment

erate and homely dialog among cops and highbrow crooks. It may not attract the flaps, but it will thrill mothers and the latter bring kids. That means matinee biz. That's the

The situations from the opening shot, showing the outside of a precinct station, to the cafe raid scenes, recall legit stage settings and the way the action moves lead to infer the superior method of producing talkers in that way. Probably

An unimaginative travesty on the appreciated by big town girls. Though 'sexy' scenes, picture will increase

wicked in where they mean least

Stella.....	Glenda Farre
Simpkins.....	Tully Mayhwa
Carrington.....	Mitchell Harri
Afner.....	Hans von Twardowsk
Mildred Strong.....	Mary Jane Graham
Robby Strong.....	Buster Phelps

side workings of a sensational yellow rag (which in novel form it really did) the picture never conveys a sense of reality. Its people and its incidents have a phoney atmosphere that robs its original savage actuality of sting.

transcribed novel. It tries to pack too much into the footage, never progresses naturally, but instead goes into hectic jumpings around to cover the ground without linking up the evolution of the story into

**R-K-O
RADIO
PICTURE**
DAVID O. SELBY
PRODUCED BY

EXPLOITATION

By Epes W. Sargent

All Saw Arliss

Macon, Ga. Stunt nearly 20 years old was revived here by Art Barry, of the Capitol and the "Telegraph and News" when the stunt was announced that it felt that everyone should see George Arliss in "The Man Who Played God" and had arranged with the theatre to provide free tickets for all who were financially unable to buy in. Only one day was given for the free showings, and tickets were had only at the newspaper office between noon and 5 p. m. The only requirement was that the applicant should express his inability to pay. The stunt was first worked down in Florida by the late Frank Montgomery, and has been revived at intervals ever since. Payoff was a front page box in the paper for several days lauding the picture.

Eggs Were Passes

Akron, Ohio. Dick Wright, of the Strand, adapted the campaign for "All the Doctor" to all kids who brought two fresh eggs to the Sat. a. m. show. No time to candle the product and some of them were a bit strong in flavor, while one or two weepers came out of their tickets, a fact self-evident from the appearance of their cheeks, but they got the job done. The help to make better reading in the "Beacon-Journal," which was in on the stunt. Her fruit was given the Eagles club, local organization feeding the hungry, and egg sandwiches were served Saturday. The Strand dispensary. Netted Wright four stories, three of them with cuts.

Ape's Air Spiler

Troy, N. Y. Captain Volney Phifer, who is touring the country with one of the animals used in M. M. "Tarzan" as a allyhoof for that picture, is broadcasting over local stations where newspapers running contests with question with film, have radio tie-ups. Gives a talk or interview on the training of animals, etc. Exhibitors will find that Capt. Phifer and the ape are good newspaper copy; ditto for the radio. The ape also should be able to deliver a good talk on animals before groups of school children.

1,100 Cops Crash

Milwaukee, Wis. Manager Russell Leddy of the Wisconsin of the local police department to attend the Motor Circus performances of "Disorderly Conduct." A police badge was accepted as a credential in Madison, and the girl friends also included.

Riding It In

Indianapolis, Ind. Harry Renners, of the Hipp, got a seven-day, 24-hour stunt when he effected a tie with the traction company to exploit "Cohen and Kelly's" via the new rates for \$1.25 entitle the holder to unlimited riding for one week. Traction company fitted up one of its regular cars with a special equipment in which the driver, two men, known as "Mr. Cohen" and "Mr. Kelly" lived for seven days, while the car made 360 round trips, or a 1,600-mile tour. Seats were removed from the end of the car to provide space for a table which was reinforced by cot. Meals were served en route, while Cohen and Kelly entertained visitors with the Hipp, jazz orchestra, and even gave a party one night.

Gorilla Spanks

Springfield, Mass. Jimmy Skiffington, of the Fox, got more publicity on "Tarzan" than he bargained for. He put a small man dressed as a gorilla in a cage in the lobby. Forgot to add the sign warning people not to feed or annoy the animals. A couple of small boys kidded the gorilla until they got his goat. He got out of the cage, came down the street and was administering a spanking when the boys arrived and gathered the trio in. Newspapers gave it plenty.

Plugging Foreigns

Hartford, Conn. One of the most intensive promotional campaigns ever staged in this city was at the Fox. The Fox now the Hartford Art theatre, to herald foreign films. Every German and other foreign speaking club in Hartford and surrounding towns was plied with publicity; paper was sent around, around for a radius of 30 miles; high school language clubs were addressed and invited to attend the first showing; newspapers

as far away as Springfield, 27 miles, and New Haven, 37 miles, were used for publicity; telephone calls by the thousands were made daily, the theatres in Hartford and altered, tie-ups were made for window displays with foreign language book stores while radio was used to broadcast Straus waltzes and other melodies. These were but a few of the many stunts used to create interest under the direction of Frank Morin, manager.

Grew a Sign

New Orleans, La. For "Scarface," at the State, a 10x 50 banner was put across the front of the house with the frame adjusted to take a section of two letters at a time. These were added daily until the title was completed the day before opening. Two weeks in advance 24 sheets were placed on the side of the building and a 16x16 flag was added later.

The front was masked in with brilliant red compound with lettering, and in the lobby was a display of sawed off shotguns and other weapons.

Dept. Store Tieup

Hartford, Conn. The first tie-up with Hartford's largest department store employing more than 1,000 resulted in a packed Monday house for the Fox-Capitol. Fred Thomas, manager, issued invitations to the employees of the store and admitted them at about half price. In most cases others came in. The front entered at the regular admission. The book-look-alike merchants about town offering prizes has resulted in fair business most every Monday.

Biggest Pass

Waterloo, Ia. The biggest pass known was handed out here by Harry Herman, Paramount manager, to Mayor M. J. Morgan. It was for "One Hour With You," to a special public show. Pass was exploited with plenty of news, including a three-column cut in the "Herald-Examiner" and was an election away to the mayor who topped the ticket in the race for the office.

Plugging 'Polly'

Albany, N. Y. For "Polly of the Circus," Roxie La Rose and Irene, Atlantic City summer features, did aerial work four times each day hook-up with the State theatre, sending box office receipts high for Jack Maloy, Wilmer Vincent manager here, during the past week. At every performance traffic was tied up during the outdoor display. The girls went through with their schedule despite rain, snow, and freezing temperatures on several days.

Free Elephants

Akron, Ohio. Bertie Austgen, of Loew's, staged a parade with three elephants. All it cost was eight passes and a promise to tell the theatre to give the office of the corporation of the stranded vehicle. Act was laying off and Austgen persuaded that it might help if they got into the parade.

'Prosperity Money'

Hamilton, O. The Paramount stimulated city-wide interest and patronage by staging an "Auction Night" at which radios, kodaks and other articles were sold by the lot. Merchandise were auctioned off to the highest bidders, who paid for the purchase with "prosperity money." Certificates were given with each purchase at stores of the participating merchants and also at the box office with each admission. The event was heavily publicized. Practically no cost to the theatre, as the merchants tied in to be paid in return for the advertising delivered.

Saved a Dummy

Sunbury, Pa. J. M. Blanchard of the Strand got the firm company to help in his exploitation of "The Girl in the Sack." A smoke pot was placed in a third-story window of the theatre, and when it got well along in return for the advertising delivered. With a shortage of features for double billing, Loew's released some of the early sound pictures. First used was "Flight," a 1929 release. Idea going over so big at the house that Loew's released the Easttown, that same thing is being used at all third run Public houses and also by many indies.

The Mayor Helps

Albany, N. Y. The Strand to advertise the "Crowd Rouser" required the help of the mayor and police department. House advertised for several days that the theatre was to stage a "Judy" for automobile sweepstakes for children with the motive power the theatre's eight. Eight children, the oldest eight, entered the contest Friday, the race starting at State and Pearl streets, the busiest corner in the city, after the police led by the chief, cleared the main street, North Pearl, for several blocks to the front of the Strand. Mayor Thatcher started the youngsters off. Thousands witnessed the race. All contestants were given plenty of passes to the Strand.

M. D. Plug O. K.

Wilmington, Del. Loew's scored on a stunt for "Arrowsmith." Made repeated announcements in all papers requesting doctors attending the show to leave their names at a box office for hurry calls to be flashed on the screen. While this is old, its emphasis on the importance of saving its medico interest obviated any hostility of the doctors to the play. The delighted general interest. Created the impression that all the doctors in the town were seeing the show.

Five Banner Acres

Hollywood, Calif. Most solid effect in street banners yet seen around here are the five glider arches thrown across the street in WB's Hollywood theatre block for "It's Tough to Be Famous." Each span carried a line of 10 portraits, faces of national celebs being interspersed with members of the Frankenstein cast. The wood with cantilever bracing and an intricate system of suspension lines holds them steady. Stunt is Harry Mazer's idea.

Laid an Egg

Astoria, Ore. "Fidlar Hart" of the Lyric, laid his regular stunt for Easter. This is a rooster in a cage in the lobby. This is the usual gag of holding the hen and the passerby so he would not know what the rooster was crowing about was switched. The hen occupied the cage with the rooster. She laid an egg daily, which was given the first child to buy a ticket. Fourth Easter Hart has used the stunt here and he did it in the east before that. Always seems to click.

Keyhole

Houston, Tex. Eddie Collins used a novelty here for "Laid an Egg With You." He called the midnight preview a peek-a-boo preview and used a small four-page folder with a keyhole cut in page one. Through the keyhole he seen what appeared to be part of a nude figure. Opened up, the cut of a girl was seen, apparently

Keyhole

Syracuse, N. Y. Leo Rosen, manager of Warner's Strand here, to Jamestown where he will function as city manager. He will be succeeded here by Perry Spencer.

Harlan, Ia.

P. B. Brown, Dr. Herman Boeken and T. H. Potter new directors for the Harlan Theatre Co.

Pine Bluff, Ark.

The A-Amus-U theatre, Fordyce's only theatre, was destroyed by fire last night. The loss was estimated at \$5,000. It will be rebuilt at once.

Yonkers, N. Y.

John P. Kearna, named manager of Proctor's here, to succeed G. A. Roberts, resigned. Roberts comes from Proctor's, Mt. Vernon.

Marshalltown, Ia.

Bonnie Tibornburg is to operate the new theatre here, the name of the Marshalltown; and the Sun, State Centre, Ia.

Detroit.

With a shortage of features for double billing, Loew's released some of the early sound pictures. First used was "Flight," a 1929 release. Idea going over so big at the house that Loew's released the Easttown, that same thing is being used at all third run Public houses and also by many indies.

San Francisco.

Charlie Carroll has taken over the American, Oakland, from Fox-W.

Jeannette MacDonald going to bed but in her nightgown. Made a strong hit with the class of patrons most likely to sit up that late and brought an extra big gate for the movie show at the Metro. Roy Aker, mgr. publicity, and Ralph Aylor, mgr. credited with assistants.

'Freaks' Rally

Cincinnati, Ohio. 'Freaks' exploited with sidewalk trimmings and jamming 'em at the U. S.

The catchline in the poster advertising has been changed from "Can a grown-up woman truly love a nidget?" to "Do the Siamese Twins Make Love?" A gaudy painted 24-ton truck is ballyhooing the streets. Banners are posted at intervals. Adverts printed on one-shots. Ideas were originated by 'Doc Fritz Witte, ex-German newspaperman and manager of the U. S. In ads in the dailies the featured line is "A landmark in screen daring."

Plenty of Opening

Bridgeport, N. J. Criticism theatre, never decorated, opened with a big noise March 24. Gave a reception the previous evening. When about 1,000 invited guests looked the house over. The following day the local paper gave a column story with two-column head on the front page and several stories in a special section, which also carried about two dozen ads of local merchants. The paper wishes to Louis Linker, the mgr. Metro was the only film distributor to take a special advertisement, but all told about three pages of ads referred to the opening, and many knew the house was lighted again.

Beans for 'Beans'

New York, N. Y. Harlem Opera House, used the envelope candy later, but more patently than usual, since the enclosures were jelly beans to advertise the appearance of "Jelly Bean Johnson." The envelope invited the recipient to have a jelly bean on "Jelly Bean Johnson," and a small type line at the bottom told that Woolworth's had contributed the beans.

Not Mailable

Los Angeles, Calif. United Artists made a drive on the "fraternities and sororities on The Greeks Had Word for Them" with postcards addressed to each member and reading "The Greeks Had Word for Them" and "put it on a postcard." Might be poison for general use, but it caught the brothers and sisters. Columbia Distributing Co., an installment clothing house, contributed 20,000 circulars hooked to the picture. The release getting one and Joan Blondell getting more than half the reverse, which also carried the clothing ad.

Voice Contest

Albany, N. Y. The "Times-Union" is sponsoring a voice contest for the members of the smaller communities within a radius of 50 miles outside of Albany. The stunt is both for circulation and promotion for theatres. Considerable publicity is given each house in the respective towns. Response has been keen.

In each town the theatre management selects the best singer in its community, with the district winners to be brought to Albany to appear at the RKO Palace theatre the end of this month for the final try-out. Winner will be declared the Voice of the Albany Area. Cups awarded the winner of the finals; also to each district winner.

Pro and Con

Efforts of theatre managers to lay off some of their newspaper advertising costs to merchant tie-ups is meeting with opposition from some newspapers and welcomed by others. The latter are adding a few lines in which all merchants do extra advertising to tie in to a picture, but the advertising practices of persuading merchants to add a few lines to their regular space for the theatre. Applies particularly to music, phonograph and radio stores, but other classes can be rung in on certain titles. Some ad managers charge theatre rate, generally higher than the commercial rate, on the argument that advertising lessens the space taken by the commercial space. The opposite ground that the theatre would cut anyway and the addition to the commercial space would be much velvet. In many cities where the holdout is for the higher rate, the argument is reaching an acute stage.

Jeannette MacDonald Stunt

Montgomery, Ala. Every woman, girl or child in this city having as their first name "Jeannette" were awarded free tickets to the opening of "Jeannette MacDonald with You." Hook-up was made by Manager Kennedy and the Montgomery Foundation, the newspaper giving lots of publicity to the picture.

Titles for Stills

Hooking up with the Milwaukee Leader, the Warner publicity department ran a picture titling contest. 16 pairs of stills called tickets daily as prizes. Pictures used for stunt were scenes from "The Commercial Appeal" which was given. The contest was of opening. Stories about James Cagney and Joan Blondell were used following the contest announcements.

Cashing In

Pictures of the Lindbergh kidnapping in the papers made good business for most theatres, especially when the actual pictures of the boys were shown. Most managers stopped there.

One hustler, however, took the idea further. He effected a tie-up with the State of Indiana and the local store selling 16 mm. film. He stressed the fact that the pictures of the boys were enlarged from a 16 mm. shot and suggested that every parent having a picture of the children. He offered to send a young man who would expose a 100-foot length if the parents bought the film from the store in the hook-up. The store repeated the advertising in the newspapers. Store sold 38 reels of film. The theatre got some extra business. The cameraman suggested by offering to bring his projector around and run the reel off in the baby's home. The store cost the theatre nothing but the thinking.

Newsreel Plug

In ads for Metrophone News, Hearst put the names of the names of theatres in cities and towns within a 100-200 mile radius that showed the picture.

Houses in nearby towns are carried in heavy type at the top and theatres in smaller towns are enumerated below.

Repeat Covers

Most the covers, supplied generally to taxi drivers, are painted in black ink on a white background. Then the cover goes state or mm. in favor of a new one. The old one can be repainted and used again, but this is more or less of a nuisance. The covers of the drum type can be sold one. The covers of the drum type are painted in black ink on a white background. Then the cover goes state or mm. in favor of a new one. The old one can be repainted and used again, but this is more or less of a nuisance. The covers of the drum type are painted in black ink on a white background. Then the cover goes state or mm. in favor of a new one. The old one can be repainted and used again, but this is more or less of a nuisance.

**OPENS ON BROADWAY...\$2.TOP
TWO-A-DAY..GAIETY THEATRE**

THURSDAY APR

**"SYMPHONY OF SIX MILLION" IS
NOT JUST SIMPLY BIG. IT ACHIEVES
BIGNESS SIMPLY. ITS GRANDEUR
POURS FROM THE SWELLING VOICE
OF THE PEOPLE—EVERYDAY PEOPLE,
EVEN AS YOU AND I. A STORY OF
HUMAN HEARTS... NOTHING MORE
BUT NOTHING LESS! .. IN IT,—
THE GLAD, THE SAD, THE GOOD AND
THE BAD TO BE FOUND IN THE BEST
AND THE WORST OF US.**



**FANNIE HURST'S
GREAT STORY OF A GREAT CITY**

SYMPHONY OF

IRENE DUNNE

RICARDO CORTEZ

GREGORY RATOFF

NATIONALLY RELEASED STARTING APRIL



SIX MILLION

ANNA APPEL

DIRECTED BY
GREGORY LA CAVA

DAVID O. SELZNICK
PRODUCTION

21st...SET YOUR PLAYDATES NOW!

M-G CONVINCES INDIE EXHIBS

Charges that M-G-M had broken faith with exhibitors by not adhering to an announced sales policy were disproven by Felix Felst, sales head, to the reported satisfaction of a group of representative indie last week. Felst showed the exhibitors, meeting with him in executive session, the company books. These proved that in the majority of its contracts Metro has used its national formula of 25-30-35 percentages with 30% constituting the average for the country.

Instances where Metro had sold exhibitors on other terms were reported by attendees at the session to be in an extreme minority. In most of these cases, it was pointed out, Metro had given easier terms only when boxoffice situations were especially in need of help.

The Metro contract deviation charge dates back to last September when a group of indies were informed of Metro's national policy and booked accordingly. At the MPTO's Washington convention the matter was also introduced on the floor and it was decided that another committee would be named to call Felst on the alleged deviations.

The committee which met with Felst was largely representative of the MPTO of eastern Pennsylvania, southern New Jersey and Delaware, rather than the parent body. The representatives included: Walter Vincent, ex chairman; L. Pizor, Dave Barrist, Jay Emanuel, M. A. Lightman and Ed Levy.

Cavett's Doubling

Hollywood, April 11. Fannie Hurst's story, "Park Avenue," will be made by Columbia as "Vanity Street." Frank Cavett and Ed. B. Roberts, brought west by Walter Wanger, will work on the adaptation, and it is not unlikely that Cavett will pick up the megaphone assignment on the picture.

Hollywood Meanie

Hollywood, April 7. Producer was talking about the great things that will be accomplished when third dimension photography is perfected.

Writer replied that third dimension photography couldn't help one dimension stories.

Girl's Indie Buildup

Hollywood, April 11. First interest of small independents in building up their own name players is indicated in the contracting by I. E. Chadwick of Astrid Alwyn, former Metro contract player. Indie will give the girl a buildup, and use her in three pictures to be released by Monogram. Her initial story is being sought.

Brown's 'Bill Hickok'

Hollywood, April 11. Larry Darnour has bought John Miles' biography of Wild Bill Hickok for John Mack Brown's first western which Darnour will make for Paramount under a releasing contract.

Miles is a press agent at the Radio lot.

ROACH GIVES CONTRACTS

Culver City, April 11. Hal Roach is beginning to hand out contracts preparatory to starting next year's program in May. Dickie Moore, child actor formerly at Warners, was given a term contract for "Our Gang" shorts. Roach must let Dickie go to Paramount for Marlene Dietrich's "Velvet" when Par needs him, because of a previous contract.

George Marshall and Jules White, shorts directors, were also given terms.

COL. HAS CLARK

Hollywood, April 11. Wallace Clark, who played in the Gillette production of "Sherlock Holmes," returns here for a part in "Criminal Court" at Columbia.

Paramount Editorial Makes Heath Liaison

Hollywood, April 11. Placing of A. M. Botsford at head of Paramount's coast editorial board will put Percy Heath, who had been head, in charge of giving out writing assignments. Heath will work with writers on treatment and development of stories and be in contact with associate producers to get their ideas. He will stay with a script until it is turned over to the associate producer for filming.

Makeup of the editorial board is not yet set, but will probably comprise among others all associate producers' assistants. Russell Holman, under Botsford in New York, will be assistant to Heath in Hollywood.

Selection of story material, one of the board's functions, will be concentrated on the coast, with the eastern board out down considerably in size and importance. Botsford had been head in the east. He is now in Hollywood, and will be joined shortly by Holman.

Sundays OK'd

Parkersburg, W. Va., April 11. Legal operation of theatres in this city on Sunday went into effect yesterday (10).

Besides show houses, circuses are permitted to give Sunday performances. The latter right is a boom-crang to the reform element who, in fighting for enforcement of blue laws, injected the circus clause in the ordinance with the hope that it would arouse stronger opposition to open Sundays. Carnivals are not permitted to operate within the city limits.

Metro's Igloo Pic

Los Angeles, April 11. Metro is preparing to make an Eskimo picture in Alaska. It probably will be directed by W. S. Van Dyke.

Scenario to be taken from the book "Eskimo," which carries a story detailing the habits of the Eskimo, much more so than they have been seen in previous pictures of the Far North.

Solitaire

Hollywood, April 11. Discovering that it would take five men to put on a diver's suit, a cheapie producer at the last minute decided to change over his deep sea story. It emerged one day later as a lighthouse story.

—From Variety's Hollywood Bulletin.

Joe Johnson Resigns

Academy Membership

Hollywood, April 11. Joseph Johnson's resignation from the Academy board of directors, where he represented the producers' branch, has been accepted.

Johnson's position as a producer representative became untenable when he failed to obtain Academy intervention in his differences with Fox. He now has a Federal suit pending for the balance of the contract on which he was hired by Cushman and fired by McIntire. Also a suit against Tinker and McIntire for harm to his professional reputation.

Academy viewpoint is that Johnson's withdrawal is natural as he is no longer connected with picture production.

Raison, Keefe-Metro

Milton Raison, legit press agent, and Willard Keefe, playwright and newspaperman, left Sunday (10) to start on three months' writing contracts for Metro.

Raison was handling "Warrior's Husband," legit, before he left, while Keefe was city editor of the "Morning Telegraph."

ABDULLAH WAITS

Achmed Abdullah's writing contract with Radio is awaiting confirmation from the Coast. Set through William Morris.

Same agency was also arranged for S. J. Perlman to collab on Eddie Cantor's next for Sam Goldwyn. Perlman just finished an original for Edna Mae Oliver at Radio.

Goldstone Financing State Right Exchanges For Ambitious Indies

Hollywood, April 11. Aiming for complete national coverage for independent pictures, a group of indie producers are preparing to establish reliable state rights representatives in what is now uncertain territory for releases.

Several of the larger indies, members of the Independent Motion Picture Producers' Assoc., will work individually, each establishing offices on their own. Two have already been opened, one each in Seattle and Portland, by Nat Levine, who took over exchanges already in those towns.

Phil Goldstone, who is financing 32 independents, is aiding in opening state rights offices by encouraging or extending credit to producers with whom he is already associated who want to branch into the distribution field.

Around 40% of the country is uncertain for producers depending on state righting pictures. This weak territory is mostly in the south and middle west. Pacific coast is much improved over several years ago, with the Levine offices in the north and M. H. Hoffman's Los Angeles and San Francisco state rights exchanges.

In the middle west offices will be established in Omaha, Kansas City, Des Moines, St. Louis and Minneapolis. Southern spots will be Dallas, New Orleans, Little Rock and Oklahoma City. Although not set, Levine, Hoffman and a third producer will open the southern offices.

Beahan Moves In at U

Charles Beahan moved in yesterday (Monday) as talent and material head for Universal in the east. Beahan had been signed two weeks ago by Carl Laemmle, Jr., but continued at the American Play Co., until Leland Hayward, the same agency returned from the Coast.

Beahan's U contract is for six months.

A MILLION DOLLARS TO CATCH ONE FISH

ZANE GREY HIMSELF



A picture that will catch a million patrons for your theatre

Opened to smashing business

at world's premier showing at

Cameo Theatre N.Y. on March 31st.

and held over for a second week

The Reviews speak for themselves

N. Y. Times—"... it is a very interesting adventure film."
Daily News—"Folks will get plenty of vicarious thrills out of Mr. Zane Grey's 'South Sea Adventure'."
N. Y. American—"Zane Grey Fishing Talkie Gives Big Thrills of Deep..." "Thoroughly interesting..."
World-Telegram—"It is a thrill worth waiting for."
Evening Graphic—"... real thrills are provided in the way of fishing on a big scale..."
Film Daily—"This adventure film should please and thrill all audiences."
M. P. Daily—"It is gripping throughout its 50 minutes."
Daily Mirror—"... it is an unusually attractive and interesting adventure film..."
Evening Post—"Both from a pictorial and dramatic standpoint, 'South Sea Adventure' is eminently worth seeing."

SOUTH SEA ADVENTURE

HOOK A BIG BOX OFFICE ATTRACTION
PRINCIPAL DISTRIBUTING CORPORATION

Longoria 3-3669 Sol Lesser, President 11 W. 42nd St. N. Y. C.

**NO OTHER PICTURE CAN EQUAL ITS BRILLIANT RECORD!
AS A MAKER OF STARS AND AS A MIGHTY BOX OFFICE HIT!**

"THE MIRACLE MAN"

The most vital and the most powerful emotional story the screen has ever known. Pulsing anew with life! Thundering its mighty message of big money business. Another real entertainment special from Paramount.

**SYLVIA
SIDNEY**

in the role that made Betty Compson world famous.

**CHESTER
MORRIS**

as the boss crook. The part that lifted Thomas Meighan to stardom.

IRVING PICHEL

in another master role as the man who "cursed God"!

.. JOHN WRAY..

as "The Frog"! Lon Chaney's famous role.

HOBART BOSWORTH

as "The Patriarch"

**ROBERT . . . NED
COOGAN SPARKS
BORIS KARLOFF . LLOYD HUGHES**

Directed by Norman McLeod. Adapted by Waldemar Young. From the story by Frank L. Packard and Robert H. Davis and . . . the play by George M. Cohan. . . .

Paramount,

Publix's Revised Labor Schedules Will Save Over \$100,000 Per Year

Publix is taking the lead in measures designed to cut down union labor overhead, with that chain alone, on basis of cuts quietly instituted so far, figuring to save an estimated \$100,000 or more on the year. In one division alone, the saving is calculated to be \$21,000 between now and Sept. 1, 1933.

This is the Harry Katz territory, embracing Indiana, Illinois and a small portion of western Ohio. Compared to other Publix divisions, it is comparatively small in both area and theatres, but it's the first to be almost completely on cuts, with only Wood River, Ill., Alton, Ill., and Bloomington, Ind., still negotiating.

Mog of the other Publix divisions have only been partially save on reductions, while others have not started the offensive against operators and stagehands as yet. In a very few cases chops are being obtained from these managers.

In the majority of instances, Publix is getting unions to take a slice, in many cases big, through automatic extension of contracts to Sept. 1, 1933.

The Mill Field de luxe division west to Denver, and the Dave Chalkin New England divisions, also have made numerous settlements. Publix chain is in control in union matters of permitting the local operators to negotiate in their situations with stagehands and operators. If failing, the home office, through William P. Caravan and Harry Sherman, labor execs, take charge.

Divisions as yet not coming through are M. M. Mullin's mid-west and northwestern territory, except for Des Moines, where a 5% cut by both unions has been effected, and George Walsh's Pennsylvania division. Walsh reports that the Comerford territory has the most reasonable scales now on all division.

San Antonio, April 11. Harry Sherman, Publix labor executive from New York, accompanied by Lew Krouse, assistant president of I.A.T.S.E., are scheduled to arrive in San Antonio tomorrow (Tuesday) to confer with stage hands who are holding out on a strike recently declared. Sherman's trip was postponed due to illness.

Several weeks ago the stage hands signed a contract reducing scale from \$70 to \$55, but later repudiated it, asking the I.A. to call out operators. Proposing S. A. stage men now is that they will respect that contract if guarantee is made that an indie house, Empire, will use a maintenance man.

Currently not a single stage hand is employed in San Antonio theatres. Booth men recently cut from \$32.50 to \$25.

Carmel Myers Demands \$6,000 from Defunct Co.

Suit to collect \$6,000, on an alleged picture contract of \$1,500 weekly to star in two films which never materialized, has been brought against Samuel S. Gotham Productions Inc. by Carmel Myers in the N. Y. Supreme Court.

The pictures in which Miss Myers was to star were "The Modern Savage" and "The Girl from Argentina". The alleged contract was entered into around March, 1928, but claimed to have never been fulfilled as Gotham went out of business.

Sax presently is head of the Warner shorts production at the WB Brooklyn studios. Miss Myers is represented by Julius Kandler.

P. A.'s Crack Chit 'Trib'

Chicago, April 11. Local p. a.'s are finally organized up the Chicago Tribune readers and a p. a. copy after the morning daily had consistently kept its picture section clear of all press agents. Only pictures were left besides the regular ads were the reviews by Mae Tinee and the Hollywood chatter. Might also count the time table, listing the starting time of the feature film in the top corner.

Led by Bill Fine, of Public-B & K, the press boys have convinced the paper that it had been denying them of interest to the regular picture fans.

STENCH BOMBS

Epidemic Breaks Out Suddenly in Milwaukee

Milwaukee, Apr. 11. Local stench bombs suddenly burst into action again in two neighborhoods. The first bomb was found in the National on the south side, while the second was discovered in the center aisle of the Milwaukee before an explosion had taken place.

The Capitol in West Allis was given a dose over the week-end, as was the Paradise. The Capitol had union help up to the Friday before the bombing, but all the other houses are thoroughly unionized.

Miami, April 11. Three neighborhood theatres were bombed in what is believed another labor jab which has involved Miami theatres for more than two years. Total damage to the theatres was under \$250 though in each instance the bomb was exploded near the sound mechanism.

The first bomb blew an 18-inch hole in the wall of the Coral Gables theatre which house was recently leased and opened by V. C. Seaver. A few moments later the owner, in the center of Miami's residential district, was blasted. Broken glass fell around a child sleeping in a nearby apartment but the youngster was uninjured.

CHI EXHIBITS UNEXCITED OVER FOX POSTER RULE

Chicago, April 11. Midwest exhibitors are doing some talking, but taking no action, on the new poster ruling sent out last week nationally by the Fox exchanges. Letter from the Fox offices to the exhibitors insisted that the posters must be returned to the exchange and that the exhibitor, the exchange taking this stand on the clause in the contract which states that the posters are merely 'leased' to the exhibitor. So far, the exhibitors have done no returning of the posters locally. They figure they've never done such things before, and don't figure to start now.

Several exhibitors feeling that the exchange has gotten technical in its interpretation of the contract, are getting technical themselves, and are letting the first place. Some want the poster it must come out to the theatre and get them, since there's nothing in the contract about the return of the papers. Others are trying to blow a month's exchange for \$10 a month service charge for rewrapping and delivery fees before they'll return the sheets.

Still Re-renting From these indications it looks like the Fox office, at least in this town, is going to have a tough time getting those posters back and to halt the practice of re-renting posters by the exhibitors, which practice was the real reason for the Fox poster letter in the first place. This town has always been full of the re-renting gag by the indie exhibitors, the theatres selling the used posters to the second-hand picture supply companies, who sent them out to the smaller houses.

So far none of the exhibitors have made any move to return these posters, and are waiting for Fox to make the next move. Some believe that Fox may even take some exhibit to the courts in order to make a test case of the matter.

Universals last year tried to stop this reselling epidemic by going so far as to offer the exhibitor a healthy bonus for the return of the posters, the rebate figuring as high as one-half of the original charge. But it didn't work, and the Universal exchange here which started the idea, quit the experiment after about six weeks.

MAYBE AN AUCTION

Easton, Pa., April 11. Frank W. Sandt, trustee in bankruptcy for Theatre Realty Co., has advertised that he will apply for an order to sell the theatre at North Third and Spring Garden streets. A hearing of the creditors will be held April 13, and if not opposed items of interest to the regular picture fans.

Undecided

Springfield, Mass., April 11. Publix appears to be waging a policy-change marathon in its two theatres here. Since the start of this season the Broadway has had vaudeville, double features alone, and two shows with films. Beginning Sunday (10) a still different program was adopted, consisting of vaude and double features.

The Paramount has had single features, double features and vaudeville, the latter lasting a month only. This week the house has 'Harlem Hot Shots' on the stage and also a feature film.

Only stage opposition is Fox-Poll with Fanchon & Marco shows, but notices are up in connection with Harry Arthur acquiring the circuit.

Skouras' Refusal to Cut Previews Kills L. A. Pact on Duals

Los Angeles, April 11. Agreement between Los Angeles exhibitors to discontinue double billing is up in the air with the Skouras Brothers refusing to confine previews to picture houses charging an admission of 50c or over.

Agreement was ready for official okay by the exhibitor body last week all of whom had agreed to discontinue double billing as soon as their existing contracts had expired. At that time, the matter of previews was taken up and it was understood that the Skouras agreed to show previews only at neighborhood houses charging the four-bit or over admission.

Skouras later wanted the agreement changed so that several 50c houses could preview features. Other exhibitors claim that the previewing is only another name for double billing when the initial showings are given in the cheaper houses.

Fox-West Coast has long used the previews to build up sick houses. Skouras has resulted in several switches and a few outers. Under the realignment so far ordered by Mayer, economy is realized in that some of the contract men at the home office are doubling up on territories.

Given notice, effective Saturday (16), are J. C. Furman, advertising contact for Dave J. Chalkin and the Public-Sixes as set up, Fred Keeler, trade paper publicist and cost control worker; and Don Hoobler, Indiana-Illinois contact for Harry Katz, on an indefinite leave of absence. Hoobler has been ill.

George Brown, contact for the Comerford division, will take over Furman's New Jersey territory, while George Plank, southeastern contact rep, will add to his division the Public-Sixes as set up, Rodney Bush, in addition to his general assistant duties at the h. o., will assume Hoobler's Indiana-Illinois territory.

Long and Irving Waterstreet got out of the h. o. to assume territories in the field on advertising and publicity. Long, going to Duluth on F&R theatres, formerly with the Ringling and Richmond Dorman, who now will handle all of the Down East territory. Waterstreet goes into the midwest with headquarters at Omaha.

After the move to a field post may join the operating department, in which he has had experience.

Third Robbery in '32 For the third time this year, the 724 St. Playhouse, New York, had its safe blasted last week, losing about \$300. The thieves forced an entrance through the roof.

MISSING MGR. REPORTS Anamosa, Ia., April 11. Charles Niles, a manager and part owner of the Niles theatre, was reported safe in Detroit after having disappeared the same night (April 3) as \$300 in receipts.

After the missing of the police was that he had been waylaid after leaving the theatre by two armed men who forced him to drive them to Detroit, where, after relieving him of the money, they turned him loose in his car with money enough to get home.

Radio Testing Don Wood RKO-Radio is testing Donald Wood, stock player, in the company at the Riviera, New York.

Spielers, Free Acts, Pitchmen Turning L. A. Theatre Lobbies Into Circus for Stray Coins

'Outlaw' Union Enjoined From Picketing in Minn.

Minneapolis, April 11. A temporary restraining order issued by the district court here forbids members of the Independent Motion Picture Operators, Inc. from picketing the Niles and Lake theatres, local neighborhood houses. Louis H. Kopman, owner of the Niles, seeks to collect \$500 damages from the Independent organization, which is a union minus A. F. of L. affiliation. In the court actions, Burt Carlisle, vice-president and business manager, and William Gage are named defendants.

Both theatres employ operators belonging to the Motion Picture Operators' Union, Local 219, which is recognized by the Minnesota State Federation of Labor and the American Federation of Labor. The owners claim their theatres are being picketed by the Independents in retaliation for picketing of the Falls theatre, another neighborhood house here, because the latter employs a member of the Independent group.

According to Kopman's complaint, Carlisle came to him March 21, 1932, and told him if he would employ an Independent operator and if Local 219 then picketed Kopman's theatre, he, Carlisle, would see that two additional theatres employing Local 219 operators also would be picketed. Kopman also alleges the defendants acted in intimidation of his patrons and, thus, damaging his business.

NEW PUB. PUB-ADV. SWITCHES AND OUTS

Reorganization of the Public advertising-publicity department under Harry Meyer has resulted in several switches and a few outers. Under the realignment so far ordered by Mayer, economy is realized in that some of the contract men at the home office are doubling up on territories.

Given notice, effective Saturday (16), are J. C. Furman, advertising contact for Dave J. Chalkin and the Public-Sixes as set up, Fred Keeler, trade paper publicist and cost control worker; and Don Hoobler, Indiana-Illinois contact for Harry Katz, on an indefinite leave of absence. Hoobler has been ill.

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Radio Testing Don Wood RKO-Radio is testing Donald Wood, stock player, in the company at the Riviera, New York.

Los Angeles, April 11.

Already sporting barkers, downtown de luxe and grind houses are cluttering up their lobbies with free acts and commercial displays in an attempt to gather a few more admissions.

For the past six months all houses have been working the barkers overtime. Now, punch and Judy shows, chain salons, magicians, rapid calculators and automobile displays have been added, with the barkers and the free acts and salesmen competing to out yell each other.

RKO in addition to its announcer has a new Plymouth auto stuck in the entrance. Opposite the car is a mentalist who tells all or only part. Warner's downtown had a Judy show in its 2nd lobby. Gage has a tough time working between two lobby frames that take up about all the available space.

Recently the Orpheum had a mug sleeping in a block of ice in the lobby. Guy picked a nice time to do the frigid slumbering as it was the middle of the afternoon.

Other houses, mostly the grinders, are leasing their lobby space to trick merchants selling jewelry and other gee-gaws. Most of them are gradually getting into the high hat for a short spell. Theaters wise to the ways of the itinerant merchants are charging a straight rental for the space. One tried a percentage arrangement recently to find that most of the customers who patronized the stand were rated as shills when the pay-off came.

Way the theatres are piling up the gains and acts in their lobbies most of the fronts are beginning to look like bargain basements.

B&K's Loop Price Cut May Be Oriental's Balcony

Chicago, April 11. B. & K. is seriously considering following up its cheaper balcony seat plan, which has worked out well at such neighborhood houses as the Regal and Belmont. B. & K. has discovered that it pulls people into the balcony who haven't been around to the theatre in a long while, and the rate downstairs sale is hurt hardly at all.

Most of moment is the discussion concerning the clip of the balcony rates at the loop de luxe Oriental. B. & K. has been cutting balcony out prices generally, since it has discovered by experiments that wholesale reduction of admission tariff in no case has boosted the gross above former averages. But the idea is that the twin scale, charging the regular present prices for the downstairs pews and cutting the upstairs rate won't bring about this reaction. Balcony at the Oriental particularly has been a wide open space during most of the evenings these past weeks. B. & K. feels that any coin that can be enticed into the upper reaches is just that much money to the good. Present scale for the house is 75c at weekday evenings, and 85c for the holiday nights. Plan is to slice 35c off the admission for the balcony trade.

Basis of the belief that a sliced admission rate, at least for a portion of the house, would be desirable is the fact that the house managers get a lot of extra business when the prices are down to 35c and 50c, but starves in the night. This is based on the acknowledgment that the Oriental is strictly the house for the poorer classes in the loop, the flappers, the shopgirls and the poorer female element. For this crowd it's believed that the two-bit slice would be the enticement for the evening business.

This is the only house in the loop which B. & K. figures a cut might go. The Chicago is set to stick at the present rates, as are the three run houses—United Artists, McKersies, and Roosevelt.

WHAM!

BARBARA STANWYCK in "SHOPWORN" A SENSATION—SOCKING DEPRESSION FOR LOOP ALL OVER THE COUNTRY!

NEW YORK—Paramount—"Shopworn", house trotting toward \$60,000—*Variety*
BROOKLYN—Paramount—"Shopworn" will finish to a fine \$55,000. —*Variety*
CHICAGO—Chicago Theatre—Heavy business at \$45,900 despite Holy Week. Previous picture \$30,800. —*Variety*

INDIANAPOLIS—"Shopworn" tops Indianapolis with \$25,000 at Indiana Theatre. —*Variety*

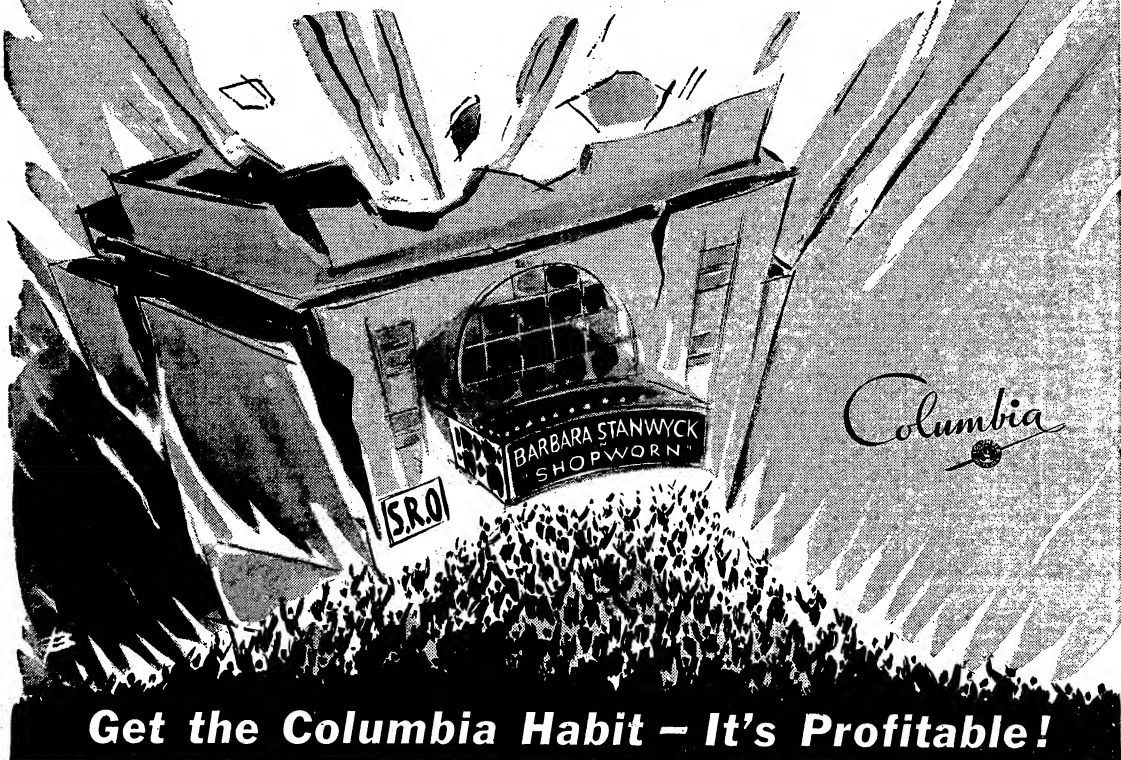
BALTIMORE—Keith's—Big Money, \$20,000. Previous picture \$12,000—*Variety*

BUFFALO—Lafayette Theatre—Record Sunday draw and approached an all-time draw, more than doubling par. Gross \$19,400—(Average, \$8,500.)—*M. P. Daily*

PITTSBURGH—Warner—"Shopworn" Barbara Stanwyck coming along as B. O. figure. Should muster better than \$9,000; above recent average; previous picture \$7,000. —*Variety*

DES MOINES—Paramount—"Shopworn" took \$1,000 over average for four days with \$7,000. —*M. P. Daily*

SOME BUSINESS!



Get the Columbia Habit — It's Profitable!

Block Booking Legal

(Continued from page 4)
competition. They quote the decision in this respect:

"The method of negotiation which has been condemned by the Commission, does not disclose a dangerous tendency unlawfully to hinder competition, nor does it create a monopoly."

Another leading paragraph in the decision, setting aside old indie complaints and chilling their such appeals to the Government, is pointed out in this reading:

"The respondent has lawfully exercised its right to sell its product to the best advantage and in such quantities and to such persons as it chooses. It neither has a monopoly and, apparently, not the ability to acquire one. The percentage of the pictures produced in the film rentals received have progressively declined during the period covered. The means and methods employed in marketing its lease of films to prospective customers are matters within the business judgment of a private producer of films and carries with it the legal right to bargain and negotiate as the respondent did."

That Chi Decision

At the conclusion of an all-day conference lawyers for the film companies decided in New York that the decision handed down by the Chicago Federal Court is essentially the same as the ruling of the U. S. Circuit Court of Appeals which legalizes block booking.

Premature reports, and what are called 'wrong interpretations,' had picture heads puzzled so that the lawyer confab was immediately sounded.

The story in the daily papers made it appear that the Chicago Federal Court had found just the opposite of what the U. S. Circuit Court of Appeals in Washington had ruled two days before. How a lower court and a higher court could be at such odds was determined by the legal minds when, upon perusing the decision of the Federal District Court in Chicago, they found that:

(1) They could not act in concert or collusively, but they could sell or rent their pictures as they pleased.

(2) If they acted in concert they were forever enjoined from so doing.

The film company lawyers, sensing the hypothetical condition, decided not to interpose a defense, because, as their spokesmen later put it, there was no occasion to fight.

Agreement was to accept the decision at its full value: that they agree to be enjoined any time they act collusively because they are not acting in concert. Therefore the 'no exception.'

The Chicago action was instituted three years ago by the Department of Justice working in conjunction with a group of indie exhibitors.

As matters now stand the Chicago findings, say distributor representatives, place legal approval not only on block booking but also censure zoning and protection.

Chicago, April 11.

Judge Woodward's document neither declared block booking unlawful nor affirmed its legality, according to local interpretation. In other words, it left controversy

where it was at the start of the proceedings.

All that the decree seems to do is to reiterate the principles of the anti-Sherman act, repeat the allegations regarding block booking and other practices charged by the government, and to declare that defendants were hereby restrained from further pursuit of these acts. If and when these practices have been or are proved in violation of the law, now are in the decree does Judge Woodward find for or against block booking or find defendants guilty of performing any acts alleged in petition.

Reported inside angle is that the distributors consented to such decree to avert further heavy expense entailed in fighting the case. Opposition also was willing to call it draw, as long as it had a court decree to show the Senate in the event an investigation demanded what it had been doing recently about anti-trust cases.

Hollywood's Fear

(Continued from page 3)

the hat check girls, the saleswomen, even the housemaids—beautiful girls all; each the belle of her own small town, each faring forth to Hollywood—the goal of beautiful women without confident ambition, each now an example of the heart-break of failure. Whichever way you turn you see tragedy, living stories of frustrated hopes, piteous pictures of souls crushed.

"The extras, waiting, waiting. Actually hungry, many of them, alone in their rooms, forever waiting for a call. And outside, luxury, magnificence, plenty. Their life goes by them—as they're waiting."

The Stars

"Is the star any better off? Does she look her best today? What are those little lines about her eyes—wrinkles? Women know the tragedy of a wrinkle. Will the story protect her; shall some unknown steal the picture; does the director understand her; are the costumes kind to her?"

"The director, today at least, will be able to light a spark in his cast? Yesterday they were stiffs, clods, graven images. The rushes were abominations, the supervisor's pig-headedness beyond suffering. And yet, is it his own fault? Did he make the hideous mistake of accepting a bad script? Is it a theme that the public, fickle tyrant, will have none of? Poor fellow, commiserates Miss Baum, 'there can be no answer to the doubts that torment him till it's too late to help.'"

So many elements contribute to the making of a picture, she points out, so many problems are involved, so many factors are important, that no one person can be blamed for its ultimate success or failure. One small item may be wrong, and so destroy the chances of a film that spells triumph in all its other departments. Yet, when a picture is a failure, everyone connected with it has failed. That is Hollywood justice. There is no recourse, and so the fear of association with a flop picture undermines the courage of everyone working on it, from the producer to the supervisor and so on down the ranks.

In Miss Baum's own field, writ-

TWO ARRESTED IN N. Y. SIGN WRITERS STRIKE

While two members of the New York Sign Writers, Local 230, are in jail on a 30-day stretch on suspicion of lobby interference, the impasse between chains and the union, later on strike, is widening, and numerous Broadway signs are being held up. Adding to ruined lobby fronts and signs, splashed with ink during the past week, Sign Writers called out the tinsmiths Saturday (8) in sympathy with their strike.

Tinsmiths make up the electric letters which are hung by the sign writers. Their walk immediately left the Astor theatre sign heavy on 'Grand Hotel' hanging in the air. Only the letters 'GRA' were up yesterday (Monday). Picture opens tonight (Tuesday). None are in the marquee. Meanwhile RKO, through a non-union shop yesterday (Monday) began getting up its marquee lights for the Thursday night (14) opening.

Since the signwriters walked, all Broadway houses are receiving close police attention. Friday morning, at 4 a. m. in the Paramount lobby, two men, Paul Reynolds and Henry Gallagher, were arrested. Par and Loew attorneys prosecuting, they were sentenced by Magistrate Gottlieb to 30 days in the workhouse, specific charge being disorderly conduct. Loew attorney asked Judge to take into consideration the damage to the Astor and other houses supposedly by these men or other members of the union.

It was reported Sign Writers might consider a 4½% cut from scale first asked for, but up to yesterday (Monday) no such proposition had come forward. In addition to wanting 20% reduction under new contract, major chains want elimination of double time for Saturdays and changes in several clauses, some of which, it is claimed, bear only on outdoor advertising and do not affect theatres.

ing, she sees the same dread menace as concerns the film field. 'One day a writer's supervisor calls him in, tells him he has written a bad line. The next day the whole town knows. There are many great men and women in Hollywood, great executives, great creative minds, but none is great enough to escape the fear of failure.'

Supreme Sufferer

"The more sensitive the artist the more he's tried. First he has his own standards to meet, then he must meet the Hollywood standard—box office success, and last, and most agonizing of the mental torments he's subjected to in Hollywood, is the omnipresent wonder and worry of whether his contract will be renewed. He's wondering, and so is everyone else."

"You know, if an author writes a novel and it creates no great stir, no one is the wiser and no one is the loser, but the author has spent a little time that did not prove profitable, that's all. But in Hollywood when a writer has done something for a picture which was not successful, a tremendous investment, the price of a picture production is charged against him on an invisible ledger."

Sometimes one wonders if a sizeable salary is full compensation."

Picture Possibilities

'Child of Manhattan'—Favorable

'CHILD OF MANHATTAN' (Comedy, Peggy Fears, Fulton). Looks like a cinch for pictures. Applies to anywhere because of its dancehall locale. *Ibec.*

'Moon in the Yellow River'—Unfavorable

'MOON IN THE YELLOW RIVER' (Comedy-drama, Theatre Guild, Guild). A confused Irish play that doesn't seem to have a chance reaching the screen. *Ibec.*

'Marching By'—Unfavorable

'MARCHING BY' (musical comedy, Shuberts, 46th Street). They are not doing musicals in Hollywood and anyhow this one too old fashioned. *Ibec.*

'Money in the Air'—Unfavorable

'MONEY IN THE AIR' (mystery play, Frank Rowland, Ritz). Flurry of mysteries on Broadway may show this one under. Haan't enough novelty to enhance screen chances. *Ibec.*

'Night Over Taos'—Favorable

'NIGHT OVER TAOS' (Drama, Group Theatre, 48th Street). A historical drama set in the early days of New Mexico when ceded to the U. S. Should be better for films than stage. *Ibec.*

'Happy Landing'—Unfavorable

'HAPPY LANDING' (Comedy, the Shuberts, 46th Street). Idea may be fair enough, but too many more effective aviation pictures have already been made. *Ibec.*

'We Are No Longer Children'—Unfavorable

'WE ARE NO LONGER CHILDREN' (Comedy, W. A. Brady, Jr., Booth). Doubtful picture value since the theme too strongly stresses illicit love. From the French. *Ibec.*

'Intimate Relations'—Unfavorable

'INTIMATE RELATIONS' (Forbes & Lawren, Ambassador). Dealing with an illegitimate son, patronage by the mother that isn't his, and the lad's romance, makes this material that's practically out for filming.

'Bloodstream'—Unfavorable

'BLOODSTREAM' (Drama, Sidney Harmon, Times Square). A prison play with convict characters detailed in a coal mine. Depressive theme against screen chances. *Ibec.*

'Border-Land'—Unfavorable

'BORDER-LAND' (Mystery drama, Phillip Gerton, Biltmore). One of the mysteries that Hollywood is least likely to buy. *Ibec.*

'Life Begins'—Unfavorable

'LIFE BEGINS' (Comedy drama, Joseph Santley, Selwyn). Maternity rather a delicate subject for the screen. Entire action in two hospital scenes with an indicated taxi birth which could hardly be filmed. *Ibec.*

'Too True to Be Good'—Unfavorable

'TOO TRUE TO BE GOOD' (Comedy, Theatre Guild, Guild). Picture rights probably retained by the author (C. B. Shaw). If sought for screen there would likely be restrictions. Quite sermonistic but has brilliant moments. *Ibec.*

'Housewarming'—Unfavorable

'HOUSEWARMING' (Comedy, Ann Ayres, Hopkins). Small town story with a character set-up that provides no material for screen. *Ibec.*

Korda to Make Two

Berlin, April 2.

Julius Aussenberg, former representative of Fox Film Co. in Berlin, is back from London and Paris.

He made an agreement with the Hungarian director, Alexander Korda to produce in London Tobis studio two versions in English and German of Elisabeth Bergner pictures, under Dr. Paul Czinner's direction. One of the pictures is to be based on the play 'Melo.'

U's Kyne Serial

Hollywood, April 11.

Universal bought Peter B. Kyne's 'Tie That Binds' as story material for the serial, 'Heroes of the West,' previously announced.

J. J. Partridge Dies

Hollywood, April 11.

J. J. Partridge, San Francisco branch manager for Paramount and 14 years with the organization, died on Friday (8). Two days previously he had experienced a heart attack.

Duff at Metro

Hollywood, April 11.

Warren Duff, who has been writing at Tiffany, has joined the Metro staff with his first assignment to dialog 'Turn to the Right.' Picture is for Jimmy Durante and William Haines. Al Pelton-Irving Starr agency, handled.

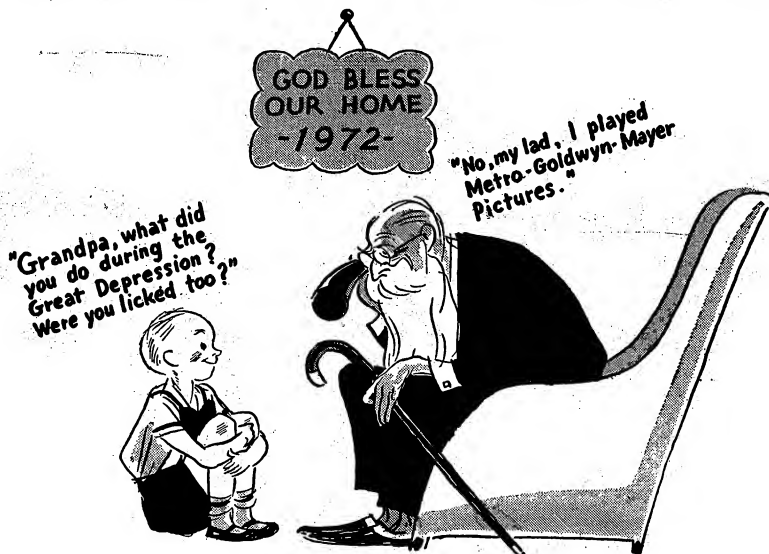
NO. 1 LEGRI

ALAN C. NEW YORK

THIS WEEK (APRIL 9)

Eighth Week of Record Breaking Personal Appearance Tour

Direction WM. MORRIS



MERRILY WE ROLL ALONG!

GOOD pictures sock depression
RIGHT on the schnozzola!

"TARZAN, The Ape Man" is M-G-M's current sock!
BUT we've "got a million of 'em — a million!"

THE WET PARADE — Knocks Washington, D. C. for loop in M-G-M's smash opening! Dorothy Jordan, Walter Huston, Jimmy Durante, Lewis Stone, Myma Loy, Robert Young, Neil Hamilton, Wallace Ford, John Miljan.

LIMPY — JACKIE COOPER and 'CHIC' SALE. What a combination for laughs and heart-throbs!

NIGHT COURT — Boston opening with typical M-G-M ballyhoo packs State Theatre! Walter Huston, Phillips Holmes, Anita Page, Lewis Stone, Jean Hersholt, John Miljan, Tully Marshall.

JOAN CRAWFORD in **LETTY LYNTON** — "Possessed" takes a back seat. This is her top romantic thriller! Guess who they love to see make love to beautiful Joan. Robert Montgomery, of course!

RAMON NOVARRO in **HUDDLE** — Romance! Thrills! That's what your public wants! A new romantic role for Ramon. With Madge Evans, Una Merkel, Ralph Graves.

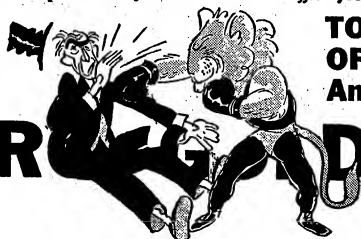
GARBO in **AS YOU DESIRE ME** — Need we say more?

MARIE DRESSLER and **POLLY MORAN** in **PROSPERITY** — It's what the doctor prescribes for that tired box-office feeling!

TONIGHT! "GRAND HOTEL"
OPENS AT THE \$2 ASTOR!
An Event in Motion Picture History!

METRO-GOLDWYN-MAYER

The Hell With Depression!



Franklyn's Indie; Bea

Curtis on Loan from Fox
Beatrice Curtis and James Hall are set for 'For Hire', indie talker Irwin R. Franklyn is producing in the east. Miss Curtis is the daughter of Jack Curtis, RKO vaude agent, and while having a Fox contract, will play in 'Hire' until the major studio calls her.

Norma Talmadge is out as a cast possibility, which marks the picture return of Francis X. Bushman. Others in the cast are Robert Kanne, Brian Donlevy, Claire Whitney and Virginia Whiting.

Understood Miss Curtis' first name is due for a change. Fox recently sent her back from the coast

Publix Stays in Ky.

Publix will continue operation in Lexington, Ky. The deal, recently considered, to lease its two theatres at that situation to John Elliott, local independent, is declared off. Elliott is Publix's strongest oppositor in the town.

Roach Keeps Marshall

Hollywood, April 11.

George Marshall has a new long term at Hal Roach.

Has been directing the Pitts-Todd series.

telling her she'd be called within eight weeks.

Production starts this week at the Ideal Studios in New Jersey.

Should Apologize

Chicago, April 11.

Things are getting tougher. Sticker man stepped up to the cashier's window of the Maryland, south side B. & K. house, and demanded the roll. Maud-line Rickey, cashier, surrendered all the cash she had.

It was \$5.

Chi Stagehands Offer Relief in Own 20% Cut

Chicago, April 11.

While numerous meetings and confabs went on last week among indie exhibs and labor factions, the stagehands union came through with a voluntary reduction of 20% for all picture houses. Move was made by the back-stage men in anticipation of letting the bars down somewhat for those houses trying to bring back stage shows.

At present there are only three major picture houses downtown with stage shows, and a few Saturday and Sunday in the neighborhood. At an indie meeting last week about 100 members of the Allied bunch declared they would go out of business by June 1, unless immediate and substantial relief was forthcoming and business picked up.

Meanwhile the Operators' union, led by Tom Maloy, held a series of conferences within and without the organization, checking up on individual exhibs, going over each one's problems and summarizing generally in an attempt to reach a workable agreement which will be acceptable to both sides and permit the houses to stay open this summer. Maloy's organization is determined to help the exhib cause and its own at the same time. What differences there may have existed between the two factions in the past is momentarily forgotten in the present concentrated effort to effect a mutual understanding and aid.

Brandt's 2 Films, Vaude

In Two Theatres at 25c

Double features and a vaude bill of five or six acts at a 25c admission is in prospect for the Cosmopolitan, New York, and the Empire, Brooklyn. Overtures are under way by Harry Brandt, indie exhib, for a lease on both houses.

Cosmopolitan and Empire are now dark. Cosmo last attempted foreign talkers. Empire was a burlesque spot.

Intention to add vaude to double features, with film embracing anything that can be found on subsequent run, will amount to the first move around New York to go double-billing one better.

Theatre Owner 'Fronts'

For Employee Who Skipped

Springfield, Mass., April 11.

Voluntarily returning from New York with \$210 left of \$350 he had taken from the Arcade theatre safe, Charles J. Costello, 36, was arrested. Later he was given a suspended sentence of two months in jail.

Nathan Goldstein, owner of the Arcade, provided bail for Costello, a trusted employee for many years. Goldstein informed the court that Costello would remain in the employ of the theatre. He also endeavored to have the complaint dismissed.

Barr's Publix S. W. Div.

New Orleans, April 11.

Maurice F. Barr has been placed in charge of the Publix southwestern de luxe houses in Houston, Fort Worth, Dallas, San Antonio, Galveston, Austin, Waco and New Orleans. Barr formerly directed the Publix houses in New Orleans to which post Robert Blair, now manager of the Saenger, has succeeded. Barr was for many years division manager of the Saenger houses.

Rex W. Midgley Suicides

San Francisco, April 11.

Rex W. Midgley, 40, owner of the American theatre, Oakland, and an extensive real estate holder, committed suicide in one of his apartment houses April 7.

Believed he killed himself over financial worries.

HORWITZ ARRESTED

Faces Lottery Charge On His Mexico Radio Station

Houston, April 11.

Will Horwitz, indie film claim owner and operator of radio station XED at Reynosa, Mexico, his wife, and three others were arrested at Brownsville, Tex., last week, under charge of conspiracy to violate the federal laws against lotteries.

Others under arrest are Manuel B. Guerra, Manuel C. Gonzales and Milton G. Hall, the latter formerly program director for KTRH here. Allegations grew out of the operation of a raffle over station XED at Reynosa, operated by Horowitz, and which, federal officials said, involved a monthly collection of approximately \$50,000.

FATAL SLEEP

Galveston, April 11.

Waldo L. Watson, 29, salesman for Liberty Film Export Co., of Dallas, died here of injuries received when he fell asleep at the wheel of truck.

RKO Shakeup in Frisco Shifts Theatre Staffs

San Francisco, April 11.

The axe fell at RKO's three Bay district houses this week letting out several managers and p. a.'s and reducing salaries of others. Out are Don Austin, manager of the Oakland Orpheum; Mike Garrity, assistant manager of the local Orpheum; Emil Umahn, Orph. p. a.; and Arvid Erickson, Golden Gate p. a.

As district manager for RKO Jack Gross also goes into the Golden Gate as manager, with Bryant West moving over to the Oakland house and Neil Crowley coming from Oakland to the Gate as assistant.

FREDA SULLIVAN
Featured Dancer
With F. & M.
"STITCH IN TIME" Idea

Here's Something!

"For Its Size

PHIL
FABELLO

and His

ENTERTAINERS

Now

at the RKO COLISEUM

New York City

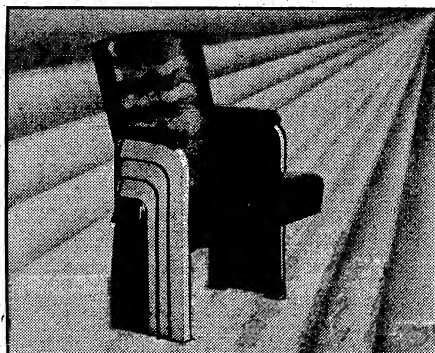
Are the MOST VERSATILE

Pit Band That I Have

Ever Heard"

PAUL
WHITEMAN

Here's the CHAIR DESIGNED
FOR THE NEW EARL CARROLL



3,000

of them

This chair is not patron to relax. Heavy upholstered back is covered with coral meshwork of brilliant modernistic design. Seat is full spring of mattress construction. Side lights are hidden.

● A chair, beautiful in its simplicity, unique in its departure from the ordinary. A chair, good enough to be chosen from among many as the one meeting Mr. Carroll's exactions and most in harmony

with the spirit and motif of Earl Carroll's pride, the New Earl Carroll Theatre in New York. Specially made by the American Seating Company, 3000 of these chairs contribute greatly to making this the peer of all legitimate playhouses. Deep and roomy, they are as comfortable and sturdy as they are beautiful, with qualities which make for better acoustics and sound reception. To owners and managers who wish something outstanding in seating, we offer the facilities of this organization of seating specialists, who for half a century have pioneered all the advancements now obtainable in theatre seating. You are invited to avail yourself of this service without obligation.



An innovation, indeed. A program light in the back of every seat. Simple push the button. Press! A small battery flashlight emits a shaft of light so patrons can read program during dark scenes.

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BACK HOME AGAIN!

PAUL SMALL

With VINCENT LOPEZ

This Week (Apr. 8), Chicago Theatre, Chicago

Week Apr. 15, Tivoli Theatre, Chicago

LET YOUR PATRONS JUDGE *this* WOMAN

Mrs. Ramsey was either the innocent victim of her ex-husband's treachery—or the murderer of Victor Legrande.

● Had the musician, Legrande, tricked her into Room 13 and forced her to defend her honor?

● Had Legrande's mistress surprised them in improper conduct and fired the fatal shot?

● Or had her present husband discovered her in Legrande's arms and taken advantage of the Unwritten Law?

ELISSA LANDI

as Mrs. Ramsey, beautiful
murder suspect, in

HENRY KING'S production

The WOMAN in ROOM 13

with
Ralph Bellamy Neil Hamilton
Myrna Loy Gilbert Roland

Based on the stage play by Samuel Shipman, Max Marcin
and Percival Wilde

FOX PICTURE



KEEPING UP WITH F. & M.

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

Pro-Ams!

The professional amateur, beloved of get-the-hook nights, at last immortalized by Gold and Raye in "Chains" Idea, which F. & M.'s Busby Berkeley directed. Frank Stever in same Idea something diff in baritone; he cracks a whip. Also in are, Karels and Kay, Georgene and Henry and Five Lelands. Movie critics will recall Berkeley as dance director of "Whoopee," "Fanny Days" and "Flying High."

Feature

Gridiron Dinner of Arizona Press Club at Phoenix said to rival anything original Grids ever pulled in Washington in kidding celebs. Only thing non-cynical on program was F. & M.'s Zaida Santley, who gave her famous impersonations from "Vacations" Idea. Of "Dream House" Idea following week, Phoenix "Gazette" said: "Without reflection on feature film on screen, honors easily went to F. & M. show on stage."

Creation

After much pow-wow between Leonidoff and Walt Disney, and much creative thought by both plus F. & M. production staff, a "Living Silly Symphony" came out of the magician's hat. Wait is assisting F. & M. art department in the designs. Both he and Leonidoff expect best production of cartoon stunt to ever hit the stage.

Photos

Idea of Ted Lewis' popularity indicated when signed for F. & M. on Coast, and Manhattan office wanted good photo or two. Instead of asking Coast, Jesse Kaye sent word along Broadway he wanted a Lewis phiz. Fifty came within an hour, and by night there were two hundred. Only few of shots, though, showed the famous hat.

Pioneers

F. & M. had first show tied to Olympic in "Olympic Games" Idea last season. Now Lottie Mayer's Sunkist diving idea, F. & M. "On the Riviera" Idea, first to try Olympic springboards which will bend to weight of foremost international divers this summer. Appearance of Sunkists on boards was declared official opening of Olympic swimming pool to the world.

Publicity

When Betty Compson put it on the dotted line for F. & M., four national news syndicates rushed out special stories, and F. & M. pub department thought and of world had come. Mae Murray, Princess Midvini, repeated the shock when four syndicates besought her for interviews, too. No wonder public watches for F. & M. stars months ahead, lending healthy advance interest.

Unveiled

From Grauman's "Chinese" to smoky St. Louis will be the jump of Edna Erico, Maroni and Cora Lee, Madeline Schmid and Conrad's Pigeons, who go into "Vells" Idea at the Fox. This is the show that Fanchon personally put on for St. Louis date. Fall Mail will have good part. Opening now set for the 22d, to meet Harry Greenman schedule at St. Louis Fox.

Sunshine

Nancy Lee, of Milwaukee Journal, continues to shed sunshine on the humble Sunkist. Reviewing "Cherry Blossom" Idea at the Wisconsin, Miss Lee says: "One of most: sprightly and colorful of the Fanchon and Marco shows. Chorus girls manage some really enchanting effects among their vivid paraisols and with their striking costumes and with their striding costumes and settings! Nice break for kids, eh, what?"

Kolyumists

Gene (Gilbert Swan) Cohn, N.E.A. ace, tells how Al Siegal bet on Ruth Etting as corner in the early days, and remarks on Ruth's recent successful F. & M. engagement. James Aswell, Central Press' Rialto expert, tells readers of 400 papers about his famous kolyum how Betty Compson and Marco gagged about her violin specialty years before she actually signed with F. & M.



Congratulations
and

WELCOME
TO F. & M.



TED LEWIS

Tragedian of Jazz, is the latest name to join F. & M. He is playing Loew's State, Los Angeles, for an extended run.

*There's no
stopping...*

FANCHON & MARCO

INC.

Offices

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK

TAB'S SHUBERT DATE IN NEWARK

Anatole Friedland and Joe DeMilt will play their "50,000,000 Frenchmen" tab in Newark, week of April 22 on the first indie percentage looking yet made for a condensed musical. Date will be at the Shubert, legit house, at four a day and 75c top. Troupe opens cold.

Musical will run 30 minutes per performance, the balance of the evening's two and a half hour running time being filled up by a feature picture and shorts. Stage crew and pit orchestra will be supplied by the theatre. Around \$2,000 will be spent on advertising in advance and during the week's run.

"Frenchmen's" cast numbers 63 people, including the principals, Nanette Bryant, Richard Layne, Bob Leonard, Kay McKay and Annette Hoffman. George Hall is staging the dancing.

Friedland and DeMilt's "Follow Thru" tab, in Baltimore this week, plays its first New York date the week of April 22 at the Paramount, Brooklyn. It's getting a straight \$3,000 in the picture house.

If the Newark indie gets over other out-of-town Shubert houses may undertake a similar policy.

Calloway's 7 Loew Wks. After Tiff with Publix

Booking tiff between Loew's and Publix over the Cab Calloway band started with Publix claiming an oral agreement for another 10 weeks by Calloway at \$5,000 a week. Irving Mills, manager for the colored aggregation, denied any such understanding. He meantime had closed with Marvin Schenck of Loew's at \$1,000 a week less, taking only seven weeks at \$4,000 and opening April 23.

Harry Hollander and Boris Moros insisted that Mills accept the Brooklyn Paramount April 16, being open then, but Mills also refused since the band was due into Loew's Metropolitan, Brooklyn, a couple of weeks later and didn't think that would be fair despite Publix paying \$1,000 a week more.

Calloway turned down Lou Holtz at \$2,500 net at the Hollywood, New York, because of Holtz's midnite shows Saturday. Calloway opens for Loew in Newark at the State and understood he must be out of the theatre by 10 15 nights in order to make his club in Harlem.

Booking arrangement is with Loew a one-week layoff every fortnight as Calloway's nocturnal work makes it too tough to continue consecutively in the theatre.

Star Monk Dies on Way Over from France

Bubu, star chimp of a quartet of juggling chimpanzees, died just before getting into quarantine last night. Animal act was set to open at Grauman's on April 15 in Hollywood. April 30, for six weeks at \$750. Viggo Benny, owner of the act, frantically essayed to get the tame show without his chimp.

Further aggravation was getting the three remaining monks properly housed. No hostility in New York would accept them as rusees so they finally packed in a Public rehearsal room. Stables could not furnish the proper heating facilities.

Direct Bookings

Direct booking is prevalent in the RKO office again. In the placing of Herman Timberg and Ethel Merman for the Palace, New York, April 16-23 respectively, the previous agents of both were disregarded by the booking office. Nanette Guilford and Mme. Frances Alda were other recent direct bookings.

In addition to the direct booking, the RKO office last week called in acts and talked to them about salary cuts without notifying the agents of the conferences. The agents objected to the booking office going over their heads and entered complaints.

Crimson Palace

RKO's Palace, New York, had another bad week last week around \$19,000. Previous week was only slightly better at about \$21,700. The Palace's loss the past two weeks is estimated over \$16,000.

Warner's Hollywood, with the Lou Holtz vaude lineup, did \$26,000 last week, just about an even break.

Pro Magicians Vs. Semi-Pros' Cut-Rate Feud

Minneapolis, April 11.

Open warfare has broken out between professional and semi-professional magicians as a result of alleged price-cutting by the latter. Led by the semi-pros, working in pairs, who have been putting on two-and-a-half hour shows for \$15, or \$7.50 apiece, as compared with a minimum price of \$25 a half-hour fixed by the professionals, members of the International Brotherhood of Magicians and the Society of American Musicians, the professionals, in retaliation, are bringing down the curtain to a complete no-pay basis.

The hot conflict has reached such a stage that the professionals are determined now to put the semi-pros out of business.

Don White, one of the professionals has notified lodges and other organizations engaged in staging entertainments that he will work a half-hour for them free. The same offer applies to parties in private homes.

Most of the semi-professional magicians have regular day-time employment in stores, offices, etc. and they do their entertainment stuff on the side, hence they feel that they can afford to work cheaper than the professionals.

LAUDER'S ANNUAL

22 Wk. Tour Will Open in Montreal, Oct. 10

Another of Sir Harry Lauder's farewell tours starts Oct. 10 in Montreal. He will run 22 weeks to the Coast and thence eastward, as usual William Morris is setting the dates.

Lauder this year will not go in va variety acts but will carry his own concert orchestra and book concert-type attractions with him.

Carrillo's Dates

Los Angeles, April 11.

Leo Carrillo, flies east Tuesday (12) to open Friday at the Metropolitan, Boston, for a five-week Publix tour.

Booked by Leo Morrison, who flies east two days ahead, stopping off in Chicago to see the Victor McLaglen-Charlie Judels act at the Palace. Morrison is also booking Roscoe Arbuckle east following his Fox St. Louis date on April 22. Eddie McPhail, Arbuckle's fiancée, and Jack Shutta, are in the latter's act.

Fox has a 10 weeks' option on the former film comic. If exercised it will include the Fox, Brooklyn, and the Gotham engagement rather than the RKO, New York.

Two weeks for Publix, at the New York and Brooklyn Paramounts, have been set for Leo Carrillo. Salary is \$2,000 and he opens April 22.

Teatro Leo Carrillo, Intimate 200-seat legit house on Olvera street, L. A.'s atmospheric Mexican alley, opens April 22 with a play by Zou Akins, date not yet picked. House policy will be 50c at \$1 and \$1.50.

House gets Carrillo's name because the actor's family were Spanish pioneers.

OSBORNE AT PLAYLAND

Will Osborne's band opens May 21 at Playland, Rye, N. Y., for a summer run at the Westchester resort. Stay ends Labor Day, Harry Romm agreed.

WGR, Newark, will broadcast the band nightly from the park.

NEW AGENTS' ASS'N'S WEEK OF MEETINGS

The new RKO Agents' Association, formed at Martin Beck's request and already functioning, will hold a series of night meetings this week to draw up a set of rules for the agents. It replaces the former RKO agents' arbitration board with additional jurisdiction.

Officers are Maurice Rose, president; Al Gerber, vice-president; N. E. Manwaring, secretary, and Eddie Keller, treasurer. Rose was chairman of the defunct arbitration board.

Outside of adoption of a resolution to fully co-operate with Beck on the salary cutting campaign affecting all acts, no issue has yet been taken up by the new organization. Several agent vs. agent disputes are carrying over from the previous board's complaint list.

Palace Dropouts Put \$8,000 Extra Salaries On Other RKO Houses

As the result of cancellations of James Barton, Kon Murray and Mary Brian, two other RKO theatres will have to carry the bag for the Palace, New York, to the extent of around \$8,000. These acts were booked for two weeks at the Palace, but finished the end of the first on Monday (8).

Barton is at the Albee, Brooklyn, this week at \$3,000. His Palace contract called for \$2,500 for the first week and \$2,000 for the second. As a result, the Albee, a neighborhood house, is carrying a \$500 raise in addition to Barton's regular salary for the Palace. Murray and Brian, at \$2,000 net each, go to Boston next week (16). With the theatres paying for stooges, etc., plus commission, this confinement is drawing around \$5,200.

Publix-Jessel Talking

M. C. at Large Proposal

William Feld and Sam Katz of Paramount Publix have both spoken to George Jessel concerning the proposition of retaining the comedian a certain number of weeks between the New York and Brooklyn Paramount theatres.

Jessel's his act preliminary discussion was at his remaining as the m. c. and head of similar big shows, with an optional number of weeks at Publix's disposal to slip him in where needed. He is now making a quick return at the Paramount, New York, this week, is holding over for another stanza next week. Picture not h. o. Jessel is at the Brooklyn Paramount following opening a fortnight ago in N. Y.

Names in Loop

Chicago, April 11. B. & K., still after stage-name attractions, has Anna May Wong week of May 13, probably at the Oriental. Jackie Cooper will make his first Chicago in-person bow at the Chicago on April 22. Date of "There's a Crowd", tab musical, switches from April 29 to May 6 for its showing at the Chicago.

Hazel Mangan Free

Chicago, April 11. Local courts last week split the marital ropes between Hazel Mangan and Fred Spears. Grounds for dissolution, which is claimed to have occurred about three years ago.

Raquel's Stooze Sis

Hollywood, April 11. Renee Torrey will be in the Fanchon & Marco "Malibu Beach" unit which stars her sister, Raquel. Opens at Loew's State here May 23. Renee, who has been doing bits in pictures, will stooge for Raquel.

Palace No. 2 Walkout

Evans and Mayer walked out of the current Palace bill before starting.

Act objected to the No. 2 spot, claiming it's not commensurate with their \$529 salary.

RKO's 10 to 50% Cut Letter Will Bear Down Most on Smaller Acts; Includes Also Turns Contracted

GLASON'S \$100,000 SUIT FOR ALIENATION

Chicago, April 11.

Billy Glason, of vaude, was ordered to pay his wife, Helen, \$50 a week temporary alimony until his divorce suit is settled. Glason wants his freedom on charges of adultery. In connection with this he is suing Albert Bolak, a furrier, for \$100,000, charging alienation of affection. Bolak is named as co-respondent in the divorce bill.

Glason is also asking for custody of their daughter, Shirley Marie, six years old, who is now living with her mother. Mrs. Glason is the former wife of Billy Dooley, whom she divorced in 1923.

STILL HOLDING OUT

Kalcheim-Berger Reject Franchise Offers—Milt Berger Out

Neither Harry Kalcheim nor Willie Berger has accepted the agency franchise proffered by Martin Berger. They are also reported as still awaiting an answer to their request for better dismissal terms. They turned back the two weeks' salaries, asking a month's wages and fares back to Chicago.

Following Berger's departure from the booking office his brother, Milton Berger, was dropped by the agency protection agency. No explanation was given.

7 Publix Weeks at \$6,000 for Lombardo

Guy Lombardo band opens for seven weeks of Publix time May 7 at the new Paramount, Boston. Band will get \$6,000 per week net. An option exists for 12 more weeks in addition to the seven.

Lombardo closes at the Roosevelt hotel, New York, May 5. During the theatre tour band will continue with its commercial CBS broadcasts.

Contract with Publix permits the band to double at dance engagements.

Crosby's Stage Bookings

Mostly Follow Picture

Bing Crosby, who opens a 20 week Publix tour April 15, is slated to start work on the Paramount picture, "Wild Waves", June 11. Prior to the picture work Crosby will tour four weeks for Publix on the Coast.

Majority of Crosby's Publix dates will be filled after he completes the talker job and is on his way eastward.

During his entire tour Crosby's broadcasting schedule of three weekly CBS periods will be unbroken. Paramount will foot the wire charges.

Crosby is taking Joe Venuti, Eddie Lang, Leonie H-yton and Jimmy Dorsey with him as a jazz band nucleus to sit in with the house men for a hot orchestral accompaniment. The jazz quartet of instrumentalists will also be the backbone of an orchestra for the elimination of "The Crooner" from "Wild Waves", the Broadway stage play which Par financed for the screen rights.

'Old Kentucky' Tabbed

Sam Blair expects to start recording this week what is in musical tab version of "Old Kentucky". Show will rehearse in Harlem.

Blair has a tentative opening in four weeks on some indie time in the south.

Cantor Spurns Tab

Hollywood, April 11. Eddie Cantor has turned down the Zigfield offer to appear in a condensed (tab) version of "Whoopie" in which he starred in both the stage and picture versions.

Pre-war salaries are likely to prevail among the medium priced acts in vaudeville as a result of RKO's demand that every act accept a cut ranging from 10% to 50%.

The booking office has been leading up a general attack on the past few weeks. Making it official, notice of the scalpel wielding has been sent to all agents and producers connected with RKO. Signed by Martin Beck, the notice reads, in part, that reductions down the line are 'necessary for our mutual benefit to function at all'.

The cutting must be attempted on acts already booked and holding contracts as well as on future bookings.

To Make a Showing

Attitude within vaudeville circles, including the RKO office, is that the order to cut appears to be motivated by the desire to make an economic showing on the ledgers. Beck's opening declaration upon his return to office was that salaries paid to actors by RKO were too high in almost every instance. Principle desire of Beck and the bookers working under him is to make the cheapest buys possible regardless of boomerangs or costs in other ways.

RKO act producers have been threatened with accepting less money than their contracts call for with loss of franchise held up as the penalty if not co-operating. These producers in turn are then forced to impose proportionate reductions on their contracted people or otherwise take a loss themselves. Offers of additional time have been made in exchange for remuneration for the cuts, but how the extra time can be issued without quick repeats in many towns and neighborhoods by the same acts is unknown.

Belief that the cuts will mostly affect small acts is based on several 'bookings in the past couple of weeks in which some acts have given raises over prior salaries. This is due to the name people being able to play elsewhere at the money if RKO won't pay. Among these individuals are Kate Smith, Jack Haley, Benny Rubin, Jay C. Flippen, Texas Guinan and others. Smaller acts, with no alternative, are playing the best of the RKO theatres, including the Palace, and the rest of the New York time, at 'showing' salaries, so-called.

Beck's Letter

Beck's cut letter to the agents and producers reads: "I expect you at the meeting, it is extremely urgent that we adjust ourselves to present conditions in order to make it possible for our mutual benefit to function at all."

"I therefore find it necessary to now ask you to request all artists under your management for co-operation and reduction of their present salaries, as we may be able to put our business on a basis that will make it possible to tide over the present unprecedented depression. Otherwise it will be necessary to make many drastic policy changes."

"Of course, it goes without saying if the necessity for this would not be as urgent as it now is, I would not make this request. I assure you, however, when conditions become more normal we will be more than pleased to reciprocate the considerations we are now forced to request."

"Please notify every act on your books of the above and of the urgent compliance for immediate co-operation."

Mahoney's \$4,000

Los Angeles, April 11. Will Mahoney's date at the Palace, New York, commencing next Saturday (16), was arranged by Ralph G. Farnum by wire from Palm Springs, Calif.

The salary will be \$4,000 weekly. Jackie Osterman will be m. c. with Herman Timberg and Pat Malone also will be m. c. with a woman name, possibly Fifi Dorsey. Lilian Tashman was unavailable after being approached.

Chains Give Up Vaude Quicker Than Indie Men

Greater use of vaudeville or other forms of stage shows by independent theatres during the winter warm weather is indicated this year. Trend of other years in ousting vaude on the arrival of spring seems to be in reverse this year. Vaudeville has gone from many spots since the first of the year but records show that it's the chains rather than the indies that have thrown up the sponge.

The indies look more kindly on vaude than chains because the latter have the edge on film buying and classification in most instances. This forces the solo theatre to draw through other means. Union and scales, of course, remain a pertinent factor for all houses.

During the past two weeks numerous houses in or near summer resorts have added vaude. Queensboro, Elmhurst, L. L. has instituted five-act shows on weekends; Myrtle, Brooklyn, last week increased from one half to a full week and the Burke, Bronx, is trying five acts on last halves only.

Other houses going into vaude are the Capitol, Niagara Falls, N. Y., five acts first half and band attractions last half; Rose, Troy, N. Y., five acts Sundays, Mondays and Tuesdays; Arbor, Albany, five acts Fridays and Saturdays and the Peekskill, Peekskill, N. Y., five last halves only. Jack Linder is booking this group.

Arthur Fisher, who is booking vaude again into A. J. Schwartz's Freeport, L. I., house, is momentarily waiting order from the Schwartz-Century circuit on others who are being lined up by that management.

What's in a Name?

Chicago, April 11.
Tom Arthur, operator of the vaudeville, Cecil, Mason City, Ia., set up his newspaper ads for the weekend vaude show ahead of time, and for a laugh faked the name of his headline act like this:

NAN ELLIOTT and
HER, MERRY GANG

in
Who's Late with the Show?
With Lou Morgan and
Morris Silver

Nan Elliott books the house out of the local William Morris office, Silver is head of the agency, and Morgan is an associate in the office.

F&M Unit Cuts

Los Angeles, April 11.
House budget at Loew's State here took the Fox, San Francisco, on the Fanchon & Marco units, have been cut \$1,000 each.

Local date has been trimmed from \$4,500 to \$3,500. Frisco date is down from \$3,500 to \$2,500. Engagement for the units at Pantages Hollywood, which follows the State, is still \$1,800.

New Haven, April 11.
Paramount is shifting F. & M. units when booking of special attractions at the local house instead of laying off in Bridgeport the bulk of local cancellations as formerly.

Now F. & M. units play the first two days New London and last four in Norwalk, both Publick houses.

Partly waiting order from the Schwartz-Century circuit on others who are being lined up by that management.

Cleveland Mgr. Fined \$200 for Child Singer

Cleveland, April 11.
Corwin Collins, stage manager of Keith's, Cecil, was fined \$200 and costs when local industrial commission investigators had him pinched for allowing seven-year-old radio singer, Baby Rose Marie, to appear at his theatre last week. Fine imposed was maximum under state's child labor law for violations.

Frank Curley, father of baby singer, also fined \$25 and costs. Wallace J. Elliott, house manager, succeeded in having case postponed until end of week without interfering with singer's appearances.

FUTURE HOLTZ BILLS—2 WKS.

Stay of the vaudeville bills at Warners' Hollywood, New York, will be limited to two weeks in the future unless business warrants additional holding over. Warners' experience with the business at the theatre thus far has dictated the reduction of runs.

Both Hollywood bills so far have followed the same business trend. Each grossed well over \$30,000 and showed a profit during the first two weeks. The third weeks brought even averages with the fourth week a loser for both shows.

Last week (third) the second Hollywood bill did \$26,000 which just about met expenses. This week the bill probably will lose money. Some of the acts on the next show, opening Monday (18), are in for one week only with the house holding options.

Jack Benny replaces Harry Richman as Lou Holtz' running mate on the next show. The other acts will be Blossom Seeley and Benny Fields, Borrah Minevitch, Adler and Bradford, Buster Shaver and Three Swifts.

Richman intended to hold over with Holtz but the two couldn't reach satisfactory terms. Richman is getting \$5,000 a week in the current bill and at that figure is drawing more than Holtz is getting on percentage. Lydia Roberts, on the first two bills, goes out to return to Hollywood for picture work.

Blossom Seeley and Benny Fields will also be on the bill.

Talk 2-a-Day Back to RKO in Chi; Special Shows at State-Lake

Chicago, April 11.
Talk of more vaude spots here centers on the Majestic and the Erlanger, two Loop legit spots, which have been dark most of the present season. These houses formerly rated heavy money winners for the old Orpheum crowd.

Reported that dickering is on by the RKO mob here for a stab at a two-a-day return at either of these theatres. Florence Kohl, one of the heavy Orpheum stockholders, is reported the principal factor in this move. Mrs. Kohl formerly collected regular dividends from both the Majestic and the Erlanger when they were in two-a-day and that item is being brought into the discussion regularly.

Of particular enticement is the cheap rental called for at present by either of these houses. Aaron Jones, operator of the Erlanger, is known to have been interested in reinstating such a vaude policy in the house, formerly known as the Palace, but was restrained by the fact that his lease, countermanded by RKO, stipulates that he is prohibited from placing vaude in the house in competition to the regular RKO vaude spot, the Palace. But there's nothing in the lease to prevent RKO from retaking the arena and spotting it with vaude.

As for the State-Lake, the straight picture policy is starting and they're looking around for an out. They've been afraid of restoring four-a-day vaude here for fear of letting the Palace. At present there's a scheme being brought to bring in special shows, such as the musical tabs. Pictures which give signs of strength would still go into the State-Lake on a run policy. Under this arrangement, circuit would not void present contracts with picture companies calling for a run outlet in this town.

Vaude Producers Claim They're Thru; Comedy Acts Especially Hit by Cuts

GOTHAM PUBLIX SHOWS

Name Lineups for Both Paramounts During April-May

Second condensed musical for Publix in the New York territory will be 'Follow Thru' at the Paramount, Brooklyn, April 22. If bookings do not interfere it may also play a week in New York, possibly May 6. Unit broke in for Publix in New Haven recently and also played for Publix-Skouras in New-York.

Publix has also booked Tamara Geva, from the condensed musical 'Three's a Crowd'. She comes in with Leo Carrillo on the same show April 22, playing Brooklyn the following week.

Frank and Milt Britton's band also returns to play New York May 13 and Brooklyn May 20 for this circuit. Ledova, dancer, will be on the same shows. Other bookings include return of Duke Ellington and Guy Lombardo bands, former April 15 New York, Brooklyn May 6; latter May 20 New York and May 27 Brooklyn.

CURTIS SAILS

Jack Curtis and his family sailed Friday (8) on the 'De France' for a continental vacation.

Trip for the RKO agent is mostly for a rest, but he'll double.

Producing acts for vaudeville is on the way out as a profitable business. The few topnotch producers still active figure they're washed up with future producing to be a chisel at best or none at all. Mostly affected are the staggers of comedy acts consisting of from four to eight people.

Despite that the actors are forced to accept cuts, along with the others concerned, present salaries are not sufficient to pay bills for material, let alone cover the producers' investment and return a profit, the latter contend. RKO's salary cutting bender is the final blow, although most of the comedy act producers have been looking for the finish for some time.

Claim Impossible

RKO's new drastic salary measures make \$1,000 probable outside limit for any production act unless its cast contains a name. Although flash acts can slip by at that amount, the producers claim comedy act staging is impossible at such rates, because of the talent being more expensive, and open their books to prove it.

With the set salaries low enough the cuts imposed by various RKO theatres, particularly in the west, make it considerably tougher for the acts. The cuts below the set salary on an RKO out-of-town

(Continued on page 50)

Sailing this week on S. S. Aquitania

FELOVIS

A Few Press Opinions While Playing

FANCHON & MARCO'S

"ART GALLERY IDEA"

Produced by Leon Leonidoff

"...ART GALLERY IDEA" is unquestionably the best (that is, the most satisfying to this particular reviewer) the Palace has presented since the year the locusts were so bad...The juggler, billed as "Felovis," is a wizard..."

"DISPATCH," DALLAS.

"...One of the most brilliant prologues ever staged in Hollywood is offered at the Pantages Theatre this week in Fanchon & Marco's "ART GALLERY IDEA"...features Felovis, by all odds the finest juggler who has come to town..."

"NEWS," HOLLYWOOD.

"...the unusual feature of the idea, is the juggling of Felovis, billed as that European wonder...Felovis lives up to his billing...dazzles with his dexterity..."

"TELEGRAM," WORCESTER.

"...this week "ART GALLERY IDEA" comes in as a smooth show after five months on the road...It is surefire, with Felovis, headlining juggler..."

"VARIETY," N. Y.

"...the stage show this week is called "ART GALLERY IDEA"...its cleverest contribution is furnished by Felovis, who is a wonder at balancing and juggling..."

"BULLETIN," PHILADELPHIA.

"...Felovis, the European juggler, kept the audience breathless with almost unbelievable feats of balancing..."

"GEORGIAN," ATLANTA.

"...the Fanchon & Marco unit at the Fox this week, is unusual. To begin with, there is a juggler the like of whom has not been seen in these parts in many moons. He does his act surrounded by an array of song and dance artists. The juggler, Felovis, however, is the whole show..."

"TRIBUNE," SAN DIEGO.

"...ART GALLERY IDEA is a masterpiece in art, showmanship and versatility. Felovis, the "European wonder," deserves the headline position...does unbelievable things..."

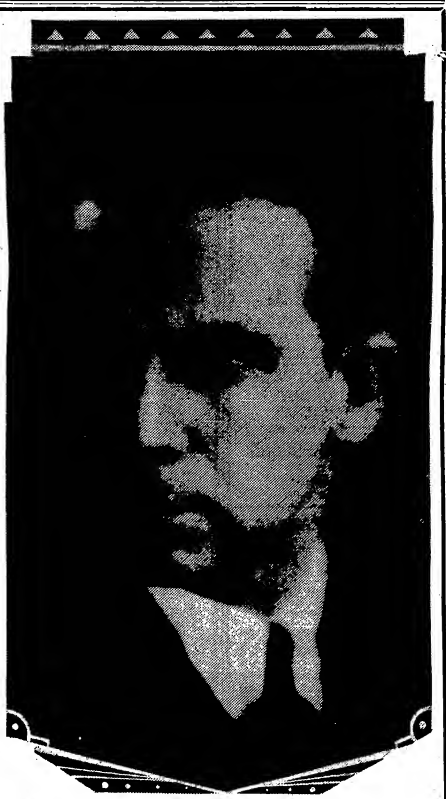
"OREGONIAN," PORTLAND.

PLAYING RETURN ENGAGEMENTS

VIOLET CARLSON

THIS WEEK (APR. 9), RKO PALACE, CHICAGO

Directors: BLONDELL & MACK



EDDIE LEONARD, Jr.

LYRIC TENOR

Who Will Appear With His Father

EDDIE LEONARD, THE MINSTREL

AT

RKO PALACE, NEW YORK (Week April 23)

RKO Direction: CURTIS & ALLEN

RKO VAUDEVILLE INTACT 77
(Week April 16), San Francisco, Calif.
THE ORANTOS
"Heads Up"
World's Only Double-Perch-Act
(Direction of Jack Weiner)
MASTERS
AND
GRAYCE
in "OZZIE WITVITS"
(Dir. Jess Freeman-Chas. Morrison)
An Artistic Idea From Paris
"LIVING JEWELRY"
with **HOOVER and CAMP**
Evelyn Singer and
Stanley Simmons
(Direction of Chas. Morrison)

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

RKO VAUDEVILLE INTACT 76
(Week April 16), Oakland, Calif.
VERNON RATHBURN
The Prince of Rhythms
and **HIS SAX-O-TETTE**
(Dir. Harry Ward-Max Gordon)
EDITH BOW
With Her "MAN TROUBLE"
Songs by Jean Paree
(Direction of Lee Stewart)

THE ELECTRIC TRIO
Wee and Lisa Adams
Bernice Mershon
(Direction of Harry Fitzgerald)

DOCTOR ROCKWELL
QUACK-QUACK-QUACK
(Direction of Harry Fitzgerald)

RKO VAUDEVILLE INTACT 75
(Week April 16), Los Angeles, Calif.
HAZEL MANGAN'S GIRLS
with **ADELAIDE TATALL**
and **SPEDDY-AND NO BRAKES**
(Dir. of John Hickey-Jack Curtis)
HOWARD-FINE-HOWARD
"THE THREE LOST SOLES"
with **JACK WALSH**
(Direction of Blondell & Mack)
THE DECEITFUL ENTERTAINER
FRED KEATING
In Spite of
"The Great Alexander"
(Dir. Chas. H. Allen-M. S. Bentham)

ADELAIDE TATALL
"The Crooning Blackbird"
Personal Mgt. Nicholas Gory
(Direction of Weber-Simon)

RKO VAUDEVILLE INTACT 74
(Week April 16), Los Angeles, Calif.
BOB STICKNEY
With **WILLIAM ATLIN**
in "UP A TREE"
(Direction of Harry Fitzgerald)
MAKER and REDFORD
IN
"The Ear Bender"
(Direction of Jack Curtis)

THE WORLD FAMOUS SINGER'S MIDGETS OF 1932
(Direction of Weeden-Schultz)

RKO VAUDEVILLE INTACT 73
(Week April 16), Salt Lake, Utah
FORTUNELLO and CIRILLINO
"The Happy Hooligans"
(Direction of Weber-Simon)

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

MARTY MAY
Friend of Thousands, Annoyed by
Jean Carroll
(Direction of Chas. Morrison)

ANATOLE FRIEDLAND'S "SHOW BOAT"
with
Marty May
Jean Carroll and a supporting cast,
composed of a shipload of Anatole's
Beautiful Sailorettes
(Direction of Chas. Morrison)

RKO VAUDEVILLE INTACT 84
(Week April 16), Madison, Wis.
The Mirth Provokers
of a Nation
OLSEN AND JOHNSON
and Their
"ATROCITIES OF 1932"
23 Nuts of All Kinds
All With One Idea and One Purpose
To Make You Laugh
BATA and BESSIE KAPPEL
"Two Beautiful Dancing Singers"
The Bright Miao-takes
"Nestling in a Bouquet of Idols"
With Moore and Shy, Geo. Moore,
Joe Perry, Sidney Gibson, Gibson,
Gibson, Gibson, Gibson and Gibson
Also "Speedy" Paterson
and Sandy Nutt—too
Numerous to Mention!

RKO VAUDEVILLE INTACT 83
(Week April 30), Seattle, Wash.
ROSETTE and LUTMAN
in "Dance Session"
With **GRACE & BEATRICE WYLIE**
(Dir. of Max Tiehman, Plunkett office)

DEVITO and DENNY
with
DOT STEVENS
in "Lady Harrower's Reception"
(Direction of Chas. Winklin)

LITA GREY CHAPLIN
"The Charming Chantress"
Personal Mgt. Nicholas Gory
(Booked by Weber-Simon)

RKO VAUDEVILLE INTACT 82
(Week April 23), Seattle, Wash.
GLOVE E. LEE and KAREIS TWINS
Two Jacks and a Queen of PEP
(Direction of Sam Shannon)
VIC OLIVER
Europe's Gift to America
with **MARGOT CHANGLON**
(Direction of Phil Olin)

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

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

RKO VAUDEVILLE INTACT 81
(Week April 16), Seattle, Wash.
ANN BOTE
Representative
JOY FINLEY
in "Rhythm"
Dance
MARY DUNKLEY
WALTER (Mouse) POWELL
Benny's Bad Boy and
"RED" PEPPER
The Cayenne Comedian

The Three Playboys
DENNY LYNCH
MYRL ALDERMAN
RAY EHRHART
The Ultimate in Harmony

BENNY MEROFF
and His Famous Orchestra
Personal Mgt. George Wood
(Dir. Bill McCaffery-Lee Fitzgerald)

RKO VAUDEVILLE INTACT 78
(Week April 16), Portland, Ore.
CHAPPELLE - CARLTON
in "The Stairway"
(Direction of Marty Fortkins)

KRUGEL - ROBLES
in
"DRUNK AGAIN"
(Direction of O. L. G. Morris & Co.)

DON RUIZ and BONITA
The South American Dancers
With Sultana and Vivera
Marie Fauri—At the Piano
(Direction of Harry A. Romm)

FRANK LIBUSE
The Colonel of American Nuts
with Myrtle Lansing
(Personal Mgt. Jesse H. Martin)

RKO REVIVES ONE WAY AGENTS' RULE
Chicago, April 11.
RKO office here last week re-instituted the former restriction order which confines the agencies to the one floor and prohibits them from doing business with outside bookers. This was the main point settled in the meeting called by Tom Carmody, local RKO booking chief.
Also discussed, but not put through, was the proposition to sever all connections between New York agencies and local agents for midwest bookings. This proposal was completely quashed since the notion was considered an attempt by some to ease out the long established connections with New York agencies of others.

RKO VAUDEVILLE INTACT 88
(Week May 7), Minneapolis, Minn.
THE GENIAL ROTUND LARRY RICH
with
CHERI
"Miss Peet of Paris"
TOMA GENARO
South America's Newest Dancer
TOMMY YORK
"The Elongated Program of Comedy"
AL HODGES
"Oklahoma"
ENGLAND ONG
The Chinese Hooten Kane
JOE BELL
"The Voice with a Heart"
GILBERT LAWRENCE
and
His Snake Sides
RICH RICHMYND BAND
(Direction of Blondell & Mack)

RKO VAUDEVILLE INTACT 87
(Week April 23), Minneapolis, Minn.
THREE BREWDINS
Athletic Comics
(Direction of Hugo Morris)
MADELINE PATRICE
Protege of the Late Enrico Caruso
(Direction of Morris & Os)

NAYAN PEARCE and JAY VELIE
in "RED RHAPSODY"
Boyd Davis, Musical Director
(Direction of O. L. G. Morris & Co.)
AMERICA'S EGOTIST
Harry J. Conley
In Person
(Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 86
(Week April 23), Minneapolis, Minn.
The Dark Cloud of Joy
BILL ROBINSON

IN "HOT FROM HARLEM"
WITH
JOHN MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FREDIE LEWIS
JELI SMITH
JACKIE YOUNG
"THE BROWN BUDDIES"
Chorus of Eighteen
(Direction of Marty Fortkins)

RKO VAUDEVILLE INTACT 85
(Week April 16), Minneapolis, Minn.
"PORCELAIN ROMANCE"
GenJo Brothers and Louise Gay
(Direction: Chas. Morrison)

Boy with the Balancing Complex
BOB RIPA
Denmark's Juggling Genius
(Direction: Jeanie Jacobs)

FRANK and EDDIE HURST and VOGT
"OUT OF THE MARINES"
By H. O. Green
(Direction: Chas. H. Allen)

DIAMOND BROS.
HUGHIE-TOM-HAROLD
"Seaworthy Gentlemen"
(Direction: Chas. Morrison)

Publix-B. & K. Trying Drama Tab; 'Zombie,' Mystery, for Oriental

Costly F-M Acts Idle On Premature Closing

Hollywood, April 11.
"Wat Parade" (M-G) closing at the Chinese after a three weeks' run, has Fanchon & Marco trying to unload the Michon Bros. and Arnaud Bros. brought here on a six weeks' guarantee for the stage prolog.
Michons, at \$1,000, and the Arnaud's, at \$700, are too costly for the regular F. & M. units. Firm is trying to sell them to spot booked presentation houses.

F&M's Thurston Offer \$4500 for Full Route

Los Angeles, April 11.
Howard Thurston's engagement at the Orpheum here has been cut from three weeks to two. He closes April 18.
Fanchon & Marco dicker with him as a special attraction.
Thurston's unit, if taken by F. & M., will stand the company about \$4,500 weekly, which is \$2,500 over the regular budget.
Decision on whether Fanchon & Marco books the tab "Girl Crazy" over part or all of its circuit depends on the showing of the musical in San Diego. It is booked at the California four days starting yesterday (10) in place of F. & M.'s "Town and Country" idea.
Tab will probably be passed up by F. & M. except for a few spots because of its cost. "Town and Country" company is laying off the four days.

Some Leniency

Providence, April 11.
Overcoming last-minute opposition local theatre men were able to have the General Assembly approve a measure which will permit dancing and juggling in vaudeville acts on Sundays. Bill also permits the theatres to open one hour earlier than the present law.
Exhibitors have been trying to get the bill through for several years, but opposition from clergymen balked them.
Legislature, however, refused to legalize dancing in public halls on the Sabbath.

Rescue for Agents

Collections are so tough with the Loew acts that Marvin Schenck and Louis K. Sidney are reported in sympathy with the idea of a collection agency on behalf of the agents. The 10%ers are regarded as entitled to this protection.
RKO vaude agency has had a collection agency in operation for many years.

Chicago, April 11.
Publix-B. & K., which started the musical tab version epidemic when it took its long-shot chance on "Girl Crazy" for the loop Oriental, is now striding out into new fresh territory by making a deal for the tab version of a standard legit drama, "Zombie," now at the Adelphi here.
Drama, which is a thriller based on the mystery of voodooism, will be brought into the Oriental April 29 for an initial week's try. This is a starter, and there are options for three additional sessions in town, which would cover the outlying de
(Continued on page 63)

Levy Starts

Chicago, April 11.
Acher Levy is already taking inventory of local RKO houses and departments preparatory to taking over division reins. One of Levy's first official moves was to call in various employees, house managers and staff men and assure them of their jobs as long as proper co-operation was forthcoming.
William Elson, present division manager, remains here for about another month. He may transfer east.

Canton Musical Co-op

Canton, O., April 11.
Musical comedy stock will supplant dramatic stock at the Grand Opera house here, commencing this week. The run will be sponsored by the local stage hands and musicians on a co-operative basis, same set up as dramatic stock.
Ed Dager, burlesque producer, will have charge, and has started rehearsals with a company of 40 people. Top, 50c.

MAY 5 FOR F-M IN PIT

Pittsburgh, April 11.
F-M units won't go into the Stanley until May 5 due to previous booking of Paul Whiteman April 29. Present Stanley chorus of 16 girls has already been given two weeks notice but will be retained for an additional fortnight. Jerry Mayhall stays as production manager. Theatre previously played Publix units but for several months has been building its own presentations.

CHI HOWARD WARM

Chicago, April 11.
Burlesque stock is slated to return to the southside Howard, formerly the Empress. Arthur Climage, former operator, is negotiating for the lease.
If the deal is closed, the policy will start in September.

Marcus Loew

BOOKING AGENCY

General Executive Offices

LOEW BUILDING

ANNEX

160 WEST 46TH ST.

BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

NEW ACTS

JIMMY DURANTE Songs, Comedy

15 Min.; One and Pit
Penn, Pittsburgh

Considering the dough paid most slicker names for personals, at \$4,500 the Shnoozle is a first time he has ever worked alone on the stage, breaking away from Clayton and his pictures, and he's a cinch with or without.

Durante is still the mad lunatic, as when he has finished wrecking the orchestra pit this week, the management will have to call in a building crew to repair the damage. Introduced here by Don Barclay, of the regular Loew unit, the Shnoozle jumps right down into the pit and the first of a dozen hats and three or four telephones constitute his sole props, and the mugs send the music crew as well as the audience into hysterics.

There's no denying the Shnoozle is one of the few distinctly individual comedies ever developed on the Main Stem. There's neither rhyme nor reason to any of the things he can get by any time, anywhere as a single. Working in vaude or pre-arranged for stooges, and from all he needs. That and his own rough-house clowning.

Cohen.

Two of his old songs at the piano, the rest of his act is a succession of a joke and finally into the pit and piano stools in all directions. It's not what the Shnoozle does, it's how and why he does it that counts. They never saw him here before and didn't know what to expect, but after he was around for five minutes the evidence the mob wouldn't let him go, and it didn't.

Durante's solo appearance, at any rate, proves comical, and that he can get by any time, anywhere as a single. Working in vaude or pre-arranged for stooges, and from all he needs. That and his own rough-house clowning.

'PALMS OF THE PAST' (6) Oldtimers' Songs, Dances

15 Min.; One

Hildreth, N. Y.

One of the best acts of oldtimers ever produced, including six capable vets, all of whom mix into songs and dances of another day. A good type attraction for family trade in any part of the country.

Their act includes Danny Simmons, doubling at M. C. Blanche, Newton Lombard Bros., Annie Hart and Josephine Sabel. Last mentioned, the madcap of Broadway many years back, does a hot number not much longer than a bit. She's just about lifting herself strong when giving up.

Miss Newton does a song and dance her father did 50 years ago; the Lombards fight in their Lancashire clog; Miss Hart puts over with plenty of pep and sales ability and old Irish number all he needs, and at Pastor's 35 years back, and Simmons, in addition to a swell joke, the "Irish Rag" number some may remember.

Act is nicely rounded and doesn't hide too much talk, mistake some have made.

Registered strongly at this house when caught.

SCOOTER LOWRY

Songs and Dances

11 Min.; One

86th St., N. Y.

Former tough boy of the Our Gang comedies in a personal appearance, getting over with the favor almost invariably accorded him by those who are passably clever, and making an honest effort to bat out an act, following some terrible clips from his former comedies. Apparently dumb and badly done. Once this is over familiar for the stage in his changes to cutaway for a neatly dressed Chaplin and winds up in evening dress.

No references to his past work, but he goes into a song and then dances. His jokes are pretty sad, and his voice is not strong, but he is nimble feet and a certain likable 1. reasonably safe act from being a waste to those who have never rested in his film connection. He cannot handle patter and should not be asked to. But large he gets over to a good score.

3 SUNSHINE GIRLS Singing; Dancing

7 Min.; One

86th St., N. Y.

Not much strength in this turn but a pleaser for the family trade.

Three pretty girls in some harmony and with one doing some taps for fair results.

Interesting is the fact that the act doesn't try to be another imitation of the Bowery Boys. They do worry too much about harmonizing and making sounds that don't mean anything. Songs are mostly pop tunes but along character lines and more dependent on the words than the tunes. Which makes the lassies individual, to say the least.

GROCK

Cowning

30 Min.; One in the ring

Cirque Medrano, Paris

Packing Medrano is coming to see his new number, though Grock's personality is the whole act, and the character of partner and adding an accordion doesn't effect much change.

In previous there was a similar turn called "Sow-writers Festival" and in 1922 to that still another called "Trip to Hiltland". Different people and different names, but the same. Charley Tobias seems to be the head big chief of the present turn, holding the stage almost all the time and he does most of the singing. Which is okay because Charley has more stage presence than any of the other lads having wandered around in an act of his own for some time.

Layoff has four of the writers, Vincent Rose, Sidney Clare, Percy Wenrich and Al Sherman, at grand pianos, which makes a plenty of music. Standing up in front are Al Lewis (Sherman's writing partner), Murry Mencher and To-

Starts by a little introductory song all around, with bows for all the writers, as announced as his song "Tomatoes Are Cheaper" and Tobias follows with an acceptable Eddie Cantor imitation of the same song.

Really get busy talking and singing about themselves. Rose, who evidently is the writer of "Tomatoes Are Cheaper" and Tobias sings several choruses of other songs by him. Tobias sings a song of his own, "I'm a Man". Others sing three or four choruses from their own, with Tobias and Lewis joining in after the start-off to help out.

All got plenty of nice applause and a few laughs, but the act goes over at this stage. Interesting to note is that Percy Wenrich's ancient "When You Were a Tulip" and "I'm a Man" are the only songs "Somebody Loves You," which is leading song sales currently. Lewis sings "I'm a Man" and Tobias sings "Somebody Loves You" for the encore.

Oakland's voice is so sugary that it rather cloy in a long routine, but apparently the audience here did not find it so. Act makes a good flash and delivers strongly. All the songs are amplified through a prop radio set, evidently intended to suggest a studio. Three large fans are displayed at right and left and an open end platform.

Land enters and goes into a special song about his radio requests. Fan on the right drops to disclose the blonde pianist, who tells that she has a request. In turn the other fans bring the girls in, each for a song. The Oakland frames up a new act for each vaudeville engagement, apparently. For the current trip he is working with three girls, a blonde, brunette and redhead.

Act opens with stage in black drapes, a flat topped deck carrying a prop radio set, evidently intended to suggest a studio. Three large fans are displayed at right and left and an open end platform.

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SONG WRITERS ON PARADE (7) Singing; Dancing

20 Min.; Full

26th Street, N. Y.

Seven song-writers get together in this turn for a fairly novel and pleasing act. Maybe it's a bit too much of the same, but the fact that songwriters have always been what they are.

In 1922 there was a similar turn called "Sow-writers Festival" and in 1922 to that still another called "Trip to Hiltland". Different people and different names, but the same.

Charley Tobias seems to be the head big chief of the present turn, holding the stage almost all the time and he does most of the singing. Which is okay because Charley has more stage presence than any of the other lads having wandered around in an act of his own for some time.

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PALACE

The chicken crossed the street and the comics were seen with ladies that weren't ladies, only their wives, plenty at the Palace Saturday afternoon. 'Twas the opening of the new Palace, and the bill, and it won't go down in history as the worst, because it won't go down in history as the best.

At five o'clock, when all good little bills should be on their way to Buffalo, the second half of this one was the first of the new Palace, and later Ben Blue said it was almost Sunday, and that was next to closing, but the final curtain was still there, but the audience had departed. There was quantity galore, though all but a few of the matinee customers seemed to pre-

fer quality. Only a few rows left before the last turn was over, which meant a blow for the word-of-mouth this week. 'Too bad, because the Palace is standing up in front as Al Lewis (Sherman's writing partner), Murry Mencher and To-

Starts by a little introductory song all around, with bows for all the writers, as announced as his song "Tomatoes Are Cheaper" and Tobias follows with an acceptable Eddie Cantor imitation of the same song.

Really get busy talking and singing about themselves. Rose, who evidently is the writer of "Tomatoes Are Cheaper" and Tobias sings several choruses of other songs by him. Tobias sings a song of his own, "I'm a Man". Others sing three or four choruses from their own, with Tobias and Lewis joining in after the start-off to help out.

All got plenty of nice applause and a few laughs, but the act goes over at this stage. Interesting to note is that Percy Wenrich's ancient "When You Were a Tulip" and "I'm a Man" are the only songs "Somebody Loves You," which is leading song sales currently. Lewis sings "I'm a Man" and Tobias sings "Somebody Loves You" for the encore.

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cast. Blue was a big hit, as usual, despite a slow start, through the handicap spotting. He's one of the Palace standards by now.

The idea is that if they don't grab some of Lou Holtz's but they can at least do his stuff at the here this week, it's not much as far as they can without musing in on Minsky. It doesn't sound good, but it's a good idea.

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Air Barometer

Feature 'Shop Angel' (Tower) a indie, with Fox-Movietone New and a short 'A Freshman's Finis (Educut).
Business badly off Thursd night. *Char.*

'Naughty' Films

Feature 'Shop Angel' (Tower) a indie, with Fox-Movietone New and a short 'A Freshman's Finis (Educut).
Business badly off Thursd night. *Char.*

Fred Schmitt and his orchestra took the song, 'Home,' and played first as various artists would interpret it.

A well balanced program, with 'One Hour With You' on the screen, along with a talkatone and news. Newsreel speech on 4% beer re-

along with a talkatone and news. Newsreel speech on 4% beer received a big hand.

I'm Telling You'

By Jack Osterman

ARE YOU READING? (This tag line was omitted last week. This week I'm not taking any chances.)

It Can Be Done

They were arguing about a very important subject. One said, 'I'm telling you roosters can lay eggs.' 'They cannot,' said the other. 'No,' replied the first guy. 'Did you ever see some of those Pathe statements?'

Dillingham and Eggs

While lunching with Charles Dillingham and Louie (Durante) prole) Shurt, the producer was lauding Louie on his perseverance. 'He deserves it,' we remarked. 'Lou kept his nose to the grindstone.' 'Yes, but he took it away too soon,' remarked Dillingham.

Street Scene

Strut—George White, Max Gordon, Al Lewis, Harry Rosenthal and (icky) Blain gazing for 10 minutes through the window of the 45th Street Coffee and Doughnut emporium. Were they looking into the future, too?

No News

Harold Arien walked into a store and picked up Michael Gold's new book, titled, 'Jews Without Money.' He looked at the clerk and said, 'He's telling us!'

Tin Pan Alley Wisecracks

Edgar Leslie croons it this way: 'When the blues of the Publishers meet the red of the ink.' Suggests also that sheet music should be wrapped in cellophane so it will be clean when the jobbers return copies.

And we dedicate a theme song to the bookers of RKO entitled, 'One Hour with You.'

A Just Claim

Joe Frisco insists Ring Crosby stole the 'boo-ba-ba-boo' angle of singing from him. Joe tried to say Baltimore and Ring overheard him.

Okay, Charlie

Charlie Klink asked us the other day what time orchestra rehearsal was at the Palace. Without hesitating we told him, 10 a. m. Some memory, eh?

Doubling?

Last week the Palace decided to ave the Yacht Club Boys double from the restroom to the foyer and entertain during intermission. They wanted a comic to go in the 'ce' house this week and I heard in ask, 'Stage or lobby?'

Misleading

After looking at that large head (Continued on page 55)

1 O'Clock Town

Dr. Luth Minn., April 11.

'Safety Commissioner Warren S. Moore wants it known Duluth is a one o'clock town, especially when it comes to dancing. Last night Benny Meroff and his band played for a dance at the Armory after their performance at the Lyceum. The dance was advertised to begin at 11 p. m. and continue till two a. m. More than 1,000 hoofers braved a drenching rain to attend.

Commissioner Moore had a squad of his finest at the Armory during the entire program and at 1:07 they stepped in and stopped the show, causing howls and cat-calls. Frank 'Cub' Le Joy protested, but was advised that he had been informed of the 1 o'clock closing ordinance before he had planned his ads.

MARRIAGES

Evelyn Wilson to Clayton Corum. New York, last week. Bride is the vaude singer; groom is managing director of the Academy of Music. New York.

Carlyne Dorothy Miller to Bert Lown, New York, April 11. Groom is orchestra leader; bride, non-pro. Lillian Dawson to Donald Ray. New York, April 2. Miss Dawson was last in the 'Follies'; groom is a vaude dancer.

Finette Walker to Herbert T. Bergman, New York, April 6. Groom is a radio announcer. Bride was formerly with a Washington opera company.

Louise Lench, picture player, to Frank Murphy, Warner Bros.' head electrician, April 6 in Hollywood.

Phil Rubinoft to Sadye Tagress in Pittsburgh. Rubinoft is the brother and manager of Dave Rubinoft. Miss Tagress is a non-pro.

June Udell, non-pro, to Oscar Scelin, of Paramount's production staff, in Hollywood April 8. Myrtle Lyman to Max Lerner on Wednesday (13) at the Roosevelt hotel, Hollywood. Groom is singing at the Paramount theatre, L. A. in George Stoll's band; bride is Abe Lyman's niece.

Olive Hatch to Hubert Volght, secretly at Las Vegas, Nev., several weeks ago. Volght is a former Coast studio p. a.

Louise Segal to Rafael Guerez Alcolde in Hollywood, recently. Bride is sister of Vivienne Segal, actress. Husband is non-pro.

Phar Lap's Death Hails Metro-Fox Film Deals

Hollywood, April 11.

Phar Lap, the Australian wonder horse who died near San Francisco last week, was to have made a sport short for Metro, his owners getting \$7,500 for two days of filming. In addition, Fox was negotiating for the horse to be featured in a remake of 'Checkers'.

Ownership of the giant gelding was split equally between Davis J. Davis, an American who had lived for many years in Australia, and an Aussie horseman named Telford. Latter was what is known down under as a battler, a horseman who leased his mounts from owners not interested in racing and paid all expenses, dividing the profits with the owners. This procedure was carried in the case of Phar Lap until the horse ran up a profit that allowed Telford to buy a half interest in the equine.

Deas had been offered an exhibition tour of the principal American tracks whereby he was to split 60/40 on gate receipts with a \$3 top just before Phar Lap died.

Leon Gordon, the playwright, has offered a yearly cup to the Australian or New Zealand racing association that will hold an annual Phar Lap handicap. Gordon, who owns a stable in the Antipodes, made the offer because of sentimental attachment to the horse and because he backed it for years to his resultant profit.

Between Jumps

Chicago, April 11.

Lillian Bernard (Bernard and Henry) obtained her divorce here last week between jumps of an RKO route.

Miss Bernard was married to Carl West, Detroit music publisher. She claimed desertion. Judge Trude granted the decree.

DIDN'T CHANGE SPOTS

Denver, April 11.

Using the same coat as a blind caused seizure of a bootleg truck here.

Officers noticed the truck going through town, and always the same cow.

Caught up with the driver one day and found a liquor tank concealed in the floor under the animal. Cow is back in the pasture, but the drivers escaped.

BIRTHS

Mr. and Mrs. Ferd A. Schaefer, son, in Los Angeles. Father is a musician.

Mr. and Mrs. John C. Moffitt, girl at Research hospital, Kansas City. Father is motion picture editor for the Kansas City 'Star.'

'Round the Square

That Juvenile Urge

The circus pulled its usual quota when it pulled into Madison Square Garden for its opening date. More than 50,000 people watched the trucks make their trek to the 49th street entrance from the railroad yards. Another 5,000 gathered at the unloading station in Mott Haven according to circus statistics.

Crowd around the Garden was augmented near midnight when the hockey game was over.

Olympics' 10% Surtax—If

Present admissions tax for all tickets above 46c, pending passage in the Senate, calls for that same levy to be made on all tickets sold for the forthcoming Olympic Games in Los Angeles. Tax schedule exempts only scholastic shows on the 10%.

This is the first time any Olympics anywhere have been subject to a surtax at the gate.

That Minevitch Rib

One of the prize ribs of the year was perpetrated on Borrah Minevitch by S. Jay Kaufman, incited by Eddie Elkins, which latter will be somewhat of a revelation to Minevitch. It started with Minevitch, who is an expectant father, cracking at the Friars that 'If it's a girl I'll go to Africa.'

Several days later Minevitch was besieged by letters of solicitation and solicitors from sporting goods firms like Abercrombie & Fitch, with their samples of tents, canoes and expeditionary equipment; from Brentano's with books on Africa; from map firms; companies dealing in provisions; vendors for exposed films; camera concerns; property furnishers; letters from consulates offering passport facilities; offers of cut-rates on Amer-African transportation, etc. When playing in Syracuse last week, the Eastman estate executors further called with special samples of the equipment which the late kodak magnate used on his African trip with the Martin Johnsons. Minevitch stalled them by stating he'll be in Rochester this week (where he's now current at Loew's), with the Eastman people insisting that Minevitch stop for three or four days in the special shooting lodge the late kodak man has erected, so that he (Minevitch) may better absorb the atmosphere of the various African properties.

In partial retaliation, Minevitch acknowledged all solicitations with a notification that he is very much interested, but that he has designated S. Jay Kaufman as his purchasing agent. This resulted in the boys swooping down on Kaufman's office in the Roxy suite with all their samples of kits and equipment.

There is still some haggling on, but the jury is still out on the sex of the Minevitch heir or heirs.

NEW YORK THEATRES

"VARIETY" says
"BEST MYSTERY PLAY IN YEARS"
ROBERT V. NEWMAN presents
"TRICK FOR TRICK"
with JAMES RENNIE
Geo. COHAN Theat. W'way & 63d. Evns. 8. Eves. 7:45. Main Wed. & Sat. 2:45.

SAM H. HARRIS presents
MILTON LLOYD
BOLAND MURRAY in
"FACE THE MUSIC"
A MUSICAL COMEDY REVUE
By Irving Berlin & Moss Hart
NEW AMSTERDAM Theatre, W. 43d St.
Evns. 8:30. Mats. Wed. & Sat. 2:30.

RKKO
Broadway and 47th Street
MAYFAIR
"SCANDAL FOR SALE"
The Lowdown on the Dish Dabbers
A UNIVERSAL PICTURE
CHARLES BICKFORD
PAT O'BRIEN
ROSE HOBART

EDNA BEST
HERBERT MARSHALL
THERE'S ALWAYS JULIET
A Comedy by John van Druten
"A sure thing with hand and whistling and very amusing play."
HENRY MILLER Theatre, 124 W. 43d St.
Evns. 8:30. Matinees Thurs. and Sat., 2:30.

LESLIE HOWARD
THE ANIMAL KINGDOM
"The nation's most exciting adventure."
—Ferry Hammond, Herald Tribune.
Staged by Gilbert Miller
EMPIRE THEATRE, W'way and 49th St.
Evns. 8:45. Monday Performances Omitted.
3 Mats. Weekdays, Thurs., Thurs. & Sat., 2:30.

PALACE W'way & 47th St.
Mats. Daily 2:30
The World's Premier Vaudeville
with JULIA SANDERSON
NEGRELL & FRANK CRUMMIT
CHARLES KING-BEN BLAU
MILTON BERLE, Mayor
Blanche Callaghan, Show
Midnight Show Every Saturday

86th ST. Bet. Len. & 3d Aves.
Continuous Shows
Wed. to Friday, April 13 to 15
PAUL WHITEMAN
& Co. of 30—Mildred Bailey
"HEART OF NEW YORK"
Smith & Dale—George Sidney

MAX GORDON presents
THE CAT AND THE FIDDLE
By Jerome Kern and OTTO HARBACH
Broadway has not heard lovelier music in its life.
—Critic, National American
GLOBE THEATRE, W'way, 40th St.
Evns. 8:30. Mat. Wednesday and Saturday, 2:30.
Good Seats Available at Box Office for All Performances from 31 to 35. No late.

81st ST. On Broadway
Continuous Shows
Wed. to Friday, April 13 to 15
"HEART OF NEW YORK"
with SMITH & DALE
GEORGE SIDNEY

ALEXANDER MCKAIG presents
ERNEST TRUOX in
WHISTLING IN THE DARK
By Laurence Green and Edward Childs Carpenter
Directed by Frank Craven
Ethel Barrymore Theatre, 47th St. W. W. of E'v
Evns. 8:50. Mats. Wed. & Sat., 2:40

LOEW'S 5th Ave. 23rd St. MON. & FRI. 10 AM. & 1:30 PM.
SALE
GEO. ALLISS
In "The Man Who Played God"
with SALLY RANDERS
JESUS VANDERKORP and Rose KING, Robin Lacey, & Andrew-Dick and Kathi Barron, others.

First Time at Popular Prices
"HELL DIVERS"
Wallace BERRY
Clark GABLE
CAPITOL
Cameo, "Are You Listening," with William Haines

ROXY SEVENTH AVENUE
AT 10th STREET
"Disorderly Conduct"
FRED WARDING and Roy Theatre Orchestra
SPENCER TRACY El Brendel
On stage—"SPAIN" in four colorful scenes.
Beginning Friday, "Caroline Lady" with Joan Bennett and John Bates

**Who Lives at
The Park Central?**

A MONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and 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

The Park Central
56 St. at 7th Ave., New York City
H. A. LANZNER, General Manager

Diary of a Stooze

By Claude Binyon

St. Paul—Sunday.
My whole life is getting to be a terrible mess ever since I started being a stooze. Tillie is in town fighting mad because I didn't ask her for last couple of letters and says I have to marry her!

Here I thought I was going to have a day of rest on account of now the act is laying off before we go to Spokane, and I'm scared about what Quantrell will say when he sees Tillie. Italian women get excited quick just like Scaramouche, and she is more than I can stand. Tillie called Mr. Bowerly at his hotel when she got off the train from Joliet and he gave her my address. When I got back to the Family hotel after an afternoon walk with Quantrell there was Tillie sitting in the lobby as big as life. I was so shocked I could have felled over and split my head open.

We went in my room and left the door open because it is a rule and Tillie started to cry and said she had to leave Joliet on account of her body doing making fun of her and saying now that I was an actor I would never come over here. She said my father said I didn't have to go to me and get married because I am so absent-minded I would probably forget all about it and it was no fun and I said we would have to think about what we should do. So I got a room in my hotel on a different floor.

I don't know what I should do. I don't know what I could bring my father's neck off and throw it away.

St. Paul—Monday.
I wish I was some else else. Quantrell phoned me and I told her I was sick and had to stay in bed. She said she would come over anyway and I told her I was too sick to talk to anybody.

A little later Tillie knocked on my door all dressed up and held out her mouth to be kissed. I didn't feel like necking, but I gave her a little (Continued on page 55)

IT STARTS

Wild Coast Beach Rents First Sign of Olympic Beach Map

Los Angeles, April 11.
Owners of beach cottages at nearby sea resorts have gone on a profiteering basis for renting their places, in view of an expected rush for beach homes by the Olympic games mob.

Prices now being asked for the cottages for June, July or August, are three to six times the usual letting prices in normal times. Real estate men at Hermosa, Redondo, Santa Monica, and other favored spots are back of the jerked prices. These three shore places have been the favored beaches for Los Angeles and Hollywood residents.

Prices for close to the sea homes are as high as \$500 monthly while prices removed from the shore, which usually let for around \$65 are now set at \$175 and \$200 for that period.

JOE CUNNINGHAM PULLS S. R. O. AT THE FRIARS

The dinner in honor of pompadour Joe Cunningham, the Philadelphia humorist, drew the biggest gathering the Friars have yet had at its Saturday night affairs. He brought a gang over with him of some 60 Philly stooges but didn't need 'em, and when Cunningham arose to speak his mind about the speakers it was after three o'clock in the yawning. At that time Jack Benny, the toastmaster, turned and said: "Well, Joe," and that alone was enough to bring a laugh.

Cunningham started saying he would try to give answers "now that all the perjured evidence is in." He thought some of those who panned him should have a break-in and rated Benny as "my laughingly referred to toastmaster."

Admitting he was somewhat in a haze, the honor guest thought the whole affair looked humpty-dumpty. Earlier somebody introduced George Jessel, the dizzy dancer, but he has disappeared. Walter Hoban is a nice fellow. That's what you think, but I know he puts gunpowder in his grandfather's pipe and pulls the chair from under grandma's.

Admitting he was a warbler, he said: "When that Chicago opera guy sang, 'Bobby Clark tried to look intelligent, as to Bing Crosby, a great crooner got up and did everybody a favor.' And then Judge Wasser called the Virginia ham, got up. He spoke about the Kelly estate, which is a brick-yard in Philly." Figuring he was about even Cunningham sat down claiming the dinner the event of his life.

George M. Cohan arrived a bit after two o'clock, having come in especially from Philly where his new show opened last week. Kelly was welcomed back into the club as the greatest monologist we ever had.

Bert Hanlon—Cinema Star—Benny's first laugh came when he said: "The last time I was m. c. here we paid tribute to a famous movie star, Bert 'Hanlon' (reported lost in California).

As to Cunningham: "He is a ribber who can rib 10 rounds but can only take it for three and who wears his hair that way to get discipline from his city."

Clark was introduced as "a stooze for Lou Holtz." Clark thought that most members of the Friars are sitting pretty, that is "pretty nearly 24 hours a day." After using the word recapitulate he demanded to know if he was a low comedian.

Broadway's columnists were introduced, Winchell being 'one of our better cigarette salesmen.' James Cagney was 'a tough guy in pictures, who said he was once a hell-pup at the Friars. Other speakers included Harry Hershfield and William Deegan Weinberger.

The Philly contingent was made up of reporters, people from the local radio stations, agents and other Cunningham boosters. The event was given advance publicity in the dailies there.

Busted Romance Due To Busted Promises

Chicago, April 11.
Two months of married life is enough for Mrs. Mary Hendricks, local showgirl, who's suing Charles Hendricks, actor, for a divorce. Wife claims Hendricks forgot all about his promises to her.

Among other items, Mrs. Hendricks said she spent \$31 in taxi fare one night, going around looking for her husband. "She finally found him in a speak, she said."

Wed 18Yrs.—1st Child

After 18 years of marriage, a first child was born to Mr. and Mrs. Jack Strong last week. Father is of Smith, Strong and Lee, vaude trio.

The child, a boy, was born at the Strong's farm in Hickville, L. I.

Federal Acreage Grants Last Resort Of Hard-Pressed Families in West

10 for a Dime

Bowery aspect of 42nd St. took on a highly colored literary shade last week when two pitchmen, working from an auto with a bungalow shaped affair attached to the car, started selling so-called "hot mags. About 10 publications went in bulk for a dime.

Come-on used was a strip picture on the cover and then to verbally paint the contents as asbestos consuming.

Los Angeles, April 11.

Federal land office here is doing a real landoffice business these days with city and suburban dwellers in a rush for government homestead lands.

"It's the biggest back-to-the-soil movement in the west for years, and credited to the present economic stress."

Most of the land being passed out free, but for the \$16 registration fee, is desert land that offers a problem even tougher than trying to make both ends meet in a city. Problem is water.

26,000,000 Free Acres

Estimated there are about 26,000,000 acres in southern California that can be passed out in 160-acre lots for the asking, but requires cultivation and residence: seven months of every 12. Until recently there was little asking.

Some ducking back to mother earth, but a safer bet, is the migration of the last six months to the chicken ranch and truck gardening sections within 20 miles of the city. Especially is this true of San Fernando Valley, where real estate men are reporting brisk business in disposing and renting, of formerly abandoned places.

Among the new settlers in this valley are several young couples who formerly looked to picture work for a living. Picture crowd favors the rural life, while easterners who give up city life after a few years here, go for orange and other citrus growing.

Julian S. Brown's Alienation Suits Gross Is \$350,000

Syracuse, April 11.

The \$250,000 alienation of affections action brought by Fred H. Meyer, of this city, against Julian S. Brown, who had a spectacular career as theatre and night club impresario during the last year, will go to trial in Supreme Court here during the week. Brown will defend the suit, which charges that he stole the love of Mrs. Frances Meyer from her husband.

The action was started in 1930. Meyer contends that it was not until 1928 that he learned of the complaint served that Brown ceased to pay his wife particular attention.

The former operator of the Dewitt theatre and the Cafe Dewitt also faces another \$100,000 alienation of affections action started by Perry J. Spencer, of Akron, O., who alleges that Brown stole the love of his wife, Mrs. May Curtis Spencer.

Brown's tangled financial and business affairs are now in receivers hands, and are the subject of numerous suits. Federal Judge Frederick H. Bryant ruled last week that foreclosure actions against any properties owned by Brown's Dewitt Development Corp. must be brought in U. S. District Court.

SNEERS AT BAGPIPES, DRAWS DIVORCE SUIT

Los Angeles, April 11.

Agnes Wallace Ross, former bagpiper, cites as one reason for a divorce from William Ross that he looked her in her room when she was scheduled to perform at a concert in Newark, N. J., in 1926. Also says he belittled her talent publicly at Masonic hall, Jersey City, and knocked her silver championship cups around the house privately.

Also, says Mrs. Ross, he accused her of associating with other bagpipers for purposes other than musical.

Husband's present home given as Kearney, N. J.

ALIMONY DENIED

Motion for \$350 counsel fees and \$30 alimony by Betty Tanner, of Berkeley, against her husband, Irving, of Louisville, was denied by Justice Ford in New York Supreme Court last Thursday (7).

Miss Tanner claimed common-law marriage to Irving.

WEEKENDING ON B'WAY DESPITE 1,500 MILES

Minneapolis, April 11.
Minneapolisans are week-ending regularly in New York, taking in a show on Broadway Saturday night and being back at their desks Monday morning. Broadway now is only 11 hours away from Minneapolis by air and theatregoers are able to eat their breakfasts at home Saturday morning and after a show in New York the same night.

Planes depart for New York at 5:30 a.m. and arrive there at 7:24 p.m. They leave New York at 9:16 a.m. and arrive here at 7:30 p.m. The distance is nearly 1,500 miles and it takes two nights and a day to make the trip by rail. Air fare is \$87 one way and \$121 the round trip. But not so many have that \$121.

Leone Earle's Legs

Leone Earle, vaude aerialist, makes a claim against the Villanova restaurant, West 46th street, New York, for injuries allegedly sustained recently when the eatery's street elevator rose from below without warning.

Actress' attorney, Louis Handlin, is endeavoring to settle the claim, which states Miss Earle's legs were severely injured.

Gore Gets 30 Days

Los Angeles, April 11.
Abe Gore of the Gore Brothers, theatre and club operators, was sentenced to serve a 30-day jail sentence by Municipal Judge Landreth last Thursday, after being convicted of reckless driving.

Gore drove his machine into another car, both landing on the sidewalk.

Berman's Nags

Schenectady, April 11.
Another showman, Barney Berman, Chicago film man, has been bitten by the race horse bug. Berman has a string of seven prancers in training under G. H. Morton for the 1932 turf season around the Windy City.

Included in the stable are Hy Schneider, Lady Messenger, Undergun, Titus and Indus.

Here's How 'Death Valley' Farnum Had a Car Almost Rebuilt for \$24

Los Angeles, April 11.
A burn up for easterners who receive estimates to overhaul a car in the following list made up by Ralph G. Farnum. All repairs were made as specified by Farnum, with the total bill \$24.

Farnum has an especially built auto for desert riding. It has a fourth speed to take the auto through shifting or soggy sand. Out in the desert where Farnum spends a great deal of his time to beat the sinus always with him, the agent over the car, making memos of what he thought it required.

Showing the list to some easterners, they laughed and suggested Farnum buy a new one instead. Ralph offered to bet the repair bill would not be over \$20, but no one wanted to steal his money.

Only item questioned by the service shop was No. 12: "Adjust valves for fast driving." Shop could not understand it and Farnum couldn't explain.

Farnum's submission read:

Mr. P. T. Hall, Howard Motor Company, Hollywood.

Dear Hall:

Will you please have Obie see that the following work is done on my Buick coupe, motor number 2650823, and have him check each item as it is finished so there will be no slip-up:

1. Time engine according to Standard Service operation.
2. Tighten cylinder head nuts and bolts.
3. Check generator charging rate.
4. Take hydrometer reading of battery and add distilled water if needed.
5. Clean outside of battery and put some vaseline on terminals. Be sure ground is tight.
6. Inspect operation and condition of fan belt.
7. Adjust steering mechanism. Adjust if necessary.
8. Test drag link ball sockets for proper adjustment.
9. Test front wheel alignment. Adjust if necessary. Also check front wheel bearings and tighten bearing nuts if necessary.
10. Adjust brakes if needed.
11. Test clutch pedal for proper clearance.
12. Tighten all hub nuts on wire wheels. Also nuts of extra tire carriers and body screws throughout entire car.
13. Adjust valves for fast driving.
14. Tighten all body hold down bolts.
15. Inspect shock absorbers. Add special shock absorber oil if needed.
16. Tighten all spring clips. Lubricate spring eye shackles and adjust to prevent slide play.
17. Burn out carbon and clean sparkplugs. Adjust them if needed.
18. Tighten packing nut on water pump.
19. File and adjust distributor points.
20. Test oil filter to insure working properly.
21. Clean out bowl of gasoline cleaner.
22. Lubricate entire car carefully as indicated on second page of this letter.

Lubricate entire car with Zerk gun as follows. At the:

1. 4 fittings on front end of front springs.
2. 2 fittings on upper front spring shackles bolts.
3. 2 fittings on lower front spring shackles bolts.
4. 2 fittings on upper King bolts.
5. 2 fittings on lower King bolts.
6. 2 fittings on front axle tie rod.
1. 1 fitting on front end drag link.
- 1 fitting on rear end drag link.
- 2 fittings on rear brake idler lever.
- 1 fitting on distributor.
- 1 fitting on brake pedal.
- 1 fitting on clutch pedal.
- 2 fittings on brake cross shaft outer bearing.
- 2 fittings on the front of rear spring shackle.
- 4 fittings on the rear of rear spring shackle.
- 1 fitting on water pump in drive hub.
- 1 fitting on hand brake lever.
- 2 fittings on rear axle brake spider.

Use engine oil from can as follows:

- In oil cup of generator housing, rear.
- In oil cup of starting housing, front.
- On throttle control gears and shaft.
- On hand brake lever pins.
- In oil cup of clutch release bearing.
- On spark and throttle bevel gears.
- Through filter screen in drive hub.
- Put some transmission oil on the brake rod clevis pins.
- Put some gear lubricant S. A. E. No. 160 in housing of steering gear.
- Put some light graphite oil on the shaft of heat control valve at front end of exhaust manifold.

Drain oil out of crankcase and fill with S. A. E. No. 30.

Check oil in transmission and rear axle. If any needed, add S. A. E. 160.

Remove distributor rotor and put few drops of engine oil on felt wicking in top of cam, also put small amount of vaseline on cam surface.

Lubricate front wheel bearings by removing front wheels. Thoroughly clean bearings and inside of hub with kerosene, then apply fresh lubricant directly to bearing cups and ball assemblies, but do not fill hub cap on center of hub with grease.

Be sure all brake pins and other brake connections are properly lubricated, and put transmission oil on front brake cables by removing the conduits from the frame brackets and applying special attachment to the end, through which the oil may be forced with a Zerk gun.

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

Mrs. Izetta Jewell Miller freed in contempt in Schenectady, N. Y. Justice excused her on the grounds that being a woman she probably knew no better.

Lotta Bonner and Phyllis Joyce have retired from the cast of 'Coast to Coast.'

Howard Inches and George Sharp are forming a troupe here to play a summer season at Inches' playhouse at Pleasant Lake, Mich.

Divorce decrees denied Mrs. Lydia Marinovich in White Plains last week. Known on the stage as Lydia Locke, operatic soprano. Court denied proof that the husband, Count Carlo Marinovich, was in Paris; that he did not desire to contest the suit, and that her testimony would be given in corroboration.

Max Rabinooff plans the Cosmopolitan Opera Assn. to present opera, probably next fall. Troupe to be on co-op basis.

Allied M. P. Industry presents picture dept. with talking picture apparatus. To be used in the training school.

Jennie Goldstein, Jewish actress, in voluntary bankruptcy. Assets are \$261, of which \$250 is claimed to be exempt. Liabilities of \$11,838 include \$2,000 loan from U. S. Bank and \$750 assessment of stock of same institution.

Although not due until August, Dwight Wiman announces chorus auditions for 'Fourth Little Show' at the Playhouse April 18.

Will of late George Eastman probated. Estate appraised at around \$20,000,000, of which the bulk goes to Rochester University. Cornell, Mass. Tech., and Y. W. A. Y. are cut off in a codicil signed shortly before his death.

Toscanini, Bruno Walter and Issay Dobrowan named conductors of Philharmonic orchestra next season. Hans Lange continued as asst. conductor.

Officials of Operators' Union 3068 denied annoying Esco theatres, Brooklyn, when the corp. sought to interlock picketing. Case pending in Brooklyn supreme court. Judge reserved decision.

Central Park Casino pays three months' rent to the city at \$700 per month. Only owes two months. Sid Solomon explained this business is picking up now and he can start to pay off arrears.

Theatre district will be the first to get the spring style fire hydrants. Yellow with a red top.

'Black Souls' folds at Provincetown playhouse after 10-day run.

Louise Squire, vaude actress, filed a suit for \$50,000 against the Woolworth store for injuries. Bought six water wave combs and they exploded when she sought to try her hair with a lamp. Woolworth attys. obtained a court order that week requiring production of the lamp.

Mikes and loudspeakers now get into court. Tried in a case of New York supreme court to help inarticulate witnesses.

Maverick Players have taken theatre in Woodstock, N. Y., for five summer periods. This year they start June 26. Five of the productions will be tryouts for New York managers.

Seats offered Friars for \$50 with \$15 for next three and \$15 for the next seven. After that \$10. Boxes \$150 and \$75. Ahead of regular sale.

Goldman band concerts in Central Park will start June 13 and run 10 weeks. This will be the 15th season.

Fed agents making a directory of N. Y. speakers. Just for reference. No immediate pinches.

William Harrigan, son of senior of Harrigan and Hart, buys the gates of the old Garrick theatre, now being razed. Garrick was the last theatre operated by Edward Harrigan.

Little Theatre tournament, to have started May 2, called off. Times too tough.

New Metropolitan Opera Co. formed with Paul D. Cravath still

president. Announced that there will be opera in N. Y. next year, but length of season will be determined by economies effected in treaties with artists and technical staffs. Probably a season of 16 weeks instead of 24.

Mrs. Betty Healy, who was suing Mary Brown Warburton for \$250,000 for luring her husband, Ted Healy, settles alienation suit out of court. Terms not stated.

Lady Justine Jordan, of 'Happy Landings' applied for U. S. citizenship. Is married to a Philadelphia.

Ferdinand Marchand, who authored 'Our Hour With You' is working on a tragedy in blank verse and a vaude sketch.

Colgate College students boycott Smalley's theatre in Hamilton, N. Y. when manager refuses to chop admission to two bits. Held out for a bit, but not obscene. Show not to blame if the audience take the wrong meaning.

Arche Mayers new g.m. of Colormin. Promoted from eastern sales mgr.

Marcelle Edwards, Neida Kincaid, Flo Ward and Claire Carter given lines in 'Vanities' as a tryout for next season.

New York police magistrate decides that Central and Republic burlesque shows are on the border line, but not obscene. Show not to blame if the audience take the wrong meaning.

Mrs. Jeannette Tysse, American wife of late Belgian violinist, back home to her parents after 10 years of European tours.

'Design for Living' title of Noel Coward play in which he will appear with the Lunts next January under management of Max Gordon.

Forrest Wilson going abroad to work on a libretto for Frank C. Kelly.

John Harkider, Ziegfeld art director, in Bermuda recuperating.

Fry Cunningham honor guest at Friars' dinner last Saturday (9).

Zoobu, baby elephant in Steel Pier menagerie, Atlantic City, got drunk on whiskey given as a treat for a cold last week, and broke its leg. Too valuable to destroy, so leg is in a plaster cast.

Philip Engle, formerly manager of a Public theatre in Perth Amboy, N. J., gets one year for embezzlement of \$3,776 from that firm. In addition he must pay a fine of \$500 and the costs of apprehending him in Cal.

Interstate Commerce Comm. holds it has no jurisdiction over radio rates. Held that the commission has jurisdiction over interstate wire messages, but not wireless.

Jack Warner, back from Paris, announces establishment of WB studio in French capital. Will also increase British production.

W. A. Brady shuts Barrie revivals when, for a second time, illness of Laurette Taylor causes an interruption.

Milton Aborn closes Newark and Boston engagements of his comic opera. G. & S. unit continues road tour.

Gov. Roosevelt signs bill permitting Sunday stage recitals in N. Y. State. Now a law.

Press gag goes bloomy when Speaker Garner refuses to permit Johnny Griffin, actor, to throw his hat into the presidential ring for benefit of the newscasts.

Adolphe Menjou is back from London.

Will of late Chauncey Olcott offered for probate last week. Given all to his widow. Valued at 'more than \$10,000.'

Shubert receives sign minimum basic agreement of Dramatists' Guild, but equipment of new plays is desired.

Fred J. Dempsey, sec-treas. of the IATSE, is moving on to Cleveland to open offices in advance of the annual convention there.

Marguerite Finley, musical comedy, suing Phillip M. Plant for \$500,

000 for breach of promise. Plant was once married to Constance Bennett and was sued in 1923 by Helen Jessman, show girl, who claimed Plant crashed a tree taking her home from a football game and married her face. That case was settled out of court.

Tou Guinan did not keep her date at the Villa Richard on the Palisades cliffs. Fort Lee ministers put up a strong objection.

McGowan & Reed will try Mary Ellis and Basil Sidney in a series of London productions this spring. Back in the fall for the N. Y. season.

Clarence Derwent forms Producers Survey of Playscripts. To read manuscripts for plays and advise as to stage possibilities.

Buck Baker, who invented many of the mechanical gags used by the Ringling clowns, hurt Friday (8) when the miniature train went haywire and mugged him up. Not seriously.

Leon DaCosta, who wrote 'Kosher Kitty,' Kelly, has the rights to a Lulu opera. Done in German but now in English.

Ben Roeder looking for a play for Lenore Ulric.

Stoppage of a marathon at Albany reveals the fact there is a state law prohibiting the exhibition of a person for more than 12 hours daily.

Report current that Gatti-Casazza will return to the Metropolitan at the end of next season, when his 25-year contract ends.

Projected presentation of 'The Alchemist' for benefit of Actors' Dinner Club held when Equity demanded a bond. Only one percentage for the club, so regarded as a private enterprise.

'Show Boat' revival to go into rehearsal Monday (13).

Kenneth Dana plans to present Chesterton's 'Light of the World' next season.

Rosalind Ivan gets a job to dramatize 'Murder in the Woman's City Club' for Curdie Brown, who will stage it.

Apartment of Helen Westley, 'Reunion in Vienna,' robbed.

Forty-second street big men trying to drive street hawkers away.

Mae Murray suing Fox Theatres for \$250,000. Says she tripped in the stage auditor at the Fox Brooklyn, breaking a bone in her foot.

George M. Cohan and Sam Harris to head the Press Agents' show May 22.

Milton Wallace leaves 'Blessed Event,' Broadway legit, to play in Warners' talk of the same play.

Buster Keaton has flu.

Paul Kelly, legit, goes to Universal.

Betty Compton reported to police in Cannes, France, that her jewelry was missing. Then she left for Paris to sign a film contract and the jewels were found in her dresser.

Joe Wolcott, former wetterweight champ, picked up, charged with having sold policy slips. Dismissed.

Edward Mendelssohn to produce 'The Hoax,' by Forrest Rutherford.

Coast

Hayden Talbot, scenario writer, sued Fox Film for \$1100, claiming he was dismissed without explanation of his contract. Writer said that his agreement was to run until July.

Edwin Carewe taken into custody for evasion of income tax returns of 1928-7-8-9 amounting to \$108,547. Director was released on \$5,000 bail pending trial.

Dan O'Brien, father of the film cowboy, and former state director of penology, is recovering from a heart attack at the Hillmore hotel.

Fatty Arbuckle and Addie McPhail, actress, have announced that they will wed as soon as Miss McPhail's divorce becomes final. Nuptials are expected in June.

Mrs. Owen Moore (Kathryn Perry) recovering from a major operation at the Cedars of Lebanon hospital. She was removed to her home in two weeks.

Kalla Pasha, veteran Senett comedian, arrested at his home on charges of assault with a deadly weapon. Comedian taken into custody when it was learned by cops that Pasha had let fly an ink bottle that landed on a motorman's head.

OBITUARY

THOMAS JEFFERSON

Thomas Jefferson, 75, stage and screen actor and son of the late Joseph Jefferson, died at his home in Hollywood, Cal. April 2, following a short illness. Jefferson had been a resident of Hollywood for eight years.

His last stage appearance was 'Lightnin', in which he succeeded Frank Bacon following the latter's death. For 25 years he played intermittently in 'Rip Van Winkle,' a

IN LOVING MEMORY OF

MAURICE ABRAHAMS

Beloved Husband and Father Who Passed Away April 13, 1931
Belle Baker Abrahams
Herbert Abrahams

play made famous by his father. Since going to Hollywood he has appeared in several pictures. Jefferson is survived by the widow, Mrs. Dany Jefferson, and three daughters all living in the east.

CHAS. L. LAMARCHE

Charles L. LaMarche, 75, died at his home in Marion, Ind., following a long illness.

He was the proprietor of the once famous Haintown Garden, Cleveland, and with Luther M. Elrick, died the Empire theatre there. In 1901 he introduced the first full vaudeville program in Cleveland. He retired from the theatrical business in 1905 to engage in the steel industry at Marion. Interment at Cleveland.

His widow, three sons and a daughter survive.

NORMAN MCKINNEL

Norman McKinnel, 62, noted British character actor of stage and screen, died of heart disease in his London home on March 23.

Less than a week before he had resigned a leading part in Cochran's revival of 'The Miracle,' then in rehearsal, due to ill-health.

He made his first appearance at 24 in the provinces, coming to London at the old Elephant a year later.

At one time he was the stage director at the Haymarket, and in 1912 he appeared at the Little, New York, in 'Rutherford and Son.'

JOHN C. STEPPING

John C. Stepping, 62, stage and screen actor, died in Hollywood, Cal., April 5, of an extended illness. He had lived there for the past 15 years.

Born in Germany, Stepping came to this country when he was 20. He

JULIA KNOX

Mother of the Late

Frank Norman Hearn

Gratefully acknowledges with deep gratitude, to their many friends, for their kind messages of sympathy.

appeared with Olga Netherstole's repertory company, with William Gillette in 'Secret Service,' E. H. Sothern's Shakespearean company and several Belasco productions. His last stage appearance was with Bert Lytell in 'Silence.' His last picture was 'Broken Lullaby.'

Stepping is survived by the widow, Mrs. Martha Stepping, two sons and one daughter.

BERNHARDT MAURER

Bernhardt Maurer, 75, veteran amusement park and resort operator, who for more than 50 years controlled Long Beach, on Onondago Lake, N. Y., died at his home in Syracuse, N. Y., April 5. He had been ill for more than a year.

Surviving are a son, two stepsons and a daughter.

Cause for assault was over a five cent added fare that the victim demanded to the end of the car line.

Lionel Barrymore sued for \$115 by Charvet & Fila, Inc., for unpaid cravats and neckwear.

Mrs. Syd Chaplin in Hollywood for a visit. Mrs. Chaplin has been residing in London and Paris.

Paul Avery, mag fiction writer, ar-

(Continued on page 63)

BERNARD MULLIGAN

Bernard Mulligan, 26, booker for the Redwood circuit of California, died in Seattle, Wash., succumbing to a heart ailment that had baffled physicians.

Prior to his affiliation with the Redwood circuit, he was assistant manager of the Paramount, Seattle.

GEORGE BANDY

George Bandy, 61, former vaude performer, died on April 8 of heart failure in Chicago. Bandy had been in vaude for many years, particularly in dancing acts, such as Bandy and Wilson, and Hays and Bandy.

He was divorced. The ex-wife, his son and a sister survive. Burial in Chicago.

ETTA ARMSTRONG

Etta Armstrong, 40, former actress and at one time a member of 'Variety's' advertising staff, died April 8 after an operation for tumors. A son and mother survive. Interment was held yesterday (Monday).

ARTHUR HILL

Arthur Hill, 57, stage and screen actor, died in Hollywood April 9 from a heart attack. Survived by his widow and a daughter. Vivian. He was a member of the original cast of the Montgomery and Stone show.

FRANCES KAPPEES

Mrs. Frances Kappes, who until five years ago was a member of the trick bicycling team of the Martell family, died at her home in Jersey City April 8. She is survived by two daughters, Edna and Eleanor, and her mother. Interment in North Bergen, N. J.

HUGO CONN

Hugo Conn, 68, died in New York April 7 of a tumor of the right lung. For 30 years he was musical director.

MAURICE ABRAHAMS

Who Departed This Life

April 13, 1931

May His Soul Rest in Peace

EDWARD S. KELLER

tor for Hurlig & Seamon. Survived by a brother, Dick Conn, also a musical director. Interment in New York.

HARRY A. KIENE

Harry A. Kiene, 62, owner of a string of neighborhood houses, died in Indianapolis. He entered the picture business 30 years ago.

Widow is the only survivor.

THADDEUS WILBER

Thaddeus Wilber, of the vaude team Townsend and Wilber, died suddenly at his home in Oswego, N. Y., recently.

Joseph Cheetham, English tenor who appeared regularly at the leading concert halls and the Albert Hall, died in London March 27, aged 57. Some years back he had a vogue in vaudeville.

Jos. N. Francis, 49, Penobscot Indian band leader, dropped dead near Bangor, Me., April 5, due to his exertions in rescuing his dog drift on an ice floe in the Penobscot river.

Widow (58) of Chas. E. Banks, minstrel, died in New York April 9. Interment in Baltimore. Her husband died about 20 years ago.

Charles Darrell, author of 'White London' and other, died almost forgotten places, died in England March 25.

Theodore van den Blick, 46, member of the WGY orchestra, died in Schenectady, N. Y., April 6. Survived by the widow, his mother and sister.

Chas. Di Nova, 30, radio baritone, died in acute appendicitis, last week of acute appendicitis. Survived by the widow and daughter.

Mother, 71, of Maurice Rose, RKO agent, died April 6 in Brooklyn.

Saranac Lake

By Happy Benway

Allie Bagley beating it.
Harry English forgetting to eat.
Dan Astella better and at work.
Sophie Tucker carded the gang.
May Zimberg visiting the lodge.
Write to those that you know in Saranac.

Jack Crowley, former quartetier, now cabaretier.
Henry Hudson has a cold; in bed but not serious.
Jack Flaum back after two weeks of back-talking.

Seven hall getting all local shows. Ante raised at Pontiac.

Joan Allen, newcomer at the lodge, needing rest, incipient case.

Harry and Charley Barrett on the okay side. Both at their best.

Stage shows at Pontiac (talent) gets one and may continue.

Dorothy Wilson after being away for a month, now on the okay side.

Patsy Stover is here renewing old acquaintances at 71 Bloomingdale avenue.

Helen O'Reilly to bed. McElroy says a month of bedding will set things right.

Clarks Palmer now a pseudo tho. She can take and shows improvement.

Mike McNamee still awaiting that get call. Two and a half years of strictly ade.

Catherine Vogelle on the list for pneumonia. Still up for one downstairs maid.

Ben Shaffer shot back to bed. Trying to overcome a short wind and get pleasured.

While being stethoscoped by Dr. Wilson, Harry Namba cracked, 'Are you feeling better?' 'No, I'm not.'

Ida Howard cheerfully holding her own; has good reports and is about ready for little walks.

Dr. Edgar Mayer now has ten patients taking the solarium treatment; results are 100%.

Dr. Komar is here renewing old acquaintances at the Herbert Brenon cottage. Just resting.

Mrs. Katherine Murphy returning after a month in Philadelphia, Atlantic City and Easton, Pa.

Andrew Molony trying to dig up some summer stock, may be Lake Placid will be considered.

Joe Reilly, I. A. T. S. E. boy, over a serious set back. Seen Main streeting it first time in two months.

Doctor tells George Harmon he needs 'sun and air'. George snapped back: 'How will I support him?'

Monroe Coleman prides himself on being head-chemist of the world's best equipped laboratory at the N. Y. Lodge.

Town trying to ditch the police force (three) letting state troopers do the work. Fight meeting ended in fight, no decision.

E. L. Doty now airing at the Pontiac Valley Sanatorium. Bath, N. Y., late of Sparks' circus and the Wm. Dodd Shows.

T. M. 'Cry' Lenihan left Tucson, Ariz. Now summering at the Good Samaritan hospital (Ward E), Los Angeles, Cal. He is getting special treatment for gonorrhea. Tom hasn't walked for five years.

Eleanora Gray, concert pianist, returning from Italy to make her American debut, but down after a great success in N. Y. C. Now on her way to her Sheppard avenue home in Chicago. She is studying a comeback. Expecting to resume her concert tour.

Local entertainers here gave the patients a bang-up show at the Lodge. Leo LaMar and her orchestra supplied music. Alma Montague, Edna Bonner, and the girls, Joe Murphy, Eddie Burke and Alice Carman. Harry English poeied.

Entertainment at the Pontiac Hotel by Happy Benway, Eddie Voss and Dan Astella. Superintendent Katherine Murphy acted as hostess.

Hollywood

Charles Starrett's changing houses. Spencer Tracy slightly hurt at Polo.

Hollywood Bowl concerts start July 5. Run until August 26.

Edw. G. Robinson, back down after interview celebs for the London 'Express'.

Francesca Selditz, former sec at United Artists theatre in the same capacity for Rufus LeMayre at Warners.

Ernst Thälberg personally directed the tests of Virginia Bruce for the name role in 'Red Headed Woman' at Metro.

Joe Mix gets a Laemmle to direct his next at U. 'Good End Man' with 'McCard Laemmle on the small end of the money'.

The ex-Mrs. Scarpny (Edna) Lambert is splitting her time between Hollywood and Palm Springs, with the Sprines getting an edge.

Chap is trying to pick up a little extra cash by recording radio announcements of future releases and selling them the discs for their artists.

Joe Coast edition of the Lambie Frobie was held April 3 at Charles Mosconi's dance school. Participants included: Fred, Bertrand Robinson, Harry Joe Brown, Charles Mosconi, Charles Williams, Pat O'Brien, Richard Carlsie, Arthur

Pearson, Reginald Mason, Waller Ford, John Alexander, Robert Keith, John Kirkwood, John Wray, Jack Rutherford, Robert Woolsey, Bert Wheeler, Walter Catlett and Don Dillaway.

By Lexington G. Dickerson

Amateur nights again at two theatres.

New theatre finished at U. S. Veterans' hospital.

Downie Brothers circus billed May 2, with Charles Sparks at the helm.

Kentucky Public is going ahead with presentation policy in addition to films.

First carload of trotters in from winter training ground at Longwood, Fla.

'The Louisville' team at University of Kentucky. Athletic finances at low ebb, reason.

Police prices down to 25 for hair-cut and 15 for shaves in nearly all except Main street joints.

First of the larger carnivals, but none is headed this way, and so far no advance agents in.

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Hartford

By M. H. Hammer

New weekly rag makes its bow here.

Rivoli show first French films in town.

Hartford leads 5 to 1 in Digest poll.

Capra's 'Sheer Usbertes' gay in new spring uniforms.

Schulman visits New York to preview foreign films.

Jack Olden experimenting with new process oil paints.

Warner Reel billing double features with two changes weekly.

Bernie Saunders, formerly with Public Allin, joins local Warner Theatre.

Henry Needles now set in new suite of offices in Strand Theatre building.

Stan Laurel and Fred Baker in a coed's dance and battle of music next week.

What has happened to Jerry Calin? In his excellent promotional ideas of the past.

Now Paterson declares M-o-r-e-n-o-s-o-n is the proper way to sing his given name.

Tony Plittino's orchestra at Club Hollywood. Will fill only place of type doing business.

Poet, Brown, local newspaper columnist Hoover, with frequent poetical insertions.

Parson's theatre gets cancella-tion of the season starts here, scheduled to open this week.

Israel Chancupur, Strand, goes back to single feature policy, after two years of double.

Freddy Thomas bears a benign expression as Monday night audience increase as result of exploitation.

Insurance companies' employees present musical play or benefit for local newspapers' outdoor funds.

Local newspapers drop an average of 30% in figures during March, according to figures recently made available.

Dramatizing old blacksmith shop in Rockville recalls that it was the first place in town to show pictures twenty years ago.

Republicans expect harmonious convention to nominate delegates to national convention next June. All for Hoover.

Newspapers help pack state armory for the National Flower and Leaf Devoting three and four columns daily.

Musicians worried about their contracts, who charge and claim for Fox, Capitol and Palace theatre in Hartford.

Newspapers, police and church officials have set to gether and made more than a score of magazines from Hartford stands.

Connecticut

Palace, Danbury, drops Al Forest, organist.

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Omaha

By Archie J. Bailey

'The Green Pastures' good advance.

Public takes over RKO Orph at Sioux City, Ia.

M. J. McGee appointed dramatics director at Creighton Uni.

Herbert Bluebird of Hawarden to new play company for Omaha.

Moon grabs star act from Central H. S. show for week's date.

Edna Keely, local married nurse, M. J. McGee, Little Des Moines, Paramount set there.

Bill Mickel playing ex-cavaler to

Margaret Sitwell, pianist and local organist, heifers celeb.

George Johnson leaves Public after years of organizing to work at Appomattox, come here.

Charles Parkening of Elk Horn, Neb., buys Chiodone dance hall and reopens on low price scale.

Andy Kelly now O. M. manager and William Pinkerton from 'The World-Herald' joins pub. staff.

American Federation of Arts convention decides theatre very much alive and in period of reconstruction.

Building of Carnival amusement park in Omaha announced by Wright Amusement Co. of Missouri Valley, Ia., through M. Meyer, president of Luxor Root Beer Co.

Houston

By Lecta Rider

Yo-To is back.

Local political sizzling.

The Royal has gone dark.

Foghorn Kelly has his megaphone open.

Busiest place in town is the public library.

Rumors of admission price cuts at the RKO.

Sunday theatre reviews still out of the 'Post-Dispatch'.

City Auditor picked for State Democratic Convention.

Open air free films will go into the city's parks this summer.

Cost living has come down here in everything but wet goods.

Town turned out to see and hear 'Yo-To' on the radio.

New novel by Asa Borgeas, former local boy, out this month.

Jack Jaster from New Orleans new president of the Majestic.

Wedding bells for Ted Nabors, radio announcer, and Hazel Dangle.

Local General Motors exhibit in April.

Henry Barry and his orchestra playing an indefinite engagement at the Rice.

Two weeks' notice is up for stage hands and operators at the RKO Majestic.

The new Ford eight competed with Maurice Chevalier at the Metropolitan.

Daisey Elgin was soloist with the concert of the Houston Symphony orchestra.

Henrietta Straw, who used to sing with Jimmy Joy's orchestra, here on tour.

Vinton Sholl, manager of the Kirby, is a licensed pilot, among other things.

Fred Stone was a fair draw in 'Smiling Faces', under Edna W. Saunders' wing.

Chief Engineer of the Majestic has joined the staff of 'The Gargoyle', local high hat weekly.

Public may try a split week policy in the Kirby, by one of its three houses here, during the summer.

Economy axe has just chopped off the Kirby, by one of its three houses here, during the summer.

Hammer yarn telling how he launched Andy Devine and Joan Blondell.

General Motors show is a big free attraction at Sam Houston Hall, site of the last Democratic National Convention.

Len Brown, division chief of RKO, looking over local house. Operators and stage hands working on a week-to-week basis.

Jack McCully, ex-critic for the 'Times-Picayune' in New Orleans, is back in the home town. Les Martin, copywriter on the same sheet, also out in economy slash, has resigned with his wife, Julia Watts Martin.

Kansas City

By Will R. Hughes

One-pound baby born this week claimed to be the world's smallest.

First night sold to the Mu Phi Epsilon.

Assessments, assisted by labor organizations, have defeated daylight saving for the town.

Edna Keely, late of the Woodward, is being courted by a local established a school of acting.

Social set arguing whether to wear dress clothes or 'becomes Becomes Electric'. The men say 'No'.

Evelyn Knapp, K. C. girl, now with RKO in Hollywood, will come here the 15th to attend the annual R. O. T. C. circus.

Ed Krister, for many years special investigator for the New York and Midland, is now a regular 'pick'.

Appointed by the new police director.

Second annual spring downtown day celebrated Thursday. Sponsored by merchants' association.

Fourteen street cars and trolleys and give free rides downtown between 9 and 11 a.m.

Syracuse

By Chester B. Bahr

Syracuse has a new paper; it's the Jewish Ledger, weekly.

Paramount, in association with Sears-Roebuck, will produce a Spring Street show.

Verna Shaft, Syracuse U. alumna, now in vaude, is spending her first vacation in 10 years with her people here.

Nick Lucas, headlining at Keith's was 'too busy' to be bothered with publicity requests. The newspapers are not.

Four Mills Brothers, set for the Paramount April 23, will be the house's second experiment with stage shows since Public took control.

Origin of fire which destroyed the Smalley theatre, Norwich, and the adjoining Distefano Block, \$150,000 loss, on March 24 is under investigation.

Barbara Bennett, stricken ill with indigestion upon her arrival in Syracuse with her husband, Morton Donnelly, ordered to leave her hotel by the attending physician.

Vic. Frank, formerly assistant manager of Loews', and more recently in charge of Loews', is looking for the pal who put an office boy wanted' ad, with his phone number, in the morning paper.

More than 200 Syracuse department store clerks accepted Leo Rosen's bid to a breakfast matinee at the RKO Majestic.

The girls saw the film at 8:30 a.m. and then were Leo's guests at breakfast.

Syracuse University's summer school players will open their third season in mid-July and continue through August.

A Federal prohibition charge, based upon the claim that undercover agents had seen two drinks of whiskey in his Greyhound Inn at Cortlandville.

Faced with a circuit order to reduce his contract from 36 to 22 people at the beginning of his Western tour here last week, Larry Rich refused to keep the troupe intact at his own expense. The cut order brought with it a salary slash from \$4,400 to \$2,700.

Spokane

By Bud Budwin

Liberty Lake Park opened season with dance April 2.

Decorations Day looks like official holiday, starting on the 12.

The lid on Lard went off a day early here with big Good Friday attractions.

Walter Hampden in 'Cyrano' at Fox Street Theatre in Spokane's initial appearance here.

Music interest picking up, with a sellout promised for John Charles Brown's orchestra.

Nick Mamer, local aviator, led the General Motors show parade in an airplane through city streets.

Betty Compton presided at a tea given for the Spokane person appearance here with Straight Light for F. & M.

Bob Crosby, singer and brother of Bing, drew the crowd's biggest crowd at Lard's dance pavilion for a one-evening engagement.

Gold Breeze, Spokane newsagent and pub. man, on part time for the Fox, has started an official amusement guide for the city. First of its kind in five years.

Howard McBride turned another front page idea with a contract bridge tournament for the State. One hundred and seventy registered.

Tie-up with the 'Chronicle'.

Local musical and musical director for the Fox, has left L. A. to do an idea for Pancho Marro, Rosario Rhapsody.

There will be the musical out here, will form the musical out here.

Mike Vallas is bucking opposition for his Green Gardens, eats opposite the Davenport hotel.

Charles have been made to police public appt. to 'bust' his booth. Not permitted in city.

Sherman J. Bainbridge, Los Angeles, understood to be negotiating with local interests for the re-establishment of a resident stock company here. The Avalon theatre is being considered.

Bob Crosby, younger brother of the other Bob Crosby, making a one-night stand at Lard's dance pavilion. Fox and State theatres made a bid but he decided to single out Lard's.

City ministers have taken a stand against future walkabouts. Action centers around labor law.

Fourteen street cars and trolleys and give free rides downtown between 9 and 11 a.m.

Minneapolis

By Leo Ross

Recent stock market plunge depressing. Theatre increasing newspaper advertising. Follack and band magnet at Boulevards of Paris. In local bridge "fifty" contest. State giving away radios, permanent waves and newspaperman in Twin Cities has taken 1950 wage cut. Record number to raise dough. Team performance to raise dough. Film Row baseball team will play in park board's industrial league. Lew Lewis and orchestra present show at Flame Room night club. Eddie Shields back from New York with Robbins-Music Co. connection. Bay-Bell opening sound studio and will make trailers, etc. for local show houses. Kenneth Rowland, juvenile of Bainbridge stock, seriously ill in hospital. Bomay Bailey, Minneapolis performer, arrives with pet 14-pound rabbit on leash. Minneapolis led amateur hockey league in attendance first year, pulling 20,000 for 13 games. Eddie Tunstall, Metropolitan (left road) treasurer, has been rebuffed by local show houses. Freddie Sherman, formerly juvenile with stock in Kansas City, in east of Mrs. Wigner, Shubert. In absence of any regular leading man, Johnny Dillman, popular utility man, being featured by Bainbridge stock. Estimated that 10% tax on athletic receipts will take the Minneapolis community of Minneapolis football income. J. Austin McGough, U. A. P. publicity man, Hollywood to join U. A. and M-G-M advertising staff. Fredman Mayor Anderson, after banning "Crazy Quilt," gave "Green Pastures" his indorsement in official statement. Local men and Civic & Commerce association boosting Spring Buying Week, April 15. Railroads offering advance rates. Dave Fred, formerly with Public in Buffalo, N. Y., and Des Moines, featuring Russell Murphy as manager of Rialto. Emil Oberholzer, organizer and conductor of the Minneapolis Symphony, recuperating after operation at Rochester, Minn. Harefoot Club of University of Wisconsin here for one night stand at Lyceum, offering musical, "Turkey Breech." Fred Stoddy, formerly with Fox in New York, new manager of State, succeeding Abe Sundberg who goes to Public Uptown, Paul. Bainbridge dramatic stock considering Lou Tellegen, Walker Whiteside, Hal Skelly and Francis X. Bushman as guest stars. Ben Wilson, North Side black-and-tan night club, and known as "major of North Minneapolis," fined \$200 on liquor charge. For own information and guidance of professors, the University of Minnesota says students in classes regarding "best shows" in town. Fred McGough, Minneapolis athletic director, to succeed Fritz Crisler who has gone to Princeton. Showhouses not permitted to string banners across main thoroughfare, Nicolette avenue. Producers turn truck for its free show at Auditorium. Announcement states Warner Brothers have been given film rights on "Parody," state contest prize winning play, being produced currently by Bainbridge stock company. State play contest winner, "Parody," receiving world premiere at hands of Bainbridge dramatic stock. Robert D. Stevenson, its author, publicity man for local Community Fund and former press agent for Madeline Hammer, a New York actress, on American tour, and member of Paramount continuing staff at the Lyceum. Great Northern R. R. is making riding on uppers easier on its crack by attaching a permanent steepleclad at the head of each berth, affording the occupant all the comfort of a Pullman and eliminating the necessity of riding for a ladder. Ladders are removable and are folded into the bedding compartment on the upper berths during the day.

Bronx

Jerry DeRosa gets in on all the big local game. Herbert Minsky has a new sec. Fred Schatzberg. Fred Schatzberg may move to a house with vaudeville. It's not officially spring until the first of May, but the weather is already making it so. Morris Sussman's new living, is a dead ring for Bayard Rustin. A photo of Jack Dempsey in fighting pose. They say that Frank Schiffman knows more about Harlem than Joe Posner. Charley Carroll the only theatre

manager who is his own master of ceremonies. C. Karl Light, the Apollo's (125th St.) new treasurer, dresses like Mayor Walker. Rex Weber, here as a headline act, sold in show business as a candy boy at the RKO Royal. Harry Harris praising his German. Sold in show business as a candy boy at the RKO Royal. Gus Cullin, now stationed at the Fordham, making attempt to meet every body in show business in the borough. Bill Geehan wearing a topcoat already because someone lifted the winter garment backstage at the Audubon. Jonas Greenhaus back from Times Square. Explains the performers sing so loud there his orchestra couldn't be heard.

Boston

By Len Libbey

Rodeo still a local drawing card. Boston Garden out of red. Golf clubs advertising for members. Fine Arts theatre going for foreign film. The Masked Marvel wrestling dodge worked for Jim London. Bozo Snyder homecoming in Boston with the singing the Captain. Dick Whorf glad to be back with the old gang at the Copley theatre. Ed Ryan staging burlesque for Al Somerville at the Old Howard and doing well. Fred Soracore running the Onyx Night club, where Guy Emerson exploited as the new m.c. Only a few of the peaks now open, but the depression has folded more of them than the Peaks. Sam Pinsank joins Rotary to give Joe Brennan some rivalry under the public amusement classification. Cocanott Grove giving society debs a chance as floor entertainers, finding their dancing profitable. St. Julian Fowles of the Shuberts featured in interview by Ann Boland, because he sued her for some gifts.

New England

Capt. Frank Hawks lectures in Worcester at \$2 top. Foundation completed for a new 500-seat theatre at Fort Devens, Mass. Springfield, Mass., Symphony orchestra slashes admission for next season. Police station at South Hadley, Mass., closed nights for the sake of economy. Billy House and the missus inspect their new summer home at Nahant, Mass. My Tetch real big shot crick now. Gets big of self in heading on revenue for the record "Times" of Gus Coates getting a crack at almost everything, what with rapids police changes at the Broadway. Midhat Serbagi, 35, concert singer, pleads not guilty to a charge of abducting a New Bedford woman who made him her protegee. Mrs. Madeline Walcott Sanborn, Portland actress, drops contest of the \$1,000,000 will of her father in Cambridge, Mass., probate court. Samuel and Nathan Coleman, Boston actors, sue the State, Springfield, Mass., to the S. J. Cordner Co., from whom they leased it in 1910. Eighty-piece symphony orchestra projected by newly formed Cape Cod Philharmonic Society. Conductor is Thomas G. Nassi of Chatham, Mass. Massachusetts law says a no one under the age of 15 shall appear as a performer on the professional stage and that no one between 16 and 18 shall appear in a play. Up in Augusta, Me., two houses play vaude but eliminate opposition by having it on different days. The colony on Wednesday and at the Capitol on Saturday, five acts each. Annie K. Handler, 19-year-old show dancer, has sued the town of Harwich, Mass., for \$10,000, charging the town with permanent injuries to her toes when she fell on a town sidewalk a year ago. Mr. and Mrs. Paul Dooley recently observed their 25th wedding anniversary at their home in Medway, Mass. Dooley for many years with Chester I. Campbell of Opera House that finally the voters were told to scram so the night show could begin. Robert Johnson, a former talk politics than entertain and they do, too. The Olympia Co., operating Public House in New Bedford, Mass., is being sued by a real estate owner on a charge of having entered a building and caused damage to the premises. The substance certain bills and advertising matter. In other words, a biller went spinning.

Denver

Denver getting ready for tourists. Gas up a cent. Annual census estimates Denver population, 298,338. J. L. Finske, public Colorado district rep., buys Chevrolet. Ned Clark, district rep. RKO, N. Y., here between shows. Lucille Scott filling in temporarily at Orpheum boxoffice. Rocky Mountain MPTOA convention date set for April 1 and 2. Gus Unher, formerly stock actor at the Denham, visiting here. A. M. Oberfelder reports advance sale for "Vanities" satisfactory. Don O'Connell returns from New Mexico trip selling Passion Play. Holder of 13-spade bridge hand refused to play it, claiming frame-up. Lon T. Fidler resigns as Unsalemman. Tony Hartford takes his place. J. H. Hommel back from Tennessee where he visited father, who was ill. Thos. Sullivan on Japan and Australia trip. Will visit sister in Australia. Two students drawn on kidnapping jury permitted to take textbooks to jury room. Weaver Bros. Arkansas outfit will close for the season after Kansas City appearance. Ben Ketcham and George Cleveland opening school of drama at Denham theatre. Police find 20 cars and trucks without brakes of any kind in first two days of the year. Per capita tax jumps from \$24.67 in 1917 to \$52.07 and Denver's debt from \$1.66 to \$106.96. Maude Adams in town a week. Before reporters found her, and then she refused interviews. Cornelius Vanderbilt, Jr., here a few days on his way around the world on a political wire. New cab company charging 10 cents per passenger inside certain zones. Eugene Beumerman, Par exchange booker, gone to Hollywood in Paramount production department. M-G-M in Seattle and U in Salt Lake, now selling for Uni here. Mrs. Pauline LaFollette, dancer, going Paul Wyssong, actor, for divorce. Cruelty and non-support charged.

Col. Robert S. Oberfelder, millionaire Nebraska rancher, and banker, visiting nephew, Arthur M. Oberfelder. Jerry Zimmond threw the pass list away when he made his appearance in Denver. Total of 108 ducks one Friday caught the list to hit the wastebasket. The theatre broke two year 2-day record with Passion Play during Holy Week in Italian section where the audience closed during last week of Lent. Managers of safety says city should be coach Wisconsin university football hopefuls. James B. Hale new president press club; Maurice Leckenby, Jr., Charles H. Ketchum, William F. Murray, E. P. Lyons, sec. and house manager; Lute H. Johnson, historians.

Milwaukee

By Frank J. Miller

Hotel Gilpatrick has closed its doors. Myrtle Ross opening a speech at the Bachelors' ball. No Leap Year casualties reported at the Bachelors' ball. Mme. Schumann-Heink recovering at Stevens Point. Fred Stoddy, musicalians' president, humped by an auto. Tony Thence able to be about again although on crutches. Dr. Clarence W. (Pat) Spears has signed to coach Wisconsin university football hopefuls. Jim Delany, light reporter on the "News," has published "Childhood's Proudest Moments." Howard Marsh made his first appearance with the Harefoot club at the University of Wisconsin in 1911. The city's new courthouse annoyed one judge so that he had them moved and put up a picture of George Washington. Tele. Hustling, once a big league pitcher, is a lawyer at Mayville. The city's new courthouse annoyed one judge so that he had them moved and put up a picture of George Washington. Tele. Hustling, once a big league pitcher, is a lawyer at Mayville. Milwaukee's ball team has been going 2-3 runs a game and looks like a winner. First time in years they won most of the spring tests. Press clubs annual, "Once a Year," edited by Don Johnson, now on the

Phoenix, Ariz.

By R. J. Rhodes

Flannels and linens are the thing. Mildred Foster killing time between jobs. Invitational midnight previews at Fox popular. Fanchon & Marco "Hot Java" idea closed here (4). Showed new trees dropped into town incognito. Maximum temperature hovering around and above 90. E. K. Wrigley dropped in here to look over his plant for wood term. Earl Perkinson doing publicity and advertising here for Fox. "Wonder Bar" chorus best this town's seen in many a week. Plenty of changes here in Fox-West Coast theatre personnel. E. O. Whitman heading the Arizona Front Club for wood term. K.O.Y. proving popular since becoming member of Columbia Broadcasting System. Billie Barr (Jacqueline to Phonicians) has gone legit in California. Began in "Queens Up." Sherwood Anderson lectured before the University of Arizona students about writing. Station breaks Phoenix "Gazette" society page as one of this city's eligible bachelors. "The Wonder Bar" chorus best this town's seen in many a week. Last week, changed his mind and is at Broadmoor in Colorado Springs. Wilfred Olsen, manager and vice president of the Westward Ho, recuperating from a stomach disorder. Jerome and Gloria Grey here. Hal about ready to get back in vaudeville. Boosting benefits of this city's eligible bachelors. Joyce Booth, once on Broadway and last with Duffy Playboys in California, doing the society job on local radio. She has written a novel, soon to be published. The Phoenix Little Theatre has been formed. It will have a boy and girl of each of six local high schools and colleges who show the most dramatic ability.

Pittsburgh

By Hal Cohen

Roy Rowe and his tonsils were purged last week. Recorders' night stand here after an artistic success. Katharine Cornell stayed with friends here over the week-end. Dick Powell has decided to make his old Packard do for another year. Jerry Marshall raving about "Of Thee I Sing" to everybody who'll listen. "The Wonder Bar" chorus best this town's seen in many a week. Warner top jumps from 50 to 60 cents with opening of "Crowd Roars" Friday. George Jaffe contemplating relocation of the "Show Boat" as a two-bit spot. Johnny Harris trying to land the State chorus intact in one of those F-M units. Stanley had newswear shots made of the "Show Boat" to return to the home town. Looks like this burg will be without a summer stock company for second season. Mike Cullen has been saving up his laughter pending Schnozze Duran's return. Doc Mucum, pianist with Don Restor's band, took a bride with him. Johnny Morin, Plaza manager, laid up with a broken shoulder. George threw him. Dave Lubinoff and the St. Press' Steinhausers inseparable during former's stay in town. Brian McDonald in tab version of "Good News" coming to Stanley Insular. George Tyson's misadventure home from the hush last week after participating in the "Show Boat" as a two-bit spot. Vic Cueno had the last laugh on Jimmy Balmer at Variety Club's farewell to Harry Kane. Ben Brown, the operator, will wed a Cleveland gal during month of brides. Jerry Marshall, 21-year-old local, acquainted with Milan Opera Company. She's its youngest prima donna. Florence Fisher Parry, dotter of the "Press" critic, has changed her name to Car Caroline to avoid confusion. Louie Little, attorney who writes plays and has his potting in a series of stories on famous local crimes. Robby Roberts was wrapped up in golf, forgetting change from a \$5 note. Not Droudy? Paul Hunsom-Smith, Nancy Hamilton and Don Heddie, all from Pittsburgh district, in "Warrior's Illusion" at the Lyceum. Dorothy Bushey, since her marriage to Bernice Armstrong, is doing the main sten's leading wisecracks. Sam Parks, one of burg's budding amateur golfers, has been engaged to marry a 21-year-old girl, near in town, favorite week-end spot for professionals during the summer.

Rochester

By Don Record

University co-eds to organize glee club. Century theatre to have new seats. Marionettes in Coffee Shoppe as kid draw. Larry Rich organized fat men's club. Metropolitan Grand Opera Co. in 'Lucia' comes April 23. Several neighborhood houses starting amateur dramatics. Heine Cline of D. & C. sold short story to "Country Gentlemen." Tom Grierson, ill several weeks, returned to his office organ. Abbey Irish Players a hit due for return engagement at the Lyceum in the fall. Paul Reichel is collaborating with John Mack on a novel set in ancient Egypt. Charles F. Hayes address on his five years in Slam in connection with film "I Am from Slam." Alexander Duran, manager of the Monroe theatre, soloed after six hours' instruction in airplane. Century theatre to give occasional stage acts. Paul Luker and Mills Bros. are scheduled but dates not set. Annual bureau says Rochester's phenomenal industrial payroll is \$113,000,000 yearly to 70,000 employees in 1931. Manager Kenneth McMahon of Schine's State, who has a pilot's license, will give away his theatre to advertise "Hell Divers." Arthur Shields of Abbey Irish Players resigns to turn over his business, so company had to substitute three one-acters for "Playboys." "Sweethearts" light opera offered by Civic Music association at the Eastman theatre, was sellout for two nights four days before the opening. Low's Rochester operating current week to give stage hands and musicians a chance to show their class. Closing Thursday unless owners of building agree to lower rental. Accident on Broadway. Accident of accident that killed Manager Dave Nolan, Bob Murphy, comedian, finished the week but said he was going on a long rest at his home in Zinghamton. Florence Colebrook Powers and Pauline Sawyer, former dancers turned reunited for engagement at the RKO Palace and a salute at the Hotel Commodore Saturday night. Chirley Pease present. William W. Newcomb, lecturer with the National Geographic Society, will be in Rochester on both here. Says 150 men and women already signed up to run a colony this summer.

Cleveland

By Glenn C. Pullen

Dick Zeisler of Cameo is laid up in hospital.
Loew's Ohio reopening April 18 for 'Band Wagon'.
'Crazy Quilt' to close Hanna's legit season April 24.

Local muskies getting lake cottage set for summer.
Ian Martin has quit Play House to go Broadway again.

Analey Whittehead, with Hanna Circuit plans to Europe-It.
William F. McDermott, 'Peedee' crick, off for Europe May 20.

Red Manning and 'Pie-Plant' Peet making personals in Oberlin.
Ted Claire got soaked 90 berries for bad brakes coming through Pa.

Bert Lytell and Esther Ralston double-lining it at Palace April 16.
Angela Vacca, Plaza Club's torch wailer, is taking from record tests.

Kielgas and cameras made a flash opening for 'Crowd Roars' at Lake.
Jean Marty no longer seen in Bohemian dives since taking over magazine.

Larry Higgins, scenic designer, is promoting stadium out-door opera for summer.
Phil Helmick to close his Club Madrid for summer and open a suburban spot.

'Crazy' chatter has taken new diggings above a nabe theatre—of all places!
Dorothy Mackall now makes her mark as 'Victor Raspulin,' see red by calling him 'Rosie'.

City officials having stadium trouble. Cleveland Indians refusing to sign 25-year contract.
Manny Landers back from Miami, making George Williams at New Chicago.

Deserted Colonial, built in 1903 and town's most famous left house, being torn down for parking lot.
Seven-day revival of Clark Gable pics elicited so well at Alhambra that other stars visit to plan.

Neil Miller, Dot Mackall's hubby, bought new Ford here to drive back to Hollywood after New York dates.
Mrs. E. D. Ryan, founder of Play House and chief patron, died in Augusta, Ga., and buried here April 9.

Big benefit show for the Cleveland State April 20, same day of first baseball game and Schmeling-Pankia fight.
Decision in George White's suit against civic hall for 'Scandals' booking expected to be reached this week.

Loew officials swore off local talent until after Cleveland-made revue set off, with no name acts. Laid off egg.
This is Fredericks, California dancer, and Louis Yuhus, local pianist. Finally started their Lohengrin act April 11.

K. Elmo Loew pinch-hitting for Frank McCord, who crashed leg jumping from stage in little theatre play.
Three swell pastel caricatures of stars being peddled for fifty cents per per as Noel Holmes, Plain Dealer artist.

Want! until Maurice Spitznagel tried to phone a 'Mr. Weaver' and got only sausage factories three times that he could get.
Fed agents have to spend \$600 moving grand piano and fixtures out of one turnverein beer spot, with railing bitter attack from local politicians.

Baltimore

Met-op sale mountings. Crossed 40 grand figure.
Lord's Day Alliance fighting proposed set of Sunday blue laws.

Ted Roulston from Phil's now in managerial chair at the local Hipp.
Four downtown houses dark—Met. Auditorium, Ford's Palace, and Rivoli.

Met single opera sale opened over the counter.
Vagabond theatre here, oldest art group in America, organizing juve company to carry on during summer.

Hum' McLaughlin press-angaged in local engagements. The Chondole at Maryland last week and made a good job of it.

Met Munson was in a box at Joe's, Phantom Legion won the One Munson trophy.
Cornell engaged in smashed all records for dramatic bookings at Maryland theatre last week. Grossed over a hundred per cent.

Legit season pretty well washed up here. Katherine Cornell engaged the season round for non-musical intake.
Baldor, local soprano, is joining local with the Chondole.

Met, premiered 'Marigolds,' new by Gustav Klemm of 'this city,' here today.
Diana Rogge's play, 'Modern Medley,' which won out over 81 in a nation-wide contest, premiered at the Homewood Playhouse on the Hopkins campus.

Teddy Roulston down from Keswick theatre. Philly, to replace

TIMES SQUARE

CIRCUS

Loop

E. M. Gluckman in and out.
Joan Wallace writes poetry, and best of it pays.

Harry Bailey of the coast here with a F. & M. unit.
Louise Lipson handling the Chicago theatre broadcasts.

Will Harris writes from New York that he's just getting organized.
Joe Spitznagel has his new office set at the McJunkin Agency.

Since Dave Miller stepped into the boys are around Randolph street again.
Jack Waldron is figuring to round out six months at the Frolics before going to the coast in June.

A. J. Heath is learning how to be a district attorney, starting with the cross-examination practice.
Edgar Bergen acclimatizing himself to the Midwest again after lapsing up the sun in Bermuda.

Helen Goodman has written the music to the theme song for 'So Big' talker, Leo Robin doing the words.
Lee Perry, now assistant mgr. at the Seneca, formerly was at the Grand Roosevelt and Knickerbocker.

Aaron Saperstein having the Allied-ode pushed around again to have more room for bigger and better conferences.
Harry Lasker has established headquarters for the carnation kid on the strength of that daily lapid flower.

Washington

Charles Light the special invited guest at the Gridiron Club.
Jackie Karpis has a new song dedicated to him to sing at the Gridiron Club.

Charlie McClintock given a farewell banquet by Col. Frank P. Morse at the Baronet.
Steve Cochran signs Leona Powe as singing lady for the National Theatre Players.

Bob Long leaves Philadelphia and the Stanley houses for Washington and a managerial berth.
Jean Harlow throws an early morning breakfast party for the actors, and all turn out in time for coffee and cakes.

Ralph Graves attends his first night for the Helen Hayes play, 'The Good Earth,' after a long absence from the theatre.
George Rothwell Brown entertained by the scribbles of Virginia.

Stoddard Taylor decides to reopen the Belasco with a new play, 'Another Language' and keep the theatre going the rest of the season.
Bob Wilson's home town of Bascom, Tenn., president of the Press Club, intends to throw a barbecue for him tonight.

Invited, the Press Gallery included. National Press Club Corporation gets ready to give up a 20-year lease with the Press Club.
The One Munson Handicap, at Bowie, saw Eddie Waters bring home his first winner of the Phantom Legion, a 4-10-1 shot.

The lock got a silver loving cup from the actress.
Harry Armstrong is to open Grange Hall in Stephentown in May. House is wired.

Ted Prober, the booker, took 'Hell Divers' for a screening before prisoners at Great Meadows prison.
Harry Felton and his orchestra, have moved into the DeWitt Clinton house.

Louis Rutherford of Morris is to open his house there one night a week.
Jim Faughnan, Warner contract man, went to New York for an operation.

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Portland, Ore.

Andy Saso has curis.
Barry Bowman reads Shakespeare.

Harold Mann is new manager of the RKO Orpheum.
Charlie Couche lives near a lake where he can jump in.

Walter Hampden here for one day only, but a big day.
Pop' Lacy calls it the 'messaline' floor.

J. J. Parker is sorry for politicians without 'b. o. appeal'.
Evelyn de Vries won a big sedan as first prize offered by RKO Orpheum for screen identification contest.

Ex-showman George Baker, mayor of the burg for the past 15 years, is indicted on bribery charges.
Ted Gamble leaves RKO fold for indie management. His first scoop being the Floyd Gibbons in person to the Rialto.

Dorrit Kelton is new leading female in the row at the Rialto.
Other additions are Florence Grimes and Philip Stearna.

Faegyn Vries, leading woman of the Durwin legit stock walked out just before curtain. She recently married a non-pro. Salary trouble reported.

Turbulent Tusko, the civic electrician, now gets fan mail. Kids in Nebraska, Nebraska, and writing to the Humane Society to get it for a pet.

Peggy W. figures on a new law to tax chains. That would include picture houses. Practically only route controlled house in RKO Orpheum houses, all belong to locally capitalized concern.

New Haven

By H. M. Bone

Bob Wilson is a Childs addict.
Bobby Hitchcock once a trouper, N. H. Symphony has folded for season.

Does Abe Pardoll still court by phone?
Barry and Fred Allen are old cronies.

Harry Arthur reported moving family here.
Harry Feldman and his stage money pay-off.

Two local speaks demolished by rival speakers.
City drama tournament failed to draw as in past.

Bob Wilson maxes career with sound short role.
Soon be time for Artie Heiball to shed the wig.

Jack Markie is champ two-finger tight for P.O. office.
Harvey Cocks hates to be yanked out of bed.

A. R. Teta in for another year as pres. musicians local.
Harry Jones has a scrapbook of actors' unpaid bills.

Thornton Wilder acted as judge in his first court case.
Big Boy dine-and-dance opens with splurge in Wallingford.

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Oklahoma City

By George Noble

Nite baseball is due soon.
Coldest March here for 32 years.
Egg sandwiches selling for nickels here.

Harry O. Matchett on job again.
Had the flu.
Southern Surety Company goes into receivership.

General Motors new models seen by over 30,000 people.
Owen H. Warner is being set for reopening are not true.

Col. Zack Miller of 101 Ranch re-updating from recent illness.
Gov. W. Murray left Tuesday for speaking tour through Nebraska.

Grand Chapter O.E.S. convenes in annual session at Guthrie, April 12-13.
In times of drought in Oklahoma, there always a little due on the mortgage.

101 Ranch Circus property not sold at receiver's sale, but will be sold later.
Federal Judge Ed. S. Vaughn is a rotation pool addict and shoots a

Howard Savage is an authority on engagement rings, and in the end, the underdog wins.
Couple boy students forbidden by Police Judge to drive father's car into city.

Prof. Joe Washburn is faculty ping-pong champion of the University of Oklahoma and can beat most of the undergrads.
Warren Moseley's name is properly spelled with a 'z,' but he lets it spelled that way.

San Francisco

Henry Ford out on Fox service chief.
Valente's orch barnstorming again.
Louie Bowden won a big hen fruit

Don George buying a home on Mt. Davidson.
Alice Pantages up for the Taboran races.
Johnny O'Brien leaves for N. Y. this week.

Sammy Hammer playing his fifth week in local hospital.
William Henrich, father-in-law of Capt. Dobbie of the radio, died.

Mel Hertz has adorned the bid page with a new and fancy toupee.
Call-Bulletin set out the new artist, George Duncan, and 14 others.

Frank Hicks here representing St. Louis and the State Fight Commission.
Claude Lazard, Eastern BSC exec, and Esther Ehrman, took out a marriage license.

Local bootlegger in quest for his is offering a free electric clock to each new customer with his first order. Even if it's only for a pint of assumed bourbon at \$1. At that price, Sammy Rosey suggests, it must be a bad clock.

St. Paul

Mosey Duncley spent week here ill.
Eggs three dozen two bits—20-ya low.
Weems standing them out at Terrace cafe.

Merof back booked three days at Lowry during RKO layoff.
Clyde Stock, from Minneapolis Grange, to stage Updown.

Joseph Brunette here drumming up biz for Sherman hotel in Chi.
Guvy Culler, for three days at Albert Lea, opry house and dance.

Leonard Lazer, organist, and Phyllis Boyens, secretary, out at Paramount.
RKO execs here behind to bring out publicity for Lita Grey Chaplin's jam with Dayton, O. hotel. She's here next week.

Fort Wayne

By Robert, Baral

Dancing at Anthony now.
Invitations to 'Emma' over new Ford model.

Homer Davidson, artist, plans new opera. He and his brother, restaurateur, downtown. Club Duval opens...Maestric is dark...postoffice will be somewhat on a cushion when he catches the RKO Jefferson shows...State theatre...candy and entertainment nights now.

Drive is now on all over the city for a community program to bring out publicity for Lita Grey Chaplin's jam with Dayton, O. hotel. She's here next week.

Arthur Kohl, Frances Ila, and Herbert Berleth, with the Wright Players, a few years ago, gave 'Tea Time' for three Sunday (10) at the Little Art School.

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Uncommon Chatter

By Ruth Morris

How to Hook 'Em

Girls who would like their next week-end house party to terminate in a proposal of marriage had better drop in at the Paramount and take a few hints from "The Misleading Lady." Class is now in session. The lecture is taken from Claudette Colbert's text book.

Arrive in a slim-hipped pony skin coat with a black collar and full ruffled sleeves graced in a graceful high waistline. Enter the drawing room all wide-eyed and full of outdoor spirits and manifest interest in every man but the one you really like. Remove the coat to show that a close-fitting turban, a narrow scarf and a tailored suit in a pin stripe woolen weave have all been put from the same material. Hat, scarf and suit to match establish a solid style impression.

When introduced to the object of your affections, disregard his presence and decide that you must dress for dinner. Put on a low-necked black evening gown, strapped over one shoulder with a fluffy froc of tulle. Leave the door and your boudoir open so that you may intercept the object on his way downstairs and ask him to powder your neck and shoulders. This is most important, says Miss Colbert, and should be executed with a mixture of worldliness and ingenuous charm. Say flippant nothings through dinner, grow a little wistful over coffee and liqueur and, when the rest of the party has retired, contrive to be sitting next to the Object on the top step of a flight of stairs. There's something awfully cosy about sitting out a good-night cigarette atop a flight of stairs.

Miss Colbert finds it youthful, slubby and conducive to an air of good fellowship. Make some chic remark about the dilapidated state of your well preserved appearance as you apply tiny dabs of make-up to the putting invitation of your lips.

Recommendations for the intervening hours are missing from the text book but, if you've gotten off to this good start, the evening of the third day will find the Object hooked and floundering over an avowal of love. For this occasion wear an Empire gown, neck square-cut and low, sleeves flounced daintily over the shoulders. The material should be a soft shimmering net that brings out the lustre of eyes and the sheen of a deeply waved bob. If the fates are as kind as "Misleading Lady's" scenario writer, it doesn't matter what you wear from then on. The Object's devotion for the altar, even though he discovers that your carefully planned siege was the result of a week-end bet.

"The Misleading Lady" has one of those pleasantly disillusioning plots that scorn the life of the social set by picturing its fripperies and follies. It has its cake and eats it, too, and bestows upon Miss Colbert a mood that is suited to her talent for light, smart-young-things comedy. She plays her part amiably and seems to enjoy freedom from the strain of former dramatic roles.

Selena Royle took time off from her zealous work at the Actors' Lounge to hop over to Astoria and be a genial, well-bred hostess for the house party. Nina Walker, one of the guests, models several adequate costumes and supplies Junior League atmosphere.

Scandal Editor's Love Life

"Scandal for Sale" should teach Rose Hobart to think twice before she allows another firm to cast her as an editor's wife. The only domesticity he cares about is the home-life scandal that creeps into headlines.

Practically impossible for a heroine to remain a virgin in such circumstances, her well-founded complaints take on the form of tiresome bickering. The editor of "Scandal for Sale" is a bantam bad husband. He moves his family from a pleasant New England suburb to a New York flat whose imitation fire place would depress any self-respecting matron. He forgets to buy his

little son a long promised puppy dog. He becomes involved in one scandal after another and permits his nine-year-old daughter to read the tabloids at the breakfast table.

What can a girl do married to a man like that? Just what Miss Hobart does: go around with a worried look, be bitter and sullen, forget to dress her hair properly, make last year's frock substitute for the new one she hasn't the spirit to buy. And that's no way for a picture actress to win audiences.

The girl who frames an editor has a much better time, Claudie Dell gladly explains. She may be a villainess, but at least she gets the opportunity of being photographed in an elaborate frock with lots of fur trimming and a sequined satin blouse. Her big scene is glorified.

(Continued on page 63)

Did You Know That—

Mary Eaton and Millard Webb have returned to Hollywood after an absence of a year in London... Irene Delroy is helping her hubby run the Atlantic Beach Club... Patricia Bowman did an exquisite Medival ballet last week at the Roxy... The public seemed a little bewildered by it, however... Douglas Fairbanks looks more than ever like his father in his latest picture... That was a good looking bery of legit actresses lurching at the Casino the other day... Bobby Perkins is collaborating with her sister, Grace, on a new novel... What's happened to that navel Florence Eldridge started... Mr. and Mrs. Jack Warner go home this Wednesday... Two scenes are being changed in "Child of Manhattan"... Helen Menken spent a weekend in Boston... Lilyan Tashman has bange these days.

Going Places

By Cecelia Ager

It Ain't Right

The secret rivalry which, girls being what they are, must permeate the Roxeyettes and the Roxy Ballet Corps, this week, is given added impetus by the Roxy costume designer. The Ballet Corps has every right to get together backstage, sulk, mutter, and feel abused. What do they care if the color scheme for their number "Custanets" is smart, as smart—so long as the white satin is used for those very places that can not afford the emphasis of gleaming white? From their rib down, across their waists, hips and thighs, they must submit to seeming girls that they know doesn't exist. Their Spanish hats may be jaunty with pom-poms, their red and black jackets striking with clean-cut line, but if the angles of their pointed white satin skirts lead audience

eyes across instead of vertically, what does anything matter?

The very week that finds the Ballet Corps so unkindly accoutred, has to be the very week that is positively justifying in consideration for the Roxeyettes. At precisely those areas where the Ballet Corps becomes full-blown with the aggressive lines of the Roxyettes—favorites of the gods, are concave with black. First of all, they're in sleek black satin high-waisted, Spanish trousers, which give their waistlines, hips, and thighs that sither. And they're just as well off in the bodice department for they're given yellow satin shirts subtly ruffled up the front with orange and green. Then, their well poised heads, that bob as one and bow in a mathematically straight horizontal line, are topped with chic black satin straight brimmed Spanish hats, and to clinch their good fortune, they are given tambourines to flourish; the Ballet Corps has only trifling little custanets to click.

Grace Cornell, in a white make-up and scarlet chiffon velvet dress wrapped high at her throat with black, enchants the customers with a Spanish dance full of excitingly executed, no-two-ways-about-it intent.

What a Film Hero Learns

"It's Tough to Be Famous" is only half the lesson Douglas Fairbanks, Jr. learns in the picture of that title. The other, and more bitter half is the discovery that young women who, like Mary Brian, seem available and soothing little kittens before marriage, may grow into unreasonable, contrary, tempestuous felines afterwards.

Miss Brian behaves in a most extraordinary fashion for so wide-eyed and demure looking a person. Her apparent docility and gentleness gives no hint that she's going to become an introspective sort of miss and begin to ponder whether it's true love that binds her and her husband together or whether it's just animal passion. The scenes of her honeymoon in the film try so earnestly to be intense and tumultuous that poor little Miss Brian cannot be blamed for uttering thoughts ordinary foreign to her sweet and child-like self.

She persistently appears a little girl, yet the story thrusts her into situations that would have taxed Dr. Barry's aplomb. When she isn't compelled to act very "Mrs. Brian," role demands she be ungrateful and disagreeable; only her own helplessness saves any audiences sympathy for her.

The apartment wherein she dwells with her celebrity husband is stocked with spindly furniture and Louis fixings, contributing its share towards the bad cases of nerves from which they both are suffering. Calm, understanding Louise Beavers serves as their colored maid, but even she is powerless to soothe the Emma Dunn planter's mother with her customary accuracy.

Bickering Leads to Love

It takes a worrysome long time before Sally Ellers and Spencer Tracy find out it's love that makes them smart at one another in "Disorderly Conduct." From the first moment Miss Ellers, a bootlegger's daughter, talks back to Mr. Tracy, an honest motorcycle cop, and he is subsequently punished by reduction to the ranks of walking policemen, the girls out front know he's going to adore her for it and she's going to be receptive.

Miss Ellers adds two very poignant lures to her plot; she wears an aviator suit with a great deal of dash, particularly in the respectful manner that the breeches adhere to her excellent legs, and then she offers the glamour of the forbidden when Mr. Tracy is a cop with principles, whereas her father deals in contraband.

Miss Ellers has a more stereotyped role to subdue than has lately been her lot, nevertheless she's able to distinguish it with her own special sincerity. She doesn't look quite as well as usual; her lighter-colored hair strays over her face in a giddy hope to be softly flattering, and her eyebrows are made up in such a painfully thin line that they effect a hardness and artificiality which are the very attributes Miss Ellers should take care to avoid.

Women on Percentage

A condensed review in points on the women of the stage mentioned hereunder.

None can rank over 100 points on a single item, nor over 100 points in total. There are 10 items covered by the reviewer, with the named points opposite each player's name. Slight comment is added.

	Madeline	Neane	Makino	Coffey	LaRue	Franklin	Dalton	Beckie	Orlando	Baynes	Total	Comment.
STATE												
Rose King..... (York and King)	8	8	10	10	6	10	10	8	7	10	86	One of the few effortlessly funny femme clowns who has also a sure sense of timing.
Edith Barstow.... (Dick and Edith Barstow)	9	10	8	8	6	6	8	9	6	10	80	A workmanlike dancer, fresh, dainty, well mannered and costumed with taste and style.
True York..... (York and King)	8	9	8	7	5	5	6	4	6	6	58	Regulation ingenue affords good contrast in a well-paced comedy act.
Miss Andre..... (Lubin, Larry and Andre)	5	9	8	7	5	2	5	8	0	6	50	Over-elaborated costume diminishes her chances for registering with the audience.
PALACE												
Pola Negri.....	8	8	9	8	6	10	10	10	4	10	83	Personal appearance, dignified by dramatic material and a star personality could be improved by a softer coiffure and more flattering gown.
Julia Sanderson...	9	10	7	8	7	8	9	9	4	10	81	Retains the dainty charm of her musical comedy days. Make-up too pink-and-white.
Blanche Calloway.	8	10	8	6	5	8	9	7	6	7	74	Harlem hotcha in a modish gown. Should study more becoming coiffure. Ungracious self-confidence unable to overcome late spot at Sat's matinee.
Madeline Killean.. (With Milton Berle)	8	8	10	9	6	6	8	8	2	8	72	Adds comely assistance to her neat flair for song and dance.
Mary Shaw..... (With Ben Blue)	8	10	9	10	6	6	7	8	6	7	70	Pleasant, graceful and willing victim of Ben Blue's slapstick. Should tone down color of a smooth, well-blended make-up.
Mary Lynn..... (With Ben Blue)	9	8	8	9	6	6	7	7	0	6	64	Holds center stage with composure and asks comedy questions.
8 Little Girls..... (With Milton Berle)	6	8	8	6	6	6	7	6	5	6	63	Dance line majoring in comic effects for Milton Berle.
Mildred MacLeod. (With Bert Lytell)	5	9	6	7	5	6	8	8	0	6	60	Lends legitimate support to a dramatic sketch that needs cutting for vaudeville.
Frances Wills.....	5	6	5	6	5	4	8	9	4	8	60	Accomplished control dancer whose costumes need greater concentration on neatness and style.
80TH STREET												
Irene Bordino.....	9	10	10	10	6	9	9	7	8	83	Over-zealous persuasiveness can not disguise indifferent material.	
Edith Evans.....	8	10	9	9	8	7	7	8	0	7	67	Gracious poise provides dignity to an otherwise average double act.
Doris Gorton..... (Murand, Gorton and Gloria)	8	9	8	8	6	6	9	8	3	6	66	Zeal and flip of her delivery modernizes this routine bicycle act.
3 Sunshine Girls..	7	8	8	8	6	4	8	8	0	6	57	A polite little harmony and tap dancing trio adequate for the deuce spot.
Gloria	8	7	8	7	8	3	8	6	0	5	53	

B'way Legit Slump Cancels Spring Boom as '32 Season Wanes Early

Pastures' Does \$25,000, Minn. Stock in a Slump

Minneapolis, April 11.—'Green Pastures' bowed strongly as the week progressed at the Metropolitan and the attraction finished to around \$25,000, at top. Walter Hampden's 'Cyrano' ran for three nights and two matinees this week.

Two-for-one's were a help to the Balmridge stock, offering 'Louder Please' but the total takings were not great, greatly under \$10,000. This week, new prize play, 'Parody', first time on any stage.

After a great up-and-down week with 'Hinda Wausau burlesque' at the Gayety slumped, 'Wausau drew in nearly \$10,000. 'Wausau only \$3,000 with a review.

BOSTONIANS, HUB'S SOLE MUSICAL, GET \$14,000

Boston, April 11.—'New Moon' at the Opera House, and the only musical in town, continues around \$14,000. 'Bos' has picked up and the Bostonians have delayed presenting 'Countess Alibi' until next week.

The return on the Irish Players at the Hollis and George M. Cohan in a commonwealth week. 'Russett' month mark the only events in the town's legit calendar. 'The Ringer' and 'Hay Fever' staying a second and third stanza. 'Irene' at Majestic was withdrawn.

Last Week Estimates
'New Moon' Opera House, second week grossed \$14,000.
'Irene' Majestic, never got going. About \$10,000.
'Hay Fever' Plymouth, second week took \$10,500, warranting a third week.
'The Ringer' Wilbur, mystery drama stays a second week.

WHAT CO-OPS GET

Rochester, April 11.—Auditorium Players are operating on a commonwealth week. 'Russell Hicks gets a salary, but all the others get a percentage of the net profit, if any.

Managers backwards has booked in production of 'Crazy Quilt' for one night. Show was passed up by the Lyceum as more suggestive than 'Scandals', and that brought plenty of criticism.

Engagements

Hal Skelly, Lulu McConnell, 'Fads' Musical.
Lue Patterson, 'Show Boat'.
Betty Reel, Vivian Foster, 'Hot Cha'.
Arlene Belaire, Irene Shirley, Alice Randolph, David Herbin, Maurice Barrett, Edith Broder, Tony Blair, 'Good Summers'.
Lawrence O'Brien, Kermit Murdoch, 'Merry Go Round'.
John Carroll, Irene Cattel, 'Another Language'.
Helen Morgan, 'Show Boat'.
Jane Costello, Francis Fox, Joseph Hull, Thos. Findlay, Flora Sheffield, Stuart Casey, Marion Avenson, Florence Edney (complete cast), 'Good Summers'.
Edna Archer Srawford with William Faversham; stock, Montclair, N. J.

AHEAD AND BACK

Bernard Simon p. a. 'Another Language'.
Dick Maney replacing Milton Ralston publicity for 'Warrior's Husband'.
John Curtis p. a. 'Man Who Changed His Name'.

Stage for Film Players

Belle Bennett is set as the lead in 'Devotion', Elliott Lester play for Bryer Brooks is producing for a tryout. Priestly Morrison will stage. 'The Man Who Broke His Heart', to A. H. Woods for next season.

Under the title 'Como Murphy' Carol Sax had the play for production this season. 'Woods' version is a revised one. It's a sea play.

SCHLICK SELLS 2D PLAY

Fred Schlick, 27-year-old playwright who wrote 'Bloodstream', current at the Times Square 43 (C-1,390-\$3). Presented in repertory by (Ben Kamsler and Lester Fuller); written by Paul Harvey Fox; opens Wednesday (13).

'Happy Landings', 46th St. (3rd week) (C-1,413-\$3). Probable final week; little except from cut rates was last week's gross under \$4,000.

'Hot-Cha', Ziegfeld (6th week) (M-1,822-\$5.50). Musical leader strongest in agencies; somewhat under Easter week level with gross around \$44,000.

'Intimate Relations', Ambassador (3rd week) (C-1,200-\$3). All sorts of cut rates used and may stop any time.

'Left Bank', Little (28th week) (C-539-\$3). Operating at moderate money by means of arrangement with cast; was listed to tour, but stay indefinite; about \$5,000.

'Money in the Air', Ritz (6th week) (C-145-\$3). Probably will blow this week; maybe \$2,000 last week; none.

'Mourning Becomes Electra', Alvin (4th week) (C-1,327-\$1). Final week; Ross of the 'Boys' first stand out; picked up materially last week's gross; announced; three capacity shows last week, over \$10,000.

'Of Thee I Sing', Music Box (16th week) (M-1,000-\$5.50). Had more standard trade last week than be-

Loop Droops Badly; Five Combined Theatre Grosses Total Only \$42,500

'Hotel', \$10,000; Jolson \$22,000 Wallop Frisco

San Francisco, April 11.—Al Jolson's single week at the Curran in 'Wonder Bar' brought virtual capacity for the outstanding business of the town. House now dark.

'Grand Hotel' bows out the Geary after six excellent weeks and 'Let Us Divorce' comes in Tuesday (12).

Third and final week of Colleen Moore in 'Church Mouse' was okay for the Alcazar. Charlotte Greenwood in Sunday (10) in 'Alarms Clock' prices being lowered to \$125 top. 'Merchant of Venice' at Columbia tonight (11).

Estimates for Last Week

'Church Mouse', Alcazar (35th and final week) (C-1,500-\$150). Okay at \$2,000. Charlotte Greenwood next.

'Grand Hotel', Geary (6th and last week) (D-1,700-\$250). Great run and business held up better than any 'Fricco' legit in some time; \$10,000.

'Wonder Bar', Curran (1st and only week) (M-1,200-\$3). Near-capacity with \$2,000. Jolson in only for one week.

Future Plays

'Fresh Faces', intimate revue, will be presented next month by Pat Leonard. To include 12 principals and six dancing 'is'.
'Blue Dove' musical, with Carl Bark and a book and Wm. Heag new writing the music, will be produced by Hyman Adler, who will take the lead himself. Mexican backing following new bullfight cycle.
'Broadway Boy', Barton Slater producing, is in rehearsal. Play is by Wallace Manheimer and Isaac Paul. Cast includes Clarence Derwent, Roberta Reatty, Consuelo Plowerton and Alan Brooks.
'Lily', by Frances and Phillip Dunning for production next season by Dunning and George Abbott, latter staging. Wm. Harris, Jr., gave the play a tryout this season.
'Love Me' adaptation from German original of Rudolph Eger and Franz Lehár, is announced for summer by Leon De Costa. Operaetta calls for cast of six, but a choir of 40 is scheduled.

SHOCKER FOR LIVELIGHT

Hollywood, April 11.—Martin Mooney and Patrick Kearney, who were writing at Universal, have sold 'Life and Death' to Horace Livelight for full production. Play is a shocker.

'Relations' Pay Cut

Cast of 'Intimate Relations' at the Ambassador, N. Y., has accepted a 25% cut. Blanche Ring, star, on percentage.

Estimates for Last Week

'Blue Mask', Grand (2nd week) (O-1,360-\$3)—Figured nowhere the first half of the week, but the subsequent half was a money maker, gave it around \$8,500 for the week. Show has had a flock of doctoring since its opening, but the past week's receipts were not enough to bring it financially around the corner.

'Counselor-at-Law', Selwyn (9th week) (C-1,060-\$3). Matinee's even at the sliced scale, sold off badly. Perked up on the evening performance. 'The Man Who Broke His Heart' (C-1,327-\$1). Final week; Ross of the 'Boys' first stand out; picked up materially last week's gross; announced; three capacity shows last week, over \$10,000.

'Of Thee I Sing', Music Box (16th week) (M-1,000-\$5.50). Had more standard trade last week than be-

Interest in legit seemed last week to have reached its lowest point for the season.

Of trade conventions (usually noisy and not very legit) had only the local sources to depend on. Only alibi on tap is the primary elections campaigning, a big free show show in itself, in a town where they take their politics seriously. It will be all over tomorrow. And the musical coterie are hoping.

'Stanza opened with a thud and stayed that way until the final two days of the week. Hardest thumping of all was dealt out to 'Everybody's Welcome' at the Apollo. Musical the previous week had rolled up a juicy \$25,000, but final tally Saturday night (13) showed less than \$1,000. Only thing that saved this one from clipping was that it was a one-nighter. It was that advance sales were a little encouraging. Slump here threw the Shubert market into a huddle on the advisability of cut-rating the show, but it was finally decided to let it ride as is for another week.

'Countess Alibi' at the Shubert was another half-grand loss, hitting a new low at around \$8,000. Legal week's business was a little better, but it is slated to stay at least until May 5, when Helen Hayes in 'The Good Fairy' is scheduled to open. Under the circumstances, 'lo' co-producer, and Crosby Gaige, operator of the house, have now upon such darkening prospects decided to revise the evening scale downward without resorting to cut-rates.

Hold Zombie In

Signing of the theater play 'Balan' and 'Katz' for a new version at the Oriental, starting April 22, prolonged the stay of 'Zombie' at the Shubert. Another week's stay was due to pull out last Saturday night (9), but the producer, anxious to get the show on its feet, had a new entry, made a new deal with the legit stand that guaranteed the show would be on its feet. 'Zombie' with Public is that the shocker is not to be publicized by it until the end of the week. 'Zombie' with Public is that the shocker is not to be publicized by it until the end of the week. 'Zombie' with Public is that the shocker is not to be publicized by it until the end of the week.

With the running time cut by more than a half hour, 'The Blue Mask' at the Grand last week started to get substantial play from the two-for-one element. But not enough to get the picture house to put it on a paying basis. Less than \$8,500.

Shubert revival ran into another union jam last week. When Equity here found out that the May Wirth equestrian troupe were working in the show without union cards, Miss Wirth countered the request that she join the union with the threat to pull out. The picture didn't speak a line in the show and that was and always has been strictly a circus act. Initiation fee of \$50 per person in the Wirth troupe (three men and three women) was far more, she further contended, than she expected to net from the engagement.

Nothing penciled to premiere the curtain on April 11. 'The Man Who Broke His Heart' (C-1,327-\$1). Final week; Ross of the 'Boys' first stand out; picked up materially last week's gross; announced; three capacity shows last week, over \$10,000.

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Grace George, \$6,000, Tops L. A.; Maude Adams, Three Days, \$5,200

Los Angeles, April 11.—Best the town could do last week was 'First Mrs. Fraser' at an even \$6,000, which is near bottom for the Biltmore and Grace George.

At the Biltmore, the Maude Adams-Otis Skinner 'Merchant of Venice' (C-1,656-\$3). Took away \$5,200 for the short stay. No advertising other than quiet newspaper announcements.

'Murdered Alive', Carthy Circle (2d week) (C-1,500-\$1). Admitted a mistake putting this creature into this outlying house. Take of \$1,500 considerable under the net.

'Springtime for Henry', Hollywood Playhouse (5th week) (C-1,152-\$2). About end of its stay. 'Dropped to \$1,000. Low for Horton.

'Square Heads', El Capitan (3d week) (C-1,103-\$2). 'Epona' bowed to \$8,000, still a low record for this house. 'Closes Saturday.

Estimates for Last Week

'Merchant of Venice', Biltmore (7 days) (D-1,656-\$3). Took away \$5,200 for the short stay. No advertising other than quiet newspaper announcements.

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London Show World

London, April 2.
Ciro's, one of the oldest and once the most popular of London's night spots, has closed down temporarily.
Management is very secretive about its future policy. But under the new club is being quietly reconstructed and will open as a replica of the Parisian night spot, *Botte de Chocolats* (Sailors' Dive).
Management trying to get ready to open in about a month and next week with Josephine Baker. Reported prepared to pay \$750 per week.

'Blackbirds' Tabloid
Cyril Lawrence, formerly manager for Lew Leslie's 'Blackbirds' over here, is assembling some of the cast and will do a big flash in vaudeville.
Those already lined up are Three Eddie, Johnny Nitt, Southern Three and original colored chorus. Understood Leslie has given per centage and show will be titled 'Biss from Blackbirds.'

Broadminded
Palladium management's habit of shutting its eyes to all the blue eyes cracked across the stage is on the increase, especially as far as English acts are concerned.
But the worst was perpetrated recently by a couple of American radio artists. Both acts were English, and not one news scribe had anything to say about it. The Palladium is supposed to cater for a family audience.

Weather Helps
Easter holiday business in London was top notch, possibly approaching a record aggregate.
Film theatres in the holiday week accounted for at least \$50,000 among them on the Monday alone, with every type of entertainment playing to standee trade all day.
The heavy rain storms brought back early from the beach, sending thousands in search of amusement in town.

Corner Really Turned?
The general idea that England has emerged from its financial crisis and is headed for prosperity has so captivated people that spending has been a mania.
More people than ever tried to make whoopee in the holiday week. Coastal spots were crowded, hotels did clicking business.
Nearly 500 stayed at the Hotel Metropole, Brighton, alone.
Something like \$5,000,000 must have changed hands at resorts over the week-end.

Hakim-Niblo Row
Now all the play 'L'achetseu, renamed 'Marriage by Purchase,' after a preliminary at the Embassy, was produced at the Garrick Mar. 24.
Typically French in feeling, it should not be appreciated by English audiences, despite the fact it is itself an excellent drama.
Cathleen Nesbitt gave a splendid performance as a French woman, who buys a husband and finds she is revolted by him. The piece has the slenderest chance only.

Buyer Not Got B. O.
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Jones' New Play
After travelling 8,000 miles in about two months Barry Jones returned to London for a fortnight's revival of 'The Queen's Husband,' with the New, which both the actor and the piece were cordially welcomed.

Meanwhile Jones is rehearsing a new play in which he will appear shortly.

Laura Hays Returning

Laura Hays, Paris, April 2.
Laura Hays, a tall, well-known actress, is sailing back to London April 23 after considerable stage work here.

She Hays, after only a short stage experience in New York, came to Paris and soon won success with Falconetti and several other French theatre companies.

NELL KELLY FOR LONDON

Nell Kelly sails for London April 23 to open at the Palladium (vaude).
She will arrive there.
Miss Kelly has four London weeks booked.

RKO'S LONDON OFFICE

Passport Probably in Charge of Novelty Search

Martin Beck has decided to revive the Keith circuit scouring of Europe for novelties, with offices over there for the next contact.

An RKO office will be maintained in London, probably combined with the Radio film bureau there. Two or more scouts will work out of that office.

Sent for by Beck W. L. Passpart, Berlin booking agent who has represented Keith's and RKO in Europe at various times, arrived in New York Friday (8).

FRENCH PLAY ON NEXT WAR BRILLIANT WORK

Paris, April 11.
New four act comedy at the Antoine is titled 'What's Next?' With the title applying to the possibility of either war or revolution in the near future. It is like an international prospect.

Piece is authored by Paul Andre Antoine, who wrote 'The Enemy.' Political allegory is in a Pirandello-Shaw vein exposing political quackery, arguing that modern youth is decadent.

Brilliant dialog is so biting that there may even be a political interference headache.

Paris Empire Cuts

Paris, April 2.
Price at the Empire Paris, only brought below vaude standard, has been cut from \$1.80 top to \$1, minimum admission being reduced from 20 cents to 16 cents.

This follows Natan taking control, and is in keeping with his policy of getting grosses by providing entertainment for the masses.

Giddap, Napoleon

London, April 11.
After rehearsing two weeks for the Napoleon part in Mussolini's play 'Hundred Days,' Barry Jones, 22, had to be sent out. Said he felt himself unsuited to the role.

Robert Atkins will replace Jones, but the switch means the opening has been postponed.

Buenos Aires

(Continued from page 11)
at Ideal, 'Shanghaied Love' at Real.
Local cinema scene has a good bid to capture patrons by completely refurbishing. Palace has torn out all the old-fashioned boxes and built a new proscenium, and house will pre-release Metrolite product at \$3.00. Thursday night saw S.R.O. opening of Shearer picture, but remains to be seen whether locals will stand for elevated rate in view of crisis.

Theatre Opening
Porteno Theatre entirely rebuilding and won't be ready before mid-April, at earliest. This will be a deluxe house, understood it will charge \$2. Opposite Palace new Astor building, also deluxe.

Cine Suplacha opened Friday night with 'Smiling Lieutenant,' two \$4.50 and looks big on U.S. M.G.M. opens Broadway theatre for season with new grind policy, 'Politics,' starting March 15. Broadway closed weekly, all Metrolite, and then follow at Petit Splendid. Meanwhile, as stated, Palace will be given pre-release during season of half a dozen Metro majors.

Universal will cover the city with 'Waterloo Bridge' at Astral, 'East of Borneo' at Ideal, 'Heaven and Earth' at Gallia. Announcing 'Frankenstein' shortly, though spot not mentioned.

United Artists getting under way with limited but class product, reported booked right through season. 'Sweet Science' liked.
Warner's released 'Bought' and will officially inaugurate season at Paris early in April with 'Honor of the Family,' following with 'Five Star Final.' This firm will open new Astor around May 1 with 'Kiss Me Again.'

Columbia well represented and made a hit with Buck Jones. 'Shanghaied Love' doing well at Real. Announcing 'Platinum Blonde' for next week at same house.
Very few foreign films, no English as yet.

FREE TRANSLATION

Moscow, March 27.
A Russian translation of the title of O'Neill's play: 'The Morning Becomes Electrics.' The expert translator is A. Abramov, in an article in the 'Evening Moscow.'

ENGLAND BARS ONLY 1 IN 20

London, April 2.
Only 60 foreign artists were refused admission to England out of the last 1,161 who applied.

The percentage of refusals is thus 5.2.

These figures emerge from a letter addressed to the secretary of British Equity from the Ministry of Labor, who are still anxious to disprove the idea there have a 'down' on foreign talent.

Out of 135 applications from the States, they add, there have been only seven refusals, a percentage of 5.185.

The letter points out that this percentage compares more than favorably with the treatment of British talent in America, where a player has to 'rest' six months after fulfilling an engagement giving.
No first-class player has been refused permission to play England, asserts the Ministry, and there has been no case of a refusal for some time.

Foreign actors, the Ministry concludes, are excluded only after taking the advice of some reputable theatrical body.

On the other hand, a letter from Frank G. K. of American Equity, has been cited in which he stated that while a certain amount of give and take is proper, he considers America is doing all right.
Referring to the Dickstein Bill, Gillmore concludes by saying he believes it will not be retroactive and will not affect English players already in the States.

Drama Tab

(Continued from page 34)

luxers, Uptown, Paradise and Tivoli. Understood, that there are other papers calling for a regular Public routing if the Chicago attempts prove the trick a b. o. winner.

Play was originally negotiated for a ride into the loop theater on April 22, but other 'must' bookings in Public-B. & K. loop stops on that week, for Bing Crosby at the Chicago and Jackie Cooper at the Oriental prevented such an early booking.
G. K. informed the company owner, George Sherwood, that the contract couldn't go through unless the show was held off for another week. Sherwood contacted Ralph Letterson, chief of the Adelphi, and got him to hold over the play for an additional week, though the present stanza has been posted as the final for the four-week run.

Louis Lipstone, production head for Public-B. & K., arranged the entire deal. It was Lipstone who also put through the initial bookings of the musical tab show, 'Girl Crazy.' Contract is understood to call for \$15,000 for 11 character cast and three stagehands. That figure is for the first two weeks; thereafter the price slides down to \$3,500 the week B. & K. to pay for all shipping and hauling of scenery, and the construction of any new set needed, though as presently arranged, the regular one-set used for the stage play will be brought into the Oriental.

Film Name Angle

Big item which persuaded Lipstone to arrange the new step in picture house booking was the presence of Pauline Starke as the lead in the 'Zombie' show, the B. & K. production chief, figuring that the value of the femme film name would be an additional boost for the picture house dates. One of the major conditions in the arrangement of the deal was that B. & K. is to make all shipping and hauling of scenery, and the construction of any new set needed, though as presently arranged, the regular one-set used for the stage play will be brought into the Oriental.

Prices at the legit house have been at \$3 top, but with the cut-rate ducks bringing the high Oriental to \$1.50. Scale the loop Oriental run for 15c, high on holidays to 35c, for the matinee on week-days. Show on the legit stage is running

Reinhardt's 'Miracle' in London Scores, Tilly Losch Sensation

RICE'S PLAYS IN RED

Author Goes to See 'Adding Machine' Produced in Russia

Elmer Rice leaves today (12) on the Bremen for a trip to Russia.

He'll attend a performance of 'The Adding Machine,' in Russian, at Moscow, and possibly arrange production there of some of his other plays.

MAT. AND NITE SHIFTS FOR TWIN 'CASANOVAS'

London, April 11.

Autori, Italian baritone who appears at Covent Garden every season, has been engaged for the title role of 'Casanova,' elaborate Continental musical which Sir Oswald Stoll has in rehearsal for the Coliseum.

Arthur Fear, Englishman now rehearsing the part on approval, will remain in, but will appear only for matinee performances, with Autori working opening day and every night thereafter. Part is considered too strenuous for one man to handle 12 times a week.

Difficulty of getting a comedy lead still exists, with Eric Charrrel, the producer, keen on Stanley Lupino, but Lupino is currently in 'Hold My Hand,' at the Gayety, and is unwilling to switch because of his friendship with Sir Harold Werner, owner of the Gaiety. Understanding is that there is some attempt being made by Stoll to get Werner to release Lupino amicably.

Other leads for the show are Marie Lohr and Dorcas.
Show is scheduled to open May 11, considered unlikely, since it will take much more staging and rehearsal than that to get it ready. May 25 seems a more logical date.

Piccadilly Rented for Revue-Vaude on Grind

London, April 11.
Parnell & Zettlin, agents and play producers, have formed a private company to rent the Piccadilly. They'll put in a continuous vaudeville and revue policy.

Wallace Parnell and Ralph Zettlin will produce the show, figuring on a schedule of a five-time turnover daily. Opening program toward the end of the month.

BAD FOR GOV'T OPERA

Brussels, April 2.
Royal Theatre, Mons, Belgium, which runs a six months season of opera and operetta, is in financial difficulties. Unless the commercial council increases its subsidy, which is unlikely, theatre will go dark.
Condition of subsidized theatres in many parts of the country is parlous.

127 minutes, not counting the intermissions. For its picture house running the clock was clipped to something near 90 minutes, though the show will retain its three-act partitioning.

Lipstone's deal for the show represents the premier contracting for a standard drama to play into a big town deluxe theatre. Oriental is now playing Lowly units regularly, but will lay off the presentation for the 'Zombie' booking. House itself has been in bad shape at the box office, and it's figured that only the most daring type of booking can bring this spot out of the deep red ink.

Public-Grand States last winter had the legit 'Blue Ghost' on a short tour of some of its northern Illinois towns, such as Waukegan, Aurora and Elgin, after the show had had a decent run at the Playhouse locally. But these dates were one and two no advance exploitation or mention of the Public-Grand States houses, doing well enough in some towns and starving in others. The bookings, however, were mainly in houses which had no regular flesh policy. That was, also, a short-cut to the show and was cut to something less than 60 minutes.

London, April 11.
'The Miracle' has been revived here in a new Reinhardt production, but with the ending changed after the dress rehearsal at the suggestion of a priest. It is a dramatically spiritual and moving spectacle, considerably superior to the original production of 21 years ago.

Tilly Losch, heretofore known only as a dancer, proved herself to be a remarkable pantomime, scoring sensationally. Massine, as Spielmann, was brilliant and Lynn Harding splendid as the king.
Despite the fact that the production was slightly monotonous, running a full three hours, it is an impressive spectacle. Cutting about half an hour would improve its entertaining value.

Production cost something like \$150,000 and there was a strong demand for seats this morning (Monday). Ticket speculators are still unable to decide on buys, however, due to indecision as to length of the run.

'Red Triangle'
'Red Triangle,' produced by the Repertory Players at the Savoy, contains the unoriginal idea of a wife test her fidelity with men killed by her husband in order to save him. With the husband then believing her guilty.

'Old Man,' American play about the Irish, with Arthur Sinclair and Maire O'Neill, same couple who played it in New York, was welcomed by a friendly audience. Both the play and the actors here, but play seemed too weak to sustain them here.

'The Heart Line' at the Lyric is an adaptation from a French play. It was concisely reviewed, but does not promise wide appeal to British audiences.

'Caravan,' which opened at the Queen's Wednesday (6), was withdrawn Saturday (8), after a dire box office failure. Sentimental circus yarn featuring Malsie Gay and Cedric Hardwicke, never stood up against a heavy, well-acted production at the Saint James, presented two nights previously (4), also folded Saturday night.

London Club Plunging On Bids for U. S. Names

London, April 11.
After five years without attractions the Embassy, London's ace night club, is beginning to clamor for big names. Henry Sherak has been ordered to scout for top talent.
Sherak sent cables to Helen Morgan, Ruth Etting and Harry Hagan, asking how much they wanted.

MacGowan & Reed Try Producing in London

London, April 11.
MacGowan & Reed are to start production in the West End. Expected shortly to close for a theatre when Richard Aldrich, general manager for M.G. & R. arrives here in a month.

First London production will probably be this spring with Basil Sidney and Mary Ellis in a new adaptation of Fodor's 'Jewel Robbery,' recently shown in New York. Another show they'll probably do will be 'Bluff,' Ashley Dukes by Simon Gantillon. Ashley Dukes is the probable adaptor.

London Cafe Hit

London, April 11.
Marion Harris opened at the Cafe de Paris April 4 to an ovation. American songstress did nine numbers and then had to beg off.
Club is now doing nice business and seemingly set for a long run. Consistently good at about \$7,600.

PAGNOL PLAY SEQUEL

Paris, April 2.
Marcel Pagnol is currently writing a new play, 'Tintin.' Name is that of the son of Marius and Fanny, heroes of his two pre-reading plays, and will thus complete the cycle.

RADIO CHATTER

Lottie Howell is not coming back to NBC.

Bing Crosby and Ed Sullivan on NBC.

NBC will broadcast the Kentucky Derby May 7.

Paul Moss holds open house for radio scribblers.

George Hicks, NBC, is writing a musical comedy.

Tom Brooks rated king of radio promotion editors.

William Ross breaking in as announcer for WGY.

Little Jack Little, CBS, wears ties and hanks to match.

Credo Harris, manager WHAS, Louisville, is in New York.

George Hicks, NBC announcer, once worked in a lumber camp.

Russ Columbo likes to drive fast, but often gets lost in the city.

Ted Bergman, CBS' Joe Palooka, married last week to Finitte Walker.

Ann Johnson of legit doing dramatic work for WCAE, Pittsburgh.

Boswell Sisters, CBS, added another secretary to take care of fan mail.

Harry Leedy, mgr. Boswell Sisters, cured of sure things at race track.

KFOR, Lincoln, in the final stages of reorganization and under a new policy.

Art Brualoot, orchestra leader, is a stay-at-home since he became a father.

Art Jarrett, CBS singer, taking a screen test for RKO-Radio Pictures.

Gene Austin, on a vaude tour, is due back in New York for a radio commercial.

Ted Barron handling Leon Rothel, Met singer, and Harold Artledge, lyricist.

George Hall's orchestra gets the CBS wire 11 times weekly from the East, New York.

Big Bill Tilden was guest of Kern Tith, radio reporter, on an interview over KTHH.

Welcome Lewis won't play bene-

fits with pit band. Insists upon her own accompanist.

Someone accused Toscha Sedel, CBS, of being cut-in by Brahms. He didn't understand.

Louis Reid, New York 'American' radio scribbler, moved into a new office with a radio.

P. R. Allen, 'Times' new staff, did a 'Times' news review over WHAS, Louisville.

Charles Flieger, WHAS, Louisville, soloist, playing Indiana and Kentucky theatres.

Vicki Baum goes on WJZ with Montrose Moses, critic, tomorrow night (Wednesday).

Sisters of the Skillet, NBC, offered 'Skillet News' and received 50,000 requests in two days.

Finky Dink, former song plugger, now calling the rassing holds Mondays over KJRH, Seattle.

And to Perce, just washed in the 'Follies', may go in for that radio business in a big way.

W. J. Aronson, broadcasting nightly over KMPC, Beverly Hills, and KMTX, Hollywood.

James Melton, NBC tenor, planning vaude tour after his concert debut at Town Hall.

Ray Soat, radio disc company manager, has a new record, 'The Big Star-Jerked Script.'

Favorite story of Frank Luther, NBC tenor, concerns the time he was a younger in Arizona.

Tom Rockwell, Mills Brothers and Ruth Etting's mgr., claims a new to be a radio star.

Bernice Petker (Mrs. Ed Carney) has authored three new songs, latest being 'Lullaby of the Leaves.'

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KFAB LIBEL JAM MOVED TO HIGHER NEE, COURT

Chicago, April 11. Whether a broadcasting station is liable in a political argument sent over the air will be decided by the Appellate court in Nebraska in the first midwest case of its kind, involving the slander suit of Attorney General Sorenson of that state.

Sorenson sued Richard F. Wood, Lincoln lawyer, for stating on the radio that he was a campaign speech two years ago and was awarded a \$1 verdict. At that time the jury found station KFAB at Lincoln not liable. Sorenson had asked \$100,000 damages.

KFAB has upped the federal radio act which requires stations to permit political broadcasts to go on unlicensed, while the other side maintains that radio stations should be held liable for their broadcasts as much as newspapers for their printed statements.

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Chicago NBC Plans to Take 'News'-Owned 'AQ'

Chicago, April 11. NBC has taken preliminary steps to merge the operations of WMAQ with its network activities in the Merchandise Mart building. If plan goes through it will mean the closing down of the WMAQ studios in the 'Daily News' building May 1 and the dropping of about 20 persons currently on the station's payroll. Among those slated to be retained are the WMAQ manager, William Hedges; his assistant, Judith Waller; the commercial manager, Bill Hay; and the program manager, John Gihon.

Network took over the operation of 'News' outlet last November on a four-year lease signed with the Merchandise Mart. Col. Frank Knox. Accumulative rental over this period was to apply as the purchasing price of a half interest in the station, with leave terms also giving the network an option to buy at the end of the four-year period.

Motive behind the merging of the station and the network activities is exclusively one of economy. NBC figures that in operating the wave length out of its Merchandise Mart plant it can effect a saving of over \$100,000 a year.

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Reversal Gives Fannie Brice \$1,000 Against Ad Agency—Precedent

Unique decision, somewhat of a precedent in the radio field on relations of actors to 'commercial programs,' said Fannie Brice against Erwin-Wasey, the advertising agency which staged the Philco program. This was a balance on a three-time ad engagement. Comedienne received \$2,000 for the two she performed and was cancelled on her third.

Erwin-Wasey contended it was a custom in radio and stage circles that should a change of policy occur, as was the instance when Philco decided to abandon the name guest star idea, the advertising sponsor wasn't responsible. That was the only reason for refusal to pay.

Ad agency was sustained in the lower court and Mrs. Brice's suit dismissed, but on appeal the decision was reversed and a verdict awarded her without further trial. Court sustained the contractual obligation without taking cognizance of any trade customs.

What distinguished the matter was that the comedienne and the William Morris office, which represented her, had a written provision that cancellation would cancel the obligation. But in the actress' contract with Erwin-Wasey there was no such provision. Erwin-Wasey wanted to abide by the written theatrical contract between Mrs. Brice and the Morris office, but the court wouldn't recognize any such extraneous covenant.

Chicago, April 11. Working agreement between NBC and the Kennaway bands, which has been in existence since last July, was called off by the network last week. Arrangement was one of those undocumented affairs. Due as to its advantages for either party, but at least stipulating that Kennaway bands would give preferences in the way of network pickups in return for the privilege of collecting half of the commission on a Kennaway band booked into an NBC spot.

Network tosses the entente cordiale into the discard with the last score considerably in its favor. Among other things, it will continue to collect the full commission on the Charlie Armstrong combo at the Edgewater Beach hotel, though the band comes from the Kennaway list. In order to get Agnew into the ultra stand Kennaway had agreed to cede its split in the commissions with the band remained under NBC direction.

One of the advantages obtained through the Kennaway hookup originally was the flock of bands brought to the NBC pickup fold, most important among those being the combo filling the Hotel Morris engagement. With Don Pedro due to pull out of the latter spot in two weeks and with Frankie Masters slated to follow on a direct contract with the hotel, NBC quietly stepped in last week without consulting Kennaway and arranged for the release nightly of the Masters combination. Elimination of Kennaway from the latter pickup must serve to diminish the necessity of the working agreement the network had with the booking office.

Crapping of the working agreement will also mean cutting out the Drake, one of the nightly pickup point. Latter niche is presently filled by Carl Moore. Ted Cook, another Kennaway band, however, will be extended for the time being his nightly outlet through the local WMAQ, which is NBC-operated.

George Ackerman, brought in from the Kennaway office and given a booking berth in the NBC band department, will be retained temporarily to clean up pending matters.

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Chicago, April 11. Working agreement between NBC and the Kennaway bands, which has been in existence since last July, was called off by the network last week. Arrangement was one of those undocumented affairs. Due as to its advantages for either party, but at least stipulating that Kennaway bands would give preferences in the way of network pickups in return for the privilege of collecting half of the commission on a Kennaway band booked into an NBC spot.

Network tosses the entente cordiale into the discard with the last score considerably in its favor. Among other things, it will continue to collect the full commission on the Charlie Armstrong combo at the Edgewater Beach hotel, though the band comes from the Kennaway list. In order to get Agnew into the ultra stand Kennaway had agreed to cede its split in the commissions with the band remained under NBC direction.

One of the advantages obtained through the Kennaway hookup originally was the flock of bands brought to the NBC pickup fold, most important among those being the combo filling the Hotel Morris engagement. With Don Pedro due to pull out of the latter spot in two weeks and with Frankie Masters slated to follow on a direct contract with the hotel, NBC quietly stepped in last week without consulting Kennaway and arranged for the release nightly of the Masters combination. Elimination of Kennaway from the latter pickup must serve to diminish the necessity of the working agreement the network had with the booking office.

Crapping of the working agreement will also mean cutting out the Drake, one of the nightly pickup point

GRIFT TALENT BOOKING

5 OUT IN NBC N. Y.; BUREAU SHAKE-UP

NBC's artists' New York Bureau was shifted plenty last week with five members declared out. They were Phil Ponce, who handled the vaudeville bookings; Ken Dolan, assistant to Ed Scheuing; Grace Towne, club booker; Edward Park England and Alice Murphy, a secretary.

The clean-up increased the duties of Scheuing, who heretofore handled only stars such as Paul Whiteman, Buddy Rogers and Rudy Vallee. Turned over to him now are Jesse Crawford, Floyd Gibbons, Russ Colombo, Pickens Sisters, Tito Coral, and Harry Harris.

Those continuing in the Artists' Bureau are George Engels, head of the department; Herman Schad, Dan Tullih, Scheuing, Sam Ross, Mort Milman, Bill Card, John Babb, Bruce Quisenberry and Ernest Cutting. Later is stationed at the Waldorf.

NBC's Early Move

Radio City engineers have informed NBC execs that they figure the network can move into its new 27 studios in Radio City by May, 1932.

In the original plans for Radio City, it was estimated that the NBC building would not be ready until the latter part of 1933 or 1934.

FUNNY PAPER READERS

Riggs and Moke Land Commercial After Two Years

Pittsburgh, April 11. Riggs and Moke, local air team, considered the most popular ether feature developed locally, have landed their first commercial after two years of sustaining broadcasts. They go on twice weekly over WCAE for a local bakery.

Boys have been broadcasting twice weekly under their own names and twice additionally as 'Uncle Bob and Betty,' under which they read the comics from the 'Sun-Tele,' Hearst sheet, which controls the station.

Chi Baseball B'casts Fold; Sponsors Fade

Chicago, April 11. Baseball is not riding as high with the local radio stations this year as last, due to the sharp fall-off in the number of advertisers willing to come forward and pay for the daily distance broadcasts. Last year there were seven stations blasting away with baseball play-by-play info, and all on commercials. This year only five stations will have baseball broadcasts, and of these only two are ready with commercials.

Only two local stations with sponsors are WGN and WBBM. Both are repeating their last year's advertisers: WGN taking Thompson's restaurants for its fourth annual ride, while WBBM has Prima special base for its third year. WGN split the once more by Bob Elson, and WBBM again has Pat Flanagan to tell the folks about the batter-up. WGN will broadcast the home games of both the Sox and the Cubs, while WBBM will use only the Cubs tussles. WJKS, down in Gary, has a deal with Prima beer to do the Sox games for them, the Sox being the south side team, closer to Gary. WJKS is operated by Ralph Atlas, brother of Leslie Atlas, chief of WBBM here.

Simoniz Shifts Off Air

Chicago, April 11. Simoniz program, on NBC since last June, suddenly wound up its ether career yesterday (10). Commercial drew attention from the trade during its run for the shifts of the talent lineup, both frequent and at short intervals, with the Harry Kogen combo and Katherine Nelson, warbler, lasting over the longest stretch and on tap at the finish.

Tollish-maker reported considering a return to the air in the near future by way of discs.

Crawford's 4-Day Cut

Jesse Crawford loses his six weekly NBC sustaining periods April 16. The following day he starts under a new sustaining contract for twice weekly, including Sunday broadcasts.

Crawford, for his six weekly sustains, is getting \$500. After April 17 he will be paid \$150.

This move is in keeping with NBC's budget slice for sustaining periods.

H. & H. Renews

Horn & Hardart has renewed its WABC contract for another year. Renewal takes effect April 17.

Automat company is on WABC for one hour each Sunday with a kiddie program and has been broadcasting for a year.

AIR AD MEN OFF CENTRAL CONTROL

Four A's Abandon Idea of Bureau Franchises Because of Chiseling Chances—Give Up Salary Fixing Idea and Declare for Open Market Bidding for Entertainers

WEIGH TWO METHODS

Chicago, April 11. American Association of Advertising Agencies has officially made up its mind to stay out of the talent booking business.

After weighing proposals along this line the past six months, the association last week came to the conclusion that the buying and selling of raw talent was one phase of the broadcasting industry that could not be standardized and that the agency impresarios would have to continue to operate on the old principle of barter in the open market.

Accustomed to a standard rate in everything they bought in the advertising business—newsprint space, cuts, radio time, etc., the agency men saw no reason why they couldn't get together and work out a method of stabilizing the prices of radio talent. Committee assigned by the Four A's to tackle the talent problem and to work out a price control plan were handed, for a helping start, two projects already suggested.

One of the proposals advised the organizing of a registration bureau for talent where prices, management, previous radio experience, stage or screen standing and other factors would be ticketed. This central office, of course, would only be available for members of the Four A's.

Private Booking Plan

Other plan urged the backing by the association of a private booking office, with branches in important key spots, which would perform the same registration service and also act as the purchasing agent for members of the Four A's. Understanding would be that the association's list would buy exclusively through this privately maintained bureau.

Not long after the committee started wrestling with these two positions it was decided that the franchise idea contained too many possibilities of inside manipulation and graft, and was accordingly tossed into the waste basket. While the first plan was theoretically approved all around, it was felt that it conjured up too many problems for those without an extensive knowledge of show business in general to solve and that even here it would be difficult to stop bidding for talent among the association's members with consequent boosting of prices.

KQV Sold for \$26,000

Pittsburgh, April 11. The common stock of radio station KQV here was sold last week at public auction to the Union National bank for \$26,000. The only other bidder for the 49,700 shares was H. J. Brennan, manager of WJAN, who went to \$25,000 but withdrew at the winning bid.

Peoples-Pittsburgh Trust Company, trustees for a \$200,000 bond issue for KQV, obtained a temporary injunction against the auctioning of the stock but it was dissolved last week. The Union National Bank made a loan to the Doubleday-Hill Electric Co., founders of KQV, before the station was made a corporation apart from the electric company.

KQV has no network affiliation.

Olympics Anger Broadcasters In Open Slap on NBC Monopoly

Los Angeles, April 11. Breach between the local Olympics committee and the Los Angeles radio stations has been further widened by the receipt of a letter from the committee to the local broadcasters' association, to the effect that it's none of the station operators' business what the committee does relative to the dissemination of the news of the events.

Related missive was in answer to a request for a showdown on the report that the Olympics crowd had sold exclusive broadcast privileges to NBC. The locals had asked for equal privileges with all stations and all newspapers.

Latest move has sent the former skirmish into open warfare and the sending of an appeal over the local committee's head to the executive Olympiad committee in the east. With this appeal is a virtual threat to the extent that unless equal other rights are granted then the stations will continue to lay off blurring the coming eve.

It is also pointed out that the promise of the Olympiad can't afford to have radio as an enemy before and during the contests.

KFI as Sonny Boy

As the differences now stand, none

of the local stations are broadcasting a single blurb for the games, with the exception of KFI, the local outlet of NBC, which has a weekly feature, 'Heroes of the Olympiad.' Significant is also the fact that no representative of this station has attended any of the L. A. Broadcasters' association meetings since the games thing got into the open.

While not official it is known that the other station owners are hot in the neck and are virtually pledged to lay off any future mention of the Olympics unless they get what they consider an even break.

Lining up with the locals in the fight is also CBS, which recently through KHJ, local outlet, offered its full national service to the broadcasting of the events on non-commercial periods, a proposition that has since been turned down.

Committee meanwhile is silent on the charges that it has held out to NBC.

ANN LEAF
TWO YEARS
FEATURED ORIGINATOR
OVER
COLUMBIA NETWORK
CHARIS
PROGRAMS
WEDNESDAYS AT 8:15 P.M.

JESSE CRAWFORD
WEAF
SUN.-MON.
11:30 P.M.
E. S. T.
TUES.
THUR.-SAT.
11 P.M.
E. S. T.
WED.
11:15 P.M.
E. S. T.

DETROIT'S FAVORITE
WALLY RUSS MORGAN ORCHESTRA
by MICHIGAN INDUSTRIAL FINANCIAL CO. WEDNESDAY 6:30 P.M.
LEE & QUDY QUAKER COFFEE TUE & THUR 6:30-6:45

"Hello Everybody!!!"
Kate SMITH
Columbia System—8:30 P.M.
ON LA PALINA PROGRAM
CENTRAL PARK CASINO
Personal Management—Ted Collins

2 Shows for 1

Chicago, April 11. Starting next week Gold Medal Fast Freight (CBS) drops its once weekly half-hour period and shifts to two 15-minute broadcasts on successive nights. New schedule has the program set for Tuesday and Wednesday.

Show, which originates from WCCO, Minneapolis, will continue to feature Eddie Dunn-taliter at the organ and piano.

FRED L. JESKE

"MONARCH MELODY MAN"
SPONSORED BY MONARCH FOODS

Mon., Wed., Fri., 9:00-9:15 P. M., C. S. T., WGN, Chicago

PIERRE ANDRE
—ANNOUNCING—
"Little Orphan Annie"
DAILY
WGN-WEBB, 5:45 P.M. C.S.T., N.B.C.
WGN, 8:15 P.M. C.S.T., Mon-Wed-Fri, C.B.S.
HOB BECKER PROGRAM
WGN, 9:45 P.M. C.S.T. Sunday, C.B.S.

EYMOUR SIMONS ORCHESTRA
"Smoking at your feet"
"WAG WAG GOES BO!"

Ralph Kirby
"The Dream Singer"
TUES. TO SAT.
MIDNITE—E.S.T.
SUNDAYS AT 11:15 P.M.
WEAF
Management
N.B.C. Artists Service

RAYMOND PAIGE
Musical Director and
Program Manager
KHJ, Los Angeles
But
Columbia Network

BENNY KYTE
And His Golden Tower Orchestra
N.B.C. Network—WJR
Detroit—Wed., 12:30-1 P. M., E.S.T.
Hi-Speed Gasoline
Lonea Wile Biscuit Co.
N. G. DUNN CIGAR

DON PEDRO AND HIS ORCH.
Terrace Gardens,
Holt Morrison, Chicago
Broadcasting
KQV-WEBB
N.B.C. Network

HOWARD NEUMILLER
Pianist and Musical Director
Station WBBM—C.B.S.

The World's Record Record Makers
BEN SELVIN
AND HIS ORCHESTRA
D'Orray Perfume, N.B.C., Sat., 8:30 P.M.

The programs will be under auspices of 'The Herald,' 'News,' 'Tribune,' and the musicians' union.

Inside Stuff—Radio

(Continued from page 48)

trouble. Once given a coast-to-coast build-up by the networks, the manufacturers owning the discs begin to shoot them all over the country. That's when the networks begin to start worrying.

Currently discs made by the Boswell Sisters before signed to CBS exclusive are being repeatedly played by indie stations and billed in the newspapers under the name of Boswells.

With advertising plugs cluttering up all sponsored periods, one mid-western ether advertiser has secured more than satisfactory results by limiting commercial spots to a minimum.

This commercial is a coffee company which uses station WTAM, Cleveland. It engaged 'Smiling' Ed McConnell in May, 1931. At that time the company was selling an average of 7,500 lbs. of coffee weekly. By the past December, after six months, the company was averaging 150,000 lbs. weekly. And the only time the product is mentioned is when McConnell states but twice during the entire 15-minute period: 'Folks, why don't you try a cup of blank coffee. It's darn good.'

New York 'Daily News' has its radio critic, Ben Gross, sit through the new radio programs until the early a. m. in order to get new text into his column for all three editions. 'News' incidentally is pulling a stunt by printing the late evening programs of the night before to appear in the following morning's tab. 'News' is on the street at 7:30 p. m., with the early retirees thus getting both the programs for that evening and all of the following day in one edition.

An attack on the quality of radio broadcasts by Professor Roland S. Vaile of the University of Minnesota has precipitated a heated discussion in the Minneapolis press. Professor Vaile also stressed the public's indifference to the broadcasts.

The discussion has brought forth many protests to the newspapers against the horror and thrill stuff dished up in so-called children's programs.

To promote foreign relations and ether interchangeability with foreign countries, NBC is embarking on a once-weekly foreign broadcast. Recently NBC put on a special program for Austria and followed the next week with a special broadcast for Switzerland.

These special foreign NBC broadcasts are not generally heard in the United States, but sent to each country via short wave.

Report on P. K. Wigley taking Ely Culbertson for a series of broadcasts is that the bridge expert told Wigley on the idea himself. Gann company didn't go after Culbertson, but the latter approached Wigley and put the deal over. It was handled through the Hopper ad agency of Chicago.

Idea of the Eveready broadcast from a moving train originated with Elliot Stuckel, of CBS, who presented it to execs. Latter gave their approval and for two months preceding the broadcast Stuckel worked on the details to the exclusion of everything else. The publicity which CBS and Eveready received from the stunt exceeded expectations.

Impression that KMPC, Los Angeles, had jumped from 500 to 1,000 watts brought an investigation from government radio sleuths. Station absolved itself, proving it was sticking to the old power. Difference in effect caused by new transmitter recently installed.

Pointer and Brewer, piano duo now with B. A. Rolfe, were picked from station WMCA.

The Rolfe contract marks the first time the pair have been on a network.

Chambers of Commerce throughout the country are falling over themselves trying to get their city represented on the Lucky Strike broadcasts.

HAPGOOD GOES COMM. FOR OWN SOUP FIRM

Chicago, April 11.

Norman Hapgood, former editor of national magazine, former U. S. Ambassador to Denmark, dramatic critic and political commentator, goes on the air on a commercial for a soup company April 20. He starts over two stations on the Yankee network in New England, Bridgeport and New Haven.

On for a 13-week start, for once weekly 15-minute evening sessions. Advertiser is the Columbus Conserve Co., of which Hapgood is in charge of the committee on publicity. The company is noted for its co-operative operation, the workers themselves, owning the stock. Company was originally owned by the Hapgood family and they still retain a large interest in the outfit. Hapgood clan started turning the works over to the hands in 1917, and since then it has been rated as the world's only completely socialized industry, and christened 'the business without a boss', and in which wages are determined by the needs of the individual rather than efficiency.

Company has been doing work for the U. S. Navy, turning out product for other food firms. They are now going out on their own label, therefore the spread on the ether.

Writer's Court Plea And Rival Air Talk In Chi Script Tiff

Chicago, April 11.

Battle between WGN and Irna Phillips, writer, over the question of the rights to the radio script known as 'Painted Dreams', ran into several developments last week, including a court appeal and a rival radio broadcast.

When WGN took over the script on April 2 it eliminated the character, in person, of Mother Moynahan, formerly played by Miss Phillips. Phillips is claiming all rights to the script. Story was rewritten to make Mother Moynahan strictly an off-stage character, the story stating that she had been shipped out of town to a hospital for an operation. Miss Phillips was interviewed last week on another local station, WIBO, and told the listeners that she was Mother Moynahan, that she wasn't ill or out of town, but that she was still in Chicago and well and happy, and hoped that she'd be seeing them again in the script shortly.

Miss Phillips also went to court last week, petitioning for a hearing for a permanent injunction restraining WGN from using the script over the air. Miss Phillips claims exclusive rights to the serial, both in characters and title. She claims to the court that the exclusion of the character of Mother Moynahan from the WGN present script will do her irreparable damage in that the constant absence of the character will kill her identity with the Moynahan role.

Miss Phillips had been on WGN with this script, 'Painted Dreams', both as sustaining and commercial since last October until April 2, when the commercial expired. Since then WGN has been broadcasting the continuation of the series without her. Miss Phillips is also claiming that the station, a Chicago 'Tribune' subsidiary, be ordered to turn over to the court all scripts used since April 2 and all fan mail pertaining to the script.

WXYZ to Leave Chain Over Local Time Row

Detroit, April 11.

Columbia Broadcasting loses its Detroit outlet June 1, according to a statement made by George Trendle, president and general manager of Kunsky-Trendle Broadcasting Co., owners and operators of WXYZ, on the Columbia chain for several years.

The reason for the breaking off of the association was the refusal to allow the local station evening time for local broadcasts.

Trendle's argument with CBS which has run since Jan. 1, 1931, expires June this year. George Trendle and John Kunsky were formerly owners and operators of the local first-run group of picture houses sold to Public two years ago. Statement claimed an investment by K. T. of about \$400,000 in station WXYZ.

Free-for-All Auditions Out as Chi NBC Finds Them Fruitless

Chicago, April 11.

Taking the viewpoint that the idea of both a possible discoverer of talent and community exploitation stunt has outlived its usefulness, NBC's Chicago executives have decided to discard the local studios' free-for-all auditions, May 1. With the elimination of the department goes Alena DeMarco, who has been in charge.

Putting an audition mike at the disposal of all who applied had its inception as a publicity ploy and supposedly good-will builder. Introduction of the free-for-all tryout

bees brought them flocking at the rate of from 2,000 to 3,000 a week, for the first few months, with nearly any one tagged for a contract and a build-up. When the network's local personnel were moved to present pretentious layout in Merchandise Mart 16 months ago Miss DeMarco and her department were carried along, after considerable debate among the NBC executives as to its value.

When the flow of volunteers of the DeMarco seasons started to ebb last summer, one of the network's exploiters resorted to a 'weekly program, labelled 'Stars of Tomorrow' over the NBC-operated WENR here. In an effort to stimulate interest. Stunt brought the unusual spectacle of a heavy flock of fan mail, and the second program was the last of this series. Later candidates who had passed the auditions barrier were allowed to make their ether debuts on morning programs confined to local release, but lack of listener-interest in these amateurs was noted.

Not One 'Discovery'

Chain claims that these public tryouts, easily totalling over 10,000 during the department's 18 months' existence, failed to produce a single person who was able to sell to a commercial. Over this long stretch the few who managed to show possibilities worthy of a local build-up were dropped after periods ranging from two weeks to three months. Since the first of the current year over 800 aspirants have stood before the local tryout-mike and of this mob not a single candidate even got as far as the talent selecting board composed of the heads of the studios' various departments.

With the abolition of the public auditions bureau, the only avenues left open for talent to get a network hearing are the NBC artists service or through application to an executive in either the program or production department. New policy also adopted by the network here likewise imposes upon the inside sponsor the task of creating a fully developed act for the initiate before the candidate may be eligible for a sustaining build-up.

Meredith Killed

Syracuse, April 11.

Clive B. Meredith, owner of station WSYR, this city, died in Albany hospital today from injuries received when he was struck and run over by a motor truck near Albany.

Meredith was crossing the highway to obtain help in removing a friend's car from a ditch when struck.

Shirts Take Fred Rose

Chicago, April 11.

Freddy Rose, warbling pianist, moves into the Goshen Shirt spot over WBBM here tomorrow (12). Program, listed as the 'Great Chief', is under contract for a daily 15-minute spot to precede or follow the station's broadcast of the Cub Games.

Same outlet has Minute-Rub bankrolling a daily quarter-hour sports review by Pat Flanagan, WBBM baseball announcer, starting today (11).



ALICE JOY
RADIO'S DREAM GIRL
NBC
Coast to Coast
WEEB
7:30 PM 11:15 PM

RUSS COLUMBO
And His ORCHESTRA
N.B.C. R.C.A. VICTOR

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIPS' DENTAL MAGNesia
WABC COAST TO COAST
TUES. THURS. SAT. 8:15 (EAST)

Ford RUSH W.L.W.
COMMERCIAL BROADCASTING
OLD MAN SUNSHINE
PROGRAMS
With TOY BAND
6 P.M. Daily, E.S.T.

JACK DENNY
AND HIS ORCHESTRA
Hotel Waldorf-Astoria
New York
Featuring:
'SOMEBODY LOVES YOU'
JOE MORRIS MUSIC CO.
1587 Broadway, New York

DON AMECHE
Featured in
"THE FIRST NIGHTER"
(Campana Italian Balm)
Sat., 8:30 p. m. NBC-KYV Network
"BEAU BACHELOR"
(Allen's Comedy)
Friday, 9 p. m. CBS-WBBM Network
"LONE WOLF TRIBE DRAMAS"
(Wm. Wrigley, Jr. Co.)
Mon. Weds. and Fri. 8:30 p. m.
CBS-WBBM Network
"RIN-TIN-TIN THRILLERS"
(Chappel Bros.)
Thurs., 7:15 p. m. NBC-WENR Net.
with
ALL PROGRAMS C.S.T.

Dye Goes on Wax
Chicago, April 11.
Rit dye today (11) starts over 10 midwest and southern stations in its first radio disc campaign. Spread is from Cincinnati to Dallas and up to Minneapolis.
Discs are regulation 15 minute stampings and are on for three-weekly broadcasts. Contracts with the individual stations varying from eight to 13 weeks. Discs themselves are of different sorts, each broadcast varying from musical and band discs to talking turns. Other discs are talking dramatized demonstrations of the use of the dye.
Rit is also on WBBM locally, both with live talent and phonograph records.

GILL and DEMING
The ARKOTRAT OF HUMOR
now featured in the
SHEAFFER
PEN PROGRAM
NBC COAST TO COAST
NETWORK
WEEB
7:30 to 8:00 PM
WEEB
7:30 to 8:00 PM

Frank **CRUMIT** and **SANDERSON** Julia
BLACKSTONE PLANTATIONS BOND BREAD
Tues., 8 P. M. Thurs., 9 P. M.
WEAF WJZ
Fri., 10:15 A. M.
WABC

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

Weather Picking Spots For New CBS Account

Goodall Worsted company goes on CBS May 12 for 13 weeks with Jay C. Filpen as m.c. and Phil Spitalny's orchestra.

The company will follow the trend of the weather in lining up its stations. It first goes on in the south only, although originating from New York. At the beginning of June the program will move northward with the warm weather and line up northern stations, including WABC, New York.

On June 6, Goodall will take ad-

ditional CBS time for a weekly series of Monday broadcasts confined to the southern states only. Lawrence Gumbinner agency, New York, is handling the account.

OLSEN SPOT'S COUVERTISITIS

Montmartre, New York, class cafe, closed Saturday (9) with weak couvertsitis.

George Olsen and Charlie Journal co-operated the club, Olsen in on a percentage arrangement. The band is going out on a vaude tour.

His CBS contract expiring this week, Olsen is negotiating with the NBC.

TAIT'S COLD

Charlie Kurtzman and Paul Ash Change Minds on Revival

San Francisco, April 11. After getting San Francisco all steamed up about the reopening of Tait's-at-the-Beach, world famous night club and resort, Paul Ash and Charlie Kurtzman suddenly announced they would not go through with the venture. The deal had aroused much local interest and considerable editorial praise as well as financial backing. The beach enterprise is considered a civic institution here.

Kurtzman, former head of the Roxy, New York, had promoted the deal and was to be a partner with Ash, most of the financing to be done by owners of the property. After all contracts had been signed the operator and maestro, decided the venture too hazardous and the property owners too 'tough'.

Smith at Casino, Tripling

Kate Smith opens at the Central Park Casino, New York, for four weeks tonight (Tuesday). Will triple in value and on the air.

The CBS songstress is in the Casino for \$2,000.

Bernie to Tobacco

Chicago, April 11. Negotiations are now on for the other commercial take-over of the Ben Bernie unit by Cremo, with the starting date some time in July. American Tobacco is figuring on a six-time weekly schedule, limited to 15 minutes an evening, for Bernie, but the bandman has expressed hesitation about tackling more than three periods a week. Asking figure on the latter basis is \$5,000.

Bernie contract with Blue Ribbon Malt runs out in June. When Cremo resumes network, it is slated to go NBC.

Heidt Moves to Detroit

Cincinnati, April 11. Horace Heidt's orchestra, closes successful six weeks' engagement at Netherland Plaza April 13 and leaves for Detroit for three weeks at Fisher theatre. Will be followed here by Gus Arnheim band.

Henry Thies orchestra, with Great Cincy following, ends five weeks at Hotel Gibson April 21 to tour for American Music Corp. To be replaced by Mel Snyder.

B. B. B.'S CELLAR

Hollywood, April 6. Floundering into the entanglements of abrupt or several months ago, B.B.B.'s Cellar has reopened under financial guidance of Al Rosen, the agent, with a seven-piece band, pansy floor show and B.B.B. as roving m.c.

This is the film colony's first sight of pro pansies as a night spot novelty, and in consequence the rake-in is greater than ever before experienced by this side street. No offside suit is attempted, the show running simply as an ordinary all-female interlude, with any humor in the situation coming from ringleader table wackercakes and co-operative pricing of B.B.B.'s.

B.B.B., popular locally, occupies spaces during the evening with lyric satires, a neat radio burlesque and much general clowning.

Harold Howard's seven-piece outfit is giving the city its first dance music recognizable as such.

Customers must supply \$200 a night to give the show an even break and so far they've been exceeding that. Further novelties must be rung in at intervals to keep the ledger right.

Police interference on the pansy angle is expected, even though the show is cleaner than the average stage show.

Jimmy Durante, Paul Robeson, June Knight, Eddie Dowling and Ray Dooley, Ziegfeld-Chrysler, CBS, April 17.

'Sweetest Little Kid'

'It Wasn't Chance, It Was Fate'

VILLA MORET, Inc.

1555 Broadway | 26 0' Farrel St.
1003 West, Theatre Bldg., Chicago

"Let That Be a Lesson to You"
"My Extraordinary Gal"
"I Wish I Could Leave You Alone"
"Fools in Love"

OLMAN MUSIC CORP.

745 7th Ave., New York

Inside Stuff—Music

Every time a music man loses a job he goes into music publishing on his own, which is advanced as another reason for the glutted song market through multiplicity of competition.

While healthy competition isn't to be deprecated, every personality indie-music publisher who gets hold of a promising, dirty and plans to build it into an institution tends to handicap the established firms, as few can repeat.

The indie pub. may force a tune into a hit through his past pals in radio and orchestra fields lending a hand for a grand pull, but after the first song is put over for a mild click, the spirit of extraordinary cooperation and assistance is forgotten once the indie manages to gain a foothold. With next two or three tries, whatever velvet may have been realized is lost, and the would-be music pub is ready to look for a job again.

Meantime others have been trying the same thing, all to the general headache of the established firms.

One music publisher, notorious for paying for plugs, is giving rise to the thought among the rest that perhaps that's not such a bad idea after all. In his small way this m.p. has been consistently putting over a hit or two per season and apparently making money despite the heavy outlay for subsidization of radio and stage talent.

That this is a flagrant violation of ASCAP rules seems to be as lightly regarded as the cut-in chiseling which, while the occasional subject for controversy, seems to continue regardless.

The music man's heyday of the industry's success was in those times when headlines were receiving \$100 to \$200 a week as compensation to plug a song on their vaudeville routes. And that was before the days of radio and other American Society's royalty tariffs.

That there is still something left of the music business is seen in "Somebody Loves You," Song, first published on Feb. 11, has sold over 150,000 copies in 60 days. It is now the No. 1 song all over the country.

Break hits of the type arise every so often. 'Good Night Sweetheart' and 'Home' were the last two big sellers.

KDKA Staff Changes

Pittsburgh, April 11.

Oliver Morton, former manager of radio stations WBZ-WBZA in Springfield, Mass., has just been named manager of KDKA in Pittsburgh. E. E. Spencer, Jr., former commercial staff member of KDKA, becomes sales manager.

Other appointments are: D. F. Dickson, office manager; Frederick G. Rodgers, program manager; F. A. Boyd, publicity manager; G. Dare Fleck, traffic manager, and R. P. Griffith, artists' booking service manager. Lloyd Thomas, present general commercial manager for KDKA, is expected to join NBC in New York.

20 Years Each

Miami, April 11.

George Meyers, 46, and Eugene Eckman, 50, were each sentenced to 20 years in the state penitentiary on charges of attempted armed robbery.

They were captured in connection with the attempted holdup of the Emory night club here last February.

CANDY'S COMIC STRIP

Chicago, April 11.

O'Henry candy bar is putting the finishing touches to a deal for the other version of the 'Harold Teen' comic strip currently running as a sustaining feature on WGN here. Act was until a few months ago on the payroll of the Colgate-Palmolive products as an attention-getter for its Seventeen perfume ballyhoo.

Under the new connection the script show will continue as a daily 15-minute session.

NTG after CARROLL

NTG and Joe Moss look hot now for the Earl Carroll, planning to transplant their floor show from the Holk wood restaurant into the never-opened, café underneath the theatre. They can figure on a variety show for the theatre proper.

Several others are interested in the house, including Billy Rose, Arthur Klein, White and Ziegfeld.

EDWARDS HOLDS OUT

Cliff Edwards refused a \$2,000 radio commercial favoring one of those 15-minute nightly ideas a la Downey.

Screen comic is holding out for a sponsor along those lines.

BELGIAN PLANT BURNS

Brussels, April 2.

Radio-Wallonie, private broadcasting station at Liege, was destroyed by fire. A few minutes before the evening transmission was due fire started. The cause has not been determined.

Many Outs as Chicago

NBC Slices Cost Sheet

Chicago, April 11.

Axe has started to swing in NBC's local retrenchment drive. Most of the pruning for the present is being confined to the clerical force and the minor factotum brigade. That the clipping of the personnel will be extended to those in major positions by May 1 was denied by the chain's local chief execs.

Explanation for the letdowns was that the network in its rapid expansion here had loaded itself up with excess help in various departments and that the eliminations were merely a part of the general process of readjustment. Among other things it was found that too many of the sub execs each had their own secretaries and assistants and that there were too many page boys.

Denial was made that the current expense chopping move would also take in sustaining programs. Latter stand as it was asserted, unless eliminations were made necessary by the acquisition of a commercial for the spot.

GIBBONS' NBC RETURN

Floyd Gibbons arrives in New York about April 13 and shortly after will begin a series of NBC broadcasts.

A commercial is after Gibbons for a 13 time contract.

JACK DENNY AND HIS ORCHESTRA
Whose music comes to you from the Empire in New York and over the Columbia and NBC networks is sure to thrill you. "BY THE FIRE" "LOVE ME" "NEATH THE SILVER MOON" "MY FRIENDS"

ROBBINS MUSIC CORPORATION
1919 NEW YORK

HARRY WARREN

"TOO MANY TEARS"

AL DUBIN

10 Years in St. Louis

MILTON SLOSSER

SOLO ORGANIST

Public Ambassador Theatre ST. LOUIS, MO.

MUSIC GUIDE

AGER, YELLEN & BORNSTEIN, Inc.

"Auf Wiedersehen My Dear"
"Sing a New Song"
"Night"
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)"
"WHEN YOU'RE GETTING ALONG WITH YOUR GAL"
"EVERY TIME MY HEART BEATS"

DeSYLVA, BROWN & HENDERSON, Inc.
745-7th Ave., New York

SAM FOX RADIO, DANCE, TALKING HIT
"LAFFIN AT THE FUNNIES"
"LIGHTS OF PARIS"
"ALL THE WORLD WILL SMILE AGAIN, AFTER TOMORROW"
"LADY OF SPAIN"
"MY WORLD BEGINS AND ENDS WITH YOU"
"LOOK, HERE COMES A RAINBOW"
PROFESSIONAL OFFICES
186-100 West 45th St., New York
(Cleveland-Chicago-Los Angeles)

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: MILLERMUS

Remick Hits

"CAN'T WE TALK IT OVER?"
"THE MORE YOU HURT ME"
"WHERE THE LILIES OF THE VALLEY"
"WHISTLE AND BLOW YOUR BLUES AWAY"
"FROM ONE PAIR OF ARMS TO ANOTHER"

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"
"Gosh Darn"
"I'm So Alone With the Crowd"
"I'll Get Along Somehow"
1607 Broadway, New York

3 NEW HITS

From "One Hour with You,"
Chevalier's Latest Paramount Picture
"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"
"MOONLIGHT FOR TWO"
"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 by
VALLEE, BERNIE & HYLTON
The New Spring Novelty Hit for Orchestra

223 West 46th St.
NEW YORK
MUSIC

"Devil and Deep Blue Sea"

"Kikkin' the Gong Around"
"Twenty-One Years"
"Bells of Avalon"
"Wrong Number"
"Cabin in the Cotton"
"I've Been Expecting You"
"Minnie the Moocher"

MILLS MUSIC, Inc.
150 W. 46th St., New York

Shapiro, Bernstein & Co., Inc.

"LAWD, YOU MADE THE NIGHT TOO LONG"
"SAY THAT YOU WERE TEASING 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

MUSIC SOCIETY RULE UNDER FIRE

Julian T. Abeles conferred with David Bernstein, treasurer of Loew's Inc., yesterday (Monday) with a view towards preparing a suit against the American Society of Composers, Authors & Publishers on behalf of Robbins Music Corp. Robbins is 51% controlled by Loew's.

Denunciation of the music firm, despite its many hit publications from Class A to D, on the ground that the copyrights are vested in the Metro-Goldwyn-Mayer Corp., and not in Robbins Music Corp., was the A.S.C.A.P. reason.

The difference in money between the two classes was \$8,000 during the first quarter to class A firms while Robbins, in the D classification, received \$1,800. Robbins returned the American Society's check for \$1,800.

Robbins with M-G-M agreed to transfer the copyright ownerships from Metro to Robbins, in order to comply with the technically, whereupon the second quarter dividend was promised under the A classification, but later refused on the ground the funds had already been distributed.

M-G-M originally didn't want its music subside to own any musical copyrights which might complicate matters to the degree that a film's exhibition might be tied up in a foreign land through some technical non-clearance of the world's music rights. Since then Robbins has adjusted all such entanglements in the matter of world's copyright clearance.

Abeles, as Robbins' attorney, proposes to argue his case on grounds of monopoly and discrimination.

Detective S. Spaeth Finds No Evidence; Sayers' Suit Is Lost

Suit started by the late Henry J. Sayers, composer, against Signum Spaeth and Doubleday, Doran & Co., who publish Spaeth's book, "Read 'Em and Weep," and carried on after Sayers' death by his estate, has resulted in a decision for the plaintiff. Sayers' estate lost its case before Judge Patterson of the U. S. District Court rendered his decision, used principally to establish the validity of his copyright to the song "Ta-Ra-Bo-Bo," which Spaeth included in his book.

Following the decision, Sayers' estate, through O'Brien, Malvern & Driscoll, Edward R. Raftery of counsel, have started action against Robbins Music on a similar complaint.

Judge Patterson's decision was that while the damages caused by Spaeth's publication were negligible, Sayers was nevertheless entitled to an injunction against the continuation of the infringement and a statutory penalty of \$200 and \$500 counsel fees. During the trial Spaeth, who broadcasts as the "Tune Detective," chasing pop songs to their original source, endeavored to show where "Ta-Ra" came from, but could not, other than bringing witness to show the song was developed from a somewhat similar tune used in a Negro cabaret in St. Louis.

Suit against "Robbins is based on latter's use of the song in a tome wherein at the bottom of the page copyright credit is given to Robbins. Both books credit the proper source of authorship.

Sayers' copyright was renewed in 1917 and extends until 1947.

Lofner-Harris Split

San Francisco, April 11. Closing date for the Lofner-Harris orchestra at Hotel St. Francis is set for May 2. Phil Harris brings in his own band for the first time before opening at the Ambassador, Los Angeles.

Earl Burnett and his L.A. Ritzmen band come in for two weeks on May 8, with Carl Kress then slated to open with the orchestra he is now rehearsing after having split with Harris.

Santly Disagrees with Bros. and Steps Out

Joe Santly, president and organizer of Santly Music, severed his connections with that firm Saturday (9th). Reason was a disagreement with his two brothers, also members of the firm.

The Santlys and his brothers were equally interested in the firm, in which Berlin holds a minority interest. He disposed of his interest to his brothers.

G.M.'s 55 Music Ballyhoo Shows Cost \$2,000,000

Detroit, April 11.

Biggest ballyhoo ever attempted was the stunt pulled off last week with special exhibitions of General Motors cars held in 55 cities. Using Chevrolet as the main attraction, was the biggest ever written for a single stunt.

With an attendance at auto shows that in the first six days reached the nationwide total of 2,750,000, the final number expected was put at \$5,000,000. In addition to an auto and ice-box given away free, a music was used as a draw in most of the cities. Attendance was free in all cases.

Cost of putting on the entire 55 shows has been estimated as high as \$2,000,000 with G.M. refusing to make public the amount spent.

Ad Bill \$300,000

In addition to the money spent on music and hall rental, the advertising costs were estimated on running around \$300,000. Of this amount \$140,000 was spent in newspaper display copy by G.M. In addition the various local dealers used that part of their regular newspaper allotment to plug the show. A 10 page four-color layout was used in the "Saturday Evening Post" with that cost running \$125,000. This was not an additional expenditure, but was used instead of the regular space the various G.M. units would take.

In addition the radio time was bought in every one of the 55 cities and the orchestra playing in each city was paid the air.

In addition to the cost of putting on the display it is estimated that 2,200 cars were displayed with a total retail value of \$2,000,000. Value of the give-aways total another \$35,750.

With approximately 700 men used the largest number of orchestras in any city was in Chicago with eight bands used including:

Ben Bernie, Art Kassel, Maurice Sherman, Heffie Kay, Dan Russo, Benjie Cummings, Art Kahn and Johnnie Highland.

The next largest number of bands was in Detroit where four bands were used including: Ben Bernie, Del DeBelle, Coon-Sanders, Jean Goldkette.

Other bands used were: Earl Burnett, Everett Hoagland, Sammy Lasero, Dick Long, Francis Craig, Barney Rapp, Jack Denny, Fran Tracy, Wayne King, Oliver Maylor, Cole Colby's Oregonians, Herman Waldman, Art Graham, Sleepy Hall, Bob Jula, Jack Lulu, Leo Reisman, Pete Antonelli's Copper Kings, Tommy Tucker, Joseph Cherniavsky, Emerson Gill, Perry Reichel, Davey, Dance Band, George Bentli, Joe Ambrose, Bobby Brice, Jack McAndrew, Jimmie Henshell and Burton-Mann.

Hyde's Repeat. Alex Hyde, just back from 15 months in Europe with a girl band, is disbanding the femmes and will return to the Wintergarden, Berlin, Sept. 1.

Hyde played Teutonic and Scandinavian territory during his 15 months' stay and will repeat.

A Disc Drop

L. Wolfe Gilbert, who co-authored "Ramona" some years ago and also did the lyrics for last year's instrumental hit, "The Peanut Vendor," quotes figures as an instance of the drop photograph in disc sales.

While "Ramona" was one of the biggest instrumental song smashes, Gilbert opines that "Peanut Vendor" is a good proof in the drop photograph of an instrumental number and should have sold heavily in disc sales.

First Victor statement of "Ramona" was over 1,000,000 records. The first Victor record statement on "Peanut Vendor" was 30,000 discs.

BILL TELLER, SR., 66, ELOPES WITH HIS SECY

William Teller, Sr., president of Robert Teller, Sons & Doerner, the oldest music printing company in the country, eloped last week with his secretary.

Teller, 66 years old; his sec, Miss Olsen, is about 30 and has worked for Teller for a number of years. None of Teller's children were informed of the elopement until after the marriage was formed.

Name Band Shortage Looms for CBS in May

CBS will be short of name bands for sustaining starts in May. It has already lost Ben Bernie, who left the Sherman hotel, Chicago. After May 5 the network loses Guy Lombardo for sustaining. Both will continue on CBS network but only once weekly for commercials.

For this reason CBS decided to keep its wire in the Sherman for Coon-Sanders, band which, commencing this week, gets a CBS wire twice weekly for sustaining. Band was on the NBC network from the Pennsylvania hotel, New York, until recently.

CBS threatened recently to refuse to play ball with the agency booking the Coon-Sanders, Lombardo, and Bernie bands, NBC put in an offer to broadcast Coon-Sanders from the Sherman, which would have meant NBC would also get Ben Bernie next season, when Bernie returns to that spot.

Erlanger Terms to A. C. Musicians Ask \$10 Cut

Atlantic City, April 11.

Local musicians union will confer next week with Erlanger office over future of the nine-piece orchestra of the popular Casino. In new charge of the Nixon-Apollo Theatre Corp., controlling the house, has requested each man to accept a \$10 cut, also to extend the present contract. Operators have promised to make good the musicians' back salaries, unpaid for 12 weeks, with 25% of the weekly net profits of the house. Amounts to about \$7,000.

Musicians' spokesman reports the proposal would be agreeable if Erlanger would guarantee a definite number of weeks. To accept risk, musicians want full \$60 pay for each man, since they doubt house will yield enough to make up the \$7,000 due.

The management has threatened to keep theatre dark unless expenses are clipped.

Ray Weds Heiress

Buffalo, April 11. News of the marriage of Helen Ray, Memphis band leader, to Mary Louise Karsch, heiress to a \$3,000,000 estate, at Marion, Ark., reached here Saturday.

Ray, whose full name is Raymond Daghestan, is a former Buffalo boy. His father was formerly Main Street oriental rug dealer.

G. & W.'s 4 REPS

Four out of town reps were placed on the Green & White payroll last week.

They are Archie Lloyd, Boston; Harry Hume, San Francisco; Ben Kaner, Chicago, and Carl West, Detroit.

Music Trade Seeks Rescue Through Increased Royalties from Radio

Deadlock Between MPPA And SFA; Small Rights

Meetings held last week between the M.P.P.A. and the Songwriters' Protective Association failed to iron out the differences between both factions regarding the proposed uniform contract between songwriters and publishers. Up to yesterday (Monday) both groups were at a deadlock, with another meeting scheduled for last night.

A clause in the proposed contract stipulating that a publisher cannot have a song disc recorded for less than the statutory fee without the consent of the writer is one of the major points at issue. Publishers desire to do away with this clause on the grounds that it hinders the writer's freedom of action. Rights to a song but only the right to publish. Songwriters insist this clause remain.

Other major issue is that clause of the S. P. A. constitution whereby all songwriters assign to the association all B.E.P.I. and small performing rights not controlled by the American Society of Composers, Authors and Publishers. Signum Romberg, president of the S. P. A., promised the publishers that this clause would be stricken from the constitution, but the executive committee of the S. P. A. refuses to consent to its withdrawal.

Retailing Music Below Wholesale In L. A. Cut Rate

Los Angeles, April 11.

Grotesque economies have bobbed up in the local music trade as the result of an unusual combination of circumstances. Result is that sheet music is retailing in chain stores cheaper than jobbers sell it wholesale.

Sequence of events appears to be that Music Sales Syndicate, which controls the music counters in Newberry stores, approached the Kresge store with the suggestion that 30 cents, instead of 25, be established as the retail price for sheet music. Kresge rebuffed the suggestion whereupon the Newberry counter cut to 20 cents and a price war was on.

Individual music shops and non-chain outlets selling retail for 35 cents thereupon found themselves in an odd situation. But not half as peculiar as the jobbers who ask 25 cents for sheet music that their 35-cent, or preferred customers could buy from Newberry or Kresge below wholesale off retail counters.

B-K's Baton Wavers

Chicago, April 11.

Verne Buck, erstwhile dance-band leader and lately violinist over WGN here, next week joins B. & K. for an indefinite stretch as pit-band leader and featured violinist at the Oriental.

Hugo Riesenfeld comes in next week to be guest conductor of the orchestra at the Chicago for at least four weeks.

\$2,750 Music Bill

General Motors paid the American Society of Composers, Authors and Publishers \$2,750 for using 55 orchestras in its auto shows. Payment was for the right to perform copyright music.

Terms were \$50 per band at each show for a week.

Spaeth's Shift

Paul Spaeth's orchestra, at the Plymouth Cafe, Chicago, may be shifted by CJS into the Eagles ballroom, Milwaukee, May 15.

Don Hirosh's band, currently at the Eagles, will probably go to the Adolphus, Dallas.

Increase of revenue from radio is regarded by the music industry as the only chance of salvation of the industry if the publishers and creative songwriters are to survive and if a constantly new-American music which is the backbone of the broadcasting business is generally conceded, and with this thought in mind, the American Society of Composers, Authors and Publishers contemplates collecting revenue more in proportion, rather than \$500,000 annual revenue collected in 1931 from the ether interests, which is regarded as relatively meagre.

Figure P. C. of Gross

A royalty percentage program on the gross radio business per annum ranging from 10 to 15%, is the hope for solution. That Radio has done a gross annual business of \$400,000,000, with music the motivating factor, and only yielding \$800,000 (the NBC's official record) is the backbone of the industry, is regarded as out of proportion. Estimates for 1931 place income to radio stations at over \$500,000,000 (the NBC's official report cites \$28,500,000 as its own gross business); sales of radio stations at \$200,000,000 and sales of radio sets at \$450,000,000; in all a total of over \$1,000,000,000.

The American Society's members, taking in the publishers and composers, say they are faced with economic extinction because of the radio octopus.

The Society takes the position that the broadcasters should sell a program on music purchase basis to the commercial radio who expect vast sums for talent, broadcasting facilities and continuity preparation, with no thought to the music which is the backbone of the enterprise. A 5 or 10% surcharge on the total for music rights is deemed equitable.

The Society takes the position of desperation. If any initiative for added income should incite opposition or possible retaliatory legislation, the Society's attitude is that it will oppose extinction at least in a fighting mood. If permitted to continue as is, inevitable disintegration because of the dollars-and-cents equation is feared.

The \$35,000, annual music tax from high powered stations such as WJZ and WEAJ are regarded as inadequate considering the importance of the music to the enterprise of any broadcasting enterprise, not to mention the general inroads the radio has made on the music business.

A pow-wow between the ASCAP and the National Association of Broadcasters is on the tapis.

ALL SHEET MUSIC NOW OFF THE NEWSSTANDS

Majestic Music Company, outgrowth of the Song Hits Guild, which was supposed to place 200 sheet music on newsstands through the General Distributing Company, has folded. This leaves all newsstands minus sheet music of any sort.

The sheet music was never handled by General Distributing, as now reported trying to sell his catalog and get out of the music business. His music staff has dissolved.

Find Pianist's Body

Oswego, N. Y., April 11. Sought for more than two months, the body of David B. Carroll, of Fulton, pianist in the Tishler's orchestra, Oswego, was found on a road near the ex-stellar, three miles west of this city. Recovery of the body confirmed belief of relatives that Carroll was a hobo who had slipped into the Oswego river from the railing on the lower bridge on Feb. 7.

KEEN 2D V. P.

At a meeting of the songwriters' board of directors of the American Society of Composers, Authors & Publishers, Keen was elected second vice-president to fill the position left vacant by the death of John Philip Sousa.

Raymond Hubbard, recently made a hobo, resigned as a member of the writers' board for life, was elected an active member to fulfill Sousa's unexpired term as director.

To The

**Distinguished and Learned Gentlemen
Who Control Circuits of Large Theatres,
May I Offer My Humble Advice?**

**There's Nothing the Matter with Show Business
If You Give Them What They Want!**

**Youth and Drastic Changes Must Be Served!
'Policy'—and 'That's the Way We've Always Done It'**

MUST BE DISCARDED!

GEORGE JESSEL'S

IMPROVISED VAUDEVILLE REVUE

PARAMOUNT, New York PARAMOUNT, Bklyn PARAMOUNT, New York

**First Time in the History of the Theatre, Return Engage-
ment Within a Week to Record Breaking Business**

**Mr. Jessel's Personal Appearance
for Paramount-Publix by Courtesy
of CHASE and SANBORN, the Radio
Hour with Ten Million Listeners
Every Sunday Night, WEA**

VARIETY

PRICE

15¢

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64 PAGES

CIRCUS WILL DO \$500,000

Actors Stage Play for \$48.72, Most Of It on Credit, but Still Playing

Hollywood, April 18. Putting on a three-day legit-show on a cash layout of 25 cents, a group of stock company players now laying off in pictures, found there are doughnuts in the commonwealth idea. They got \$456 each for three performances.

Two-bit outlay was necessary because the Kreuze five and ten-cent store wouldn't do business on credit. This capital went for nails, string and chalk. Paint company went on the cuff for \$450.

On-the-cuff commonwealth idea was tried out at the Show Shop, a 700-seater in Glendale, adjoining town. Actors were former members of the James Dillon Players, last in San Diego. Dillon gathered his old associates and others, some of whom look back to seasons on the cuff for \$450.

(Continued on page 38)

L. A. Tries Its Best To Shelve Dry Mayor For Olympic Revenue

Los Angeles, April 18. Freedom and a wide open town for Olympic Games visitors has split the ruling elements of Los Angeles and is behind the successful petition to vote on recall of Mayor Porter, staunch supporter of the blue noses.

Fight between the city's liberal group, including most business men, and Mayor-Porter's crowd began shortly after the town bill line up for the recall election May 3. William G. Bonelli, Mayor Porter's chief opponent, has come out as an anti-prohibitionist. In his announcement, Bonelli said: "I am convinced that by returning to an era of political sanity... the city can be restored to the plane of respectable hospitality so necessary as the world focuses its attention on the coming Olympic Games."

Several previous attempts to recall Los Angeles' bone dry head failed, but aid of the liberals with their eye on the approaching Games this time got enough names on the recall petition.

That a candidate for any office in this town should declare himself a wet is an event in itself.

Midnight Bridge

Midnight bridge with conveniences and instruction at \$1 a sitting is being provided by a New York hotel.

A suite has been set aside as the bridge spot, with an instructor in charge. Anyone can drop in.

Still an Agent

Hollywood, April 18. Walter in a Boulevard cafe, formerly an agent, was waiting on an actor, one of his former clients. The actor had ordered tea and toast.

"Hey, now about my toast?" asked the actor.

"Don't get excited," answered the waiter, "I'm working on it."

\$2 SPORTS GIVE ROADHOUSES WEEPS

An idea of cafe and roadhouse standards these days is expressed by one manager who was wont to get \$1 and \$2 convert plus an in a carte scale which averaged \$5 to \$6 per person for dinner.

"Now," says this Long Island roadhouse manager, "we have to give 'em a dinner for what the convert charge was, that is \$2, besides which they bring their own gin and ask us to please mix up the cocktails for them. We do that since we've been catering to this same bunch for years and they've been our best customers. Now they must keep up appearances and when they take a dinner party of 10, they telephone us to please not show the menu as they don't want their guests to see the \$2 table d'hôte scale, but to just bring in the food."

"So, for \$20, plus the cocktails, for which they bring their own booze, they make the same flash which would have meant nothing to them a couple of years ago if the check were \$125."

Summer Hotels Bullish On Shows to Keep Up Biz

Depress will not hit the life-of-the-party racket this season. Summer resort operators, cutting rates because of conditions, realize that competition will be close and are relying on the social side as the main draw.

Totem Lodge, in Averill, N. Y., is a fair example of the expense resorts are undergoing on the social side for the coming season. This resort hotel has appropriated about \$25,000 for social activities alone and again engaged Henry Tobias, songwriter-bandleader, as social director. Tobias alone gets about \$5,000 for the season. He is taking with him an 11-piece band and a chorus of six girls.

DRAWING TOP N.Y. GROSS IN 7 YEARS

Optimistic Now After Expecting Short Season—Ringling Among Those Surprised at Attendance with \$3.50 Scale—Advance Sale Near \$70,000

\$220,000 IN 9 DAYS

Business the first week of the Ringling circus at Madison Square Garden exceeded expectations, and indications are the total intake for the engagement will approximate \$500,000. That is inclusive of concessions. It looks like the top gross for the past seven years in New York for the Main Ringling show.

Advance sale for the final two weeks is close to \$70,000. Formerly the advance ran about \$15,000. Among those much surprised over the outlook is John Ringling. Circus group figured they wouldn't be long out of Sarasota this season, so much so they didn't even bother to paint some of the wagons.

Initial nine days at the Garden the estimated gross was over \$220,000. Figure appears conservative since Saturday saw the biggest money the Ringling show ever drew here in one day. Matinee was a turnaway with a night performance.

(Continued on page 37)

SOBOL ASSUMES WINCHELL SPOT ON AIR

Walter Winchell's sudden nervous collapse Saturday night (16) paved the way for Louis Sobol being signed to a year's contract yesterday (Monday), by the American Tobacco Co. Sobol will substitute on the Lucky Strike program tonight (Tuesday).

Winchell is confined to his apartment in the Park Central hotel.

(Continued on page 40)

Bowery's 10c Cinema Is Most Popular Floor House

Bowery's best-patronized flop house is a picture theatre, the Chatham. At a dime admission it's cheaper than the regulation flop house charge of 25c up, and it's well attended.

George Jacobson, Manhattan and Bronx theatre operator, who has the Chatham, claims the house is making money though many of the patrons have yet to view a picture there.

Heap Big Wrigley Chiefs in Theatres To Hold Kids' Interest Over Summer

Hot Prisoners

Stating they're now open for summer engagements, a dance band composed of inmates of a penitentiary last week wrote a music publishing house asking to be placed on the mailing list for orchestration. Aggregation calls itself the State Penitentiary Hot Orchestra.

"Recently we have played for several 'outside' dances and made a decided hit. In the near future we expect to be on the air," the letter advises.

Chicago, April 18.

In line with an extensive advertising campaign to plug Wrigley's chewing gum, the firm is making a direct appeal to kid trade by sending out Indian shows on the road and in big cities between here and New York. Gum company has already consummated deals with Public, Warners and indie theatres through Illinois, Pennsylvania and New York, with the first show this week at the Public-Balaban & Katz Varsity in town.

William Wrigley, Jr., Co. is footing all the bills on the ballyhoo and paying off all salaries to the Indians, which means velvet for the theatres. Wrigley is satisfied to pay off for the chance of breaking down the walls heretofore impregnable. Having tried everything else, Wrigley is (Continued on page 38)

PRIMA DONNAS OF DIAMOND GRUMBLE

Players in both major baseball leagues are prone to groan under the restrictions placed on them this season by the magnates. General order for strict conduct on the field—provoking outspoken protests from the flippers against their employers' action. Feeling among many of the players is that the owners' orders is causing the national game to lose color and hence may be felt at the gate. They claim the fans want to see the animosity between some teams and an occasional row doesn't do any harm.

John McGraw, manager of the New York Giants, one of the most noted umpire baiters and grand stand batters of his time, bemoaned the drastic disciplinary measures in (Continued on page 40)

ASKS FREE STRIP SHOW CAST—BUT FOR HEALTH

Hollywood, April 18. Saying that he has come from Berlin and Vienna, where he is a nude cut leader, Kurt Matschke, apostle of the altogether, is here to strip Hollywood of its false modesty and cloth coverings.

Matschke feels that this town is fertile ground for the minus-clothes movement, nurturing freak ideas as it does, and is trying to win enough cohorts to stage an initial demonstration at a local theatre or hall, where all the protagonists of total cuticle exposure, both male and female, could lose their bashfulness by doing a heel and toe across the stages.

Several of the German colony are trying to dissuade him, pointing out such obstacles as the local and prudish gendarmes.

Film Fans Outnumber Bull Ring Addicts in Mexico City's Census

Mexico City, April 16. Figures covering 1930 compiled by National Statistics Department show that last year in the Federal District (Mexico City and surroundings, a population of more than 1,000,000), 15,559,830 admissions were sold to places of public amusement. Statistics reveal that bull fighting is not Mexico's favorite diversion, but that pictures are. Last year the 44 picture houses in the District gave 17,238 shows and sold 15,802,845 admissions, whereas only 160,383 tickets were vended for 47 performances in the three local bull rings.

Legit, operas, concerts, musical comedy, burlesque and vaude followed the cinema in popularity. There were 3,159 musical comedy presentations; 2,132 of drama and comedy; 112 of opera and concert, and 61 of vaude in the 16 local stage theatres, for which 1,679,854 tickets were sold. Three circuses that played here in 1930 gave 216 shows and attracted 144,770 customers—a relatively much better showing than that of the bull fight arenas.

The three "frontones" (gambling handball courts) only drew 47,315 persons, and but 818 attended the nine fights in the one cock-fighting hall. The figures reveal that local cinemas have a combined capacity for 79,342, the theatres, 16,808, and the bull rings, 24,866 persons.

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Clever Casting and Subtle Writing Have a Way with Moral Clubwomen

Hollywood, April 18. Risque situations in themselves no longer throw a picture into the limbo of silence, the indirect treatment for naughty films used by the women's clubs co-operating with the Hays organization.

Producers are catching on to various lines in which blue material can be saved from the discard shelf. Matter of casting an actress whose appearance is convincingly innocent, or an actor with the ability to laugh the moral critics out of any offense at a questionable line, may make the whole difference. Scenes that under ordinary treatment would be subjected to instant amputation can be overcome by clever writing and production, and actually land on the official lists of pictures commended for women's support throughout the country.

Saving Graces
Broader attitudes on the part of women previewers on the coast who pass on pictures for the system of national clubs approval has been evident recently.

Three pictures with admittedly objectionable angles are given a pass in the April list of "best pictures" issued by Mrs. T. G. Winters' department of the MPEDA. Listed under the head of "dramatic," with the wish expressed that the talent might have gone to a finer type of production.

Pictures are "One Hour With You," Paramount; "Beauty and the Boss" and "The Rich Are Always With Us," Warners.

Comment
Chevalier's gay personality is given credit for saving the Paramount picture from a thumbs-down decision. Adroit handling, according to one femme commenter, makes one thing of the humor. Instead of the morals. Another one praised it "because the right angle." A third pronounced "One Hour With You" risqué, but not objectionable for adults owing to excellent technique, romance, humor and music.

"Beauty and the Boss" was that some of the lines were very suggestive of the flavor as a whole is not objectionable due to the charm and wholesome sweetness of the heroine, Marjorie Marsh. Which means it was the casting director which saved the picture from the blue label.

Saving grace. The picture for Warner film is credited to Ruth Carter's charm. Blackest point against "Rich" is given as "unnecessary" and regrettable social drinking.

Films that the femme critics caught and no like in the last batch are "Dancers in the Dark," "But the Flesh Is Weak," "Wiser Sex," and "Young Bride."

Producers are left to figure out for themselves what the latter lack that the naughty-but-nice class had.

Fox Settlement of 50% On Hamilton MacFadden

Westwood, April 18. Settlement at 50% washed up Fox and Hamilton MacFadden. Director asked for release because the studio wouldn't let him test anything he wrote his own during his 12-week leave of absence.

Leave was to be up May 15, when MacFadden was to report for direct work until Aug. 1. Latter period was split setting.

MacFadden is writing a play Grant Mitchell will do in New York late in August.

LEO MORRISON WEST

Coast-to-coast Leo Morrison is set to return west end of this week having sent out a test on Alvin Conway, English legit, to Metro. Morrison may send out Errol O'Brien-Moore again despite her last year's inability to connect on the Metro lot where she had a three months contract. She was otherwise active in the Coast stage production of "Street Scene."

DESERVE SUCCESS AND
YOU SHALL COMMAND IT.

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

Celebrating Defeat

Hollywood, April 18. Mullen & Bluet and Souchet-Schaefer, two of Hollywood's oldest class men's stores, are reversing the usual Hollywood bailiwo.

They're going out of business with an opening night airtight bailiwo.

CREDIT FADES IN L. A. THANKS TO FILMITES

Hollywood, April 18. In a town where previously anyone with a clean collar could get credit or have a check cashed, the way merchants are turning down checks and demanding credit ratings has the natives doing a row of back flips.

Tightening of credit freedom has been necessary, particularly with the picture people, who have been moving out at a fast rate. Los Angeles and Hollywood have been noted for their free manner of extending credit to newcomers. It was the spirit of the west.

Los Angeles department stores maintained a check cashing counter where only an address was needed to cash paper in money. That's gone now, with a court order almost necessary before the stores will cash checks.

Turn of the tide came in Hollywood about a year ago when the picture people started to trek back eastward after the golden flow of talkers had started to corrode. They left behind them, with their memories, stiff checks and unpaid bills.

Cooper Eyes Col.

Hollywood, April 18. Gary Cooper, if he fails to agree with Paramount on a redel by May 14, will probably go to Columbia.

Cooper wants to hold down to four pictures a year with Paramount. Studio doesn't figure him a four-picture star and further is peeved at his unceremonious departure for Europe seven months ago.

Columbia deal would be handled by Walter Wanger, who made Cooper's original contract with Paramount.

Comatire, Actor, Heads New Colored Film Co.

New all-colored producing organization, Southland Pictures Corp., will produce at the Metropolitan studio, Fort Lee, N. J. First picture will be "The Black King," by Donald Hayward, with cast including A. B. Comatire, Vivian Abel, Larry Mitchell, Mary Jane Watkins, Dan Michaels and Mike Jackson. Southland is headed by Comatire. Bud Poll will direct.

SAILINGS

May 5 (New York to Paris) Darryl Zanuck, Lou Schreiber, John Adolph, Al Green (Bremen).
May 10 (New York to London) Eddie Hanley (Le de France).
April 22 (New York to London) Mr. and Mrs. Bobby Finkus (Majestic).

April 20 (New York to London) Sol Wurtzel (Albert Ballin).
April 19 (New York to Paris) Sergei Eisenstein, Noel Coward, Dorothy Thompson, Alexander Woolcott, Mrs. Somerset Maugham, Clifton Webb, Sir Thomas Beecham, Fred C. Kelly, Dmitri Buchowetzki, Sigrid Onegin (Europa).

April 18 (New York to Paris) Lou Wolfson (Lafayette).
April 16 (New York to Los Angeles) Hal Horne (President Lincoln).

April 16 (Paris to New York) John Wold (Aquitania).
April 15 (New York to Paris) Andre Hornez (Mauretania).

April 15 (New York to Naples), Jules Murray (Conte Grande).
April 15 (London to South Africa) Iva Bankoff, Beth Cannon (Warwick Castle).

April 14 (New York to Paris), Sinclair Lewis, Philip Goodman (Dresden).



WILL MAHONEY

"The New York Times" said, "Will Mahoney is at the Palace this week. His shabby clowning is customarily the high spot of any show which holds it and at the Palace he is the outstanding single contributor to the bill."

Direction
RALPH G. FARNUM
1560 Broadway

Film Mob Goes Big for Passive Exercise Routine

Hollywood, April 18. Physical culture clubs and health institutes, where he-men of pictures can exercise, retain the physique and feel and look it without too much effort, are getting a heavy play here.

Keeping in condition without exertion is the big selling point with the rubbers and masseurs doing for the steam room what was formerly could only be accomplished by hard road or gym work. In its favor and in the picture stars' favor, it can be said that the new non-certain exercise eliminates the chances of a picture star getting injured or having his facial beauty marred, a chance he's always taking when indulging in vigorous exercise.

New form of physical fitness is gained through systematic massaging and sun baths. Massages are varied daily, with all the muscles getting the business. Members of the clubs are examined by physicians when they join and it is necessary for them to submit to physical examination monthly for report on progress. In strenuous games they are permitted to indulge in is handball.

Clubs are getting about \$1 per day on a three-months minimum course. That includes gym clothes. Daily treatment or exercise period is about one hour. Short period in the gyms is also a selling point.

Capt. Smith Quits Chinese Activities for Pictures

Hollywood, April 18. Capt. Art Smith, soldier-of-fortune who has held commissions under Abd-el-Krim, Villa and Escobar, has cabled his resignation from the Chinese side force and will confine his adventuring to pictures for a time.

Smith is currently acting and giving technical advice in "Trem Carr," the Bill Cody picture, and making a picture. He's known as Colonel Lee in the Chinese service and returned to the states two months ago on a furlough.

CIRCUS LOCATION

M-G Unit With Barnes Troupe—Beery Re-enacts His Start

Hollywood, April 18. Metro's "Mrs. O'Shaughnessy's Boy," circus story with Jackie Cooper and Wallace Beery, is on location following the Al G. Barnes circus around. First time that any circus show has loaned its act to the production of a picture. Deal was made possible through the friendship between John Ringling and Ben Plazza. Sam Woods is directing.

Wallace Beery will play an elephant trainer in the picture, which duplicated his star in show business.

Fox's \$35 'Minute Men' Clock Delays On Set, but One Photographed Asleep

Dry Hollywood

Hollywood, April 18. Closing of the elegant 50-50 Club, which has been unattended for almost a year, and shutdown of Maier's Brewery by federals have scared several speakeasy owners into padlocking their doors in advance of the law. Two and possibly more of Hollywood's few class speakeasies voluntarily closed.

Since the raids picture colony has been staying near fireless bars as there's no other place to drink.

WRITERS, PRODUCERS AGREE ON ETHICS CODE

Hollywood, April 18. The twelve-month fight by the screen writers for a written code of ethics from the producers was rewarded last week by ratification of the writers' amended requests at a meeting of the producers and writers branches of the Academy. Included is the two weeks' notice for free lunches. Two writer credits to be the maximum per picture.

Salaryless employment of writers on speculation was approved, while the right to attend all conferences on story while working on that story was also agreed upon.

Orkow Sheds Worries

Los Angeles, April 18. Benjamin Harrison Orkow, scenario writer, sold a bunch of bills totaling \$10,072 over to a bankruptcy referee to settle.

Main items are \$4,500 owing Sharp & Nassolt for New York rent and \$4,242 due Vera Orkow on a judgment. Another item of \$500 to the Park Crescent hotel, New York. Personal loans listed are \$750 from the Century Play Club, \$300 from Samuel Inselsbuck and \$275 from Walter Herzbrun.

Assessing his clothes are \$400 due from Universal for services last month and a \$200 equity in a Ford.

Universal's Almost 100% All-Brit. Cast in 'House'

Brember Wills, English actor, arrived on the Albert Ballin Saturday (16) for Universal. He leaves for the coast immediately to go into "Old Dan Toms," being megged by James Whale from the J. B. Priestley novel of the same name. Benn W. Levy did the adaptation.

British actor, pretty well dominated by Britishers, English actors outside of Wills consisting of Boris Karloff, Eva Moore, Ernst Theisinger, Lillian Bond and John Dudgeon. Levy and Whale are also Britishers.

ARLINE AHLBERG-WARE

Arline Ahlberg, Earl Carroll "Vantiles" chorus girl who stepped ahead to a principal spot succeeding Lillian Roth in show, has gone pictures for Fox.

Earl's tests were approved on the coast and her name will be changed to Arline Ware.

Faith Moore, a chorister, has also taken a Fox test in New York.

'Penguins' Duo

Hollywood, April 18. Edna May Oliver and Robert Armstrong will be bracketed in Radio's "Penguins Pool Murder." Production starts in about three weeks.

Hoxie for Principal

Hollywood, April 18. Jack Hoxie series of westerns being produced by Henry Goldstone will probably be released by Princeton Pictures.

Series was up for distribution by Universal but the deal fell through. U deciding the Hoxie series would conflict with the Mix pictures.

Westwood, April 18.

Fox bankers' creation of the so-called "minute men" has met with unenthusiastic response from studio workers. "Minute men" are the most unpopular group on the Fox lot.

Originally installed by D. E. McIntire last December, the men are placed one to a company to meticulously detail in writing every occurrence on the set, particularly those holding up production. So much was expected to happen that the men getting these jobs had to know shorthand in order to keep up with the pace of events.

Daily reports of the minute men have brought assistant directors, cameramen and others responsible for turning the wheels of production onto the carpet before executives to explain delays. Usually the explanation was accepted but with resulting resentment against the minute men.

Workers' Complaint
Complaint of the set workers is the shorthand guys don't know enough about production to judge the difference between necessary and unnecessary delay. One came from the accounting department, while others had no non-production backgrounds. Their salary is \$35 per week.

Minute men are watching to see that all extras called get onto negative some time during the day. An assistant director who had three extras on the set in case they were needed, found he didn't have to use them. To protect himself from a squabble in the future, the company's money he had the cameraman lengthen a regular scene so the extras could walk across.

One extra man reported that a company which had worked through a 14-hour stretch "sloved down" near the finish. During another long stretch, the minute man fell asleep. He learned later the still man took a picture of him thus, which was sent to executives.

DOUG'S TECHNICIAN MARRIES POLYNESIAN

Hollywood, April 18. Walter Pahlman, chief of Douglas Fairbanks' technical staff, is returning from the South Seas with a Polynesian bride, daughter of a Tahitian chief.

Elaborate tribal wedding took place with Pahlman's name changed to the Polynesian for "The Red Cloud of the Sky."

JOLSON ALL SET

But That \$500,000 Advanced A Tough Handicap

Hollywood, April 18. Al Jolson will shortly begin work on his first talking picture for United Artists with several suggested titles, but no definite choice of story yet made. Jolson already has secured his guarantee of \$500,000 for the picture. Irving Caesar is heading for the Coast to do the dialog.

When Jolson contracted, three years ago, to make four pictures for U.A. at a guarantee of \$500,000 for each in cash and a 50% cut on the net profit, he started to draw \$125,000 a week against the guarantee. After he had drawn down \$550,000 without going into work on "Sons of Guns," the drawing account was suspended and the deal lay dormant. Now being revived in the hope of getting the money back, the previous payments will apply against the guarantee and possible profits split.

Regarded as doubtful, under present conditions, that Jolson will get any additional sum under the profit split, or even make good on the \$550,000 in excess of the guarantee, current grosses being what they are and the guarantee starting the picture with a half million nut, plus usual production costs.

LAEMMLE'S OLYMPIAD YEN

Hollywood, April 18. Carl Laemmle has cancelled his regular European trip this spring. Remaining on the Coast for the Olympic games.

COMIC STRIPS

Sly Hugs, Brotherly Love and 8 A.M. Show at L. A.'s Jovial Breakfast Club

Los Angeles, April 18. Strangers may not kiss at the Breakfast club but it's okay to steal a little hug. A nice, jolly, out-of-doors, eight-o'clock-in-the-morning hug. Soft feminine arms that have never been there before steal around surprised masculine shoulders. Everybody looks arms, the music starts, and voices rise vibrantly in a hymn of praise to him and eggs. Breakfast is served! Denials are to be expected from both sides but the fact remains that this Breakfast club of which 'Uncle Carl Laemmle is the new president resembles in a lot of ways Sister Anne's Angelus Temple. In both places 'Love Thy Neighbor' is a signal for grabbing the neighbor and getting in some missionary teamwork.

Something About It
There's something about being seized abruptly in digit-stinging cordiality. It demoralizes the most carefully nurtured dignity. Hard-boiled business are and why the pieces. Bogus-Intellectuals double-cross Saint Mencken, start gurgling and grinning like Coolidge on a mustache. A cynic is hailed as a leader by a toad and goes back to the eighth grade.

Of course the Breakfast club omits the religion. Their hymns are about things to eat and the wholesale handshaking ritual is for purposes of letting everybody relax. Still there's a parallel with Angelus Temple. They run their shows alike.

Stopping Speakers
To keep things breezing along the Breakfast club has a signal light shrewdly in front of the various speakers. It tells them 'stop' when their time is up. It's surprising how garrulous some persons, inured to early rising, are and why the discreet stop light is needed. This yen to keep talking in an outdoor grove at eight o'clock in the morning is called desire under the elm.

After the first preliminary thumpings and vocalizations the Breakfast club settles down to act like the Lotus club of Los Angeles. The casual patrol cabaret becomes a forum of public events, a chamber of the muses. Manchuria was well chewed over by two speakers. Bar-

Bar Oliver, English light comedian, coaxed the ladies with his cute mannerisms. Grease, who offered a Swedish ditty that didn't belong; left no memory. Albert McGillicuddy, an Irish tenor, twice vied with the no encore rule when clamor overruled the chef to return by Rue should learn from him always to choose well known songs.

But imagine getting up at 7 a. m. to go cabaretting in the first place.

Lands Studio Contract On Visit from Reno

Hollywood, April 18. Flying over from Reno while awaiting her divorce, Paulette Goddard, former actress, ultimately landed a Hal Roach contract. She left the stage about two years ago. Mrs. Goddard will leave here in a week for New York to return by May 2 to start work. She is the first member of a potential stock company at Roach, studio wanting a group of actors to return to use in its various comedy series.

Film Folk Return

Annia Sten, Sam Goldwyn's new German import, arrived in New York on the Europa yesterday (18). She leaves Thursday (21) for Hollywood, the Coast trek to be piloted by Lynn Farnol. Sizable collection of show folks were on the Europa with Miss Sten among them Richard Barthelmess and wife, returning from a world trip; Louis Veltzborn, Par writer, and Alfred Hitchcock. Tibbi has been doing some directing in London recently.

All Brothers

Hollywood, April 18. For three weeks the newly-organized West Side Asthma and Riding Club, Hollywood organization of journalistic wits and picture comics, has been attempting to affiliate itself with a beach club. Spruiling the lesser known beach outfits, the Asthma Club is in turn shunned by the more exclusive sun-tan joints because Groucho Marx is president. Finally Buddy DeSylva was roped into the club and members suggested that he invite them all to his Malibu shack. 'Sure,' said DeSylva, 'come down any weekend but let my family use the house other days.' 'So,' exclaimed Groucho, 'he's high-hatting us!'

Marx Films' Long Layoff With Chico in Hospital

Hollywood, April 18. Automobile injuries to Chico Marx, who will be off his feet for eight to 10 weeks have caused disbandment of the Paramount 'Horse Feathers' company until July. Only 10 days more shooting, on football sequences, needed but they require all the brothers.

Norman McLeod, director, and Arthur Johnson, musical advisor, left Friday (16) for New York. Arthur Sheekman, on the story, has been transferred to 'Wild Waves' with Harry Wagstaff Gribble and Ben Granite. Rest of the staff were already off the payroll.

In spite of the optimistic reports given out immediately following the auto accident in which Chico Marx injured his leg and caved in a few ribs, it will be 10 weeks before the piano playing comedian will be able to get back into 'Horse Feathers,' delaying production by that period.

This will not, however, affect the release date, since the comedy was not intended for immediate delivery.

Conrad Nagel and Cedric Gibbons Unoptioned, M-G

Cedric Gibbons, Metro art director for many years, and Conrad Nagel, another long-termer with this company, are washing up from indications. Contracts of both are up Friday (22), with no further options. M-G is taking no action in direction of new agreements. Vina and Eugene Delmar, under writers' contracts, are up today (19).

Among new short-term contracts are Leonard Ide and Melville P. Baker, writers, plus options; Helen Barclay, player, and Muriel Evans, player, six months with options.

SECOND GIBBONS BID

Universal City, April 18. Eastern road engagements prevented Floyd Gibbons from turning agent in Universal's 'Shanghai Incident,' but another U deal is pending.

Carl Laemmle, Jr., made the original offer when Gibbons stopped over here after his Shanghai reporting.

Lillian Harvey—Fox?

Without the femme lead for 'Bitter Sweet' yet selected, Fox may call Lillian Harvey over from Germany to do it. Miss Harvey is a star for Ufa.

SLOW RECOVERY

Hollywood, April 18. Mae Clark, floored by a breakdown while working at Universal, has been removed from the hospital and is now home with a duo of doctors and two trained nurses. Her recovery has been slow.

STUDIO PLAYERS GIVEN A RATING

Majority Get Minus Classification by Expert—Ralph Forbes Most Undependable; Darryl Zanuck Most Determined and Very Nervy—Gleasons' Pint-Sized Horses Carry Their Masters, but Not Quick Enough

CLARK GABLE NEWEST

Hollywood, April 18. How good are the polo players of the film colony?

An authority on the game cornered by Variety for expert comment inclined to prefer the reverse interrogation: How bad are they?

There are several excellent players, some promising ones, many that simply use the divots out of beautiful grass. At least three film players, Kenneth Fitzpatrick, Will Rogers, and Jack Holt, are allowed on the sacred turf of Midwick, the Pacific coast equivalent to Meadowbrook on Long Island. Of these Fitzpatrick, former theatre operator, flatters reflexes to play polo with the Hollywood malleters on the grounds they are carrousel equestrians.

Variety's Polo Ratings

(Classification of Hollywood's Polo players made with assistance of an expert who has devoted ten years to the game but prefers to remain unidentified for reasons known to anyone who has resided in the film colony.)

Player	Goal	Hand
Roach, Hal.....	2	2
Rogers, Will.....	2	2
Williams, Guinn.....	2	1
Holt, Jack.....	1	1
Peters, John.....	1	1
Zanuck, Darryl.....	0	0

Hubbard, Lucien.....	-3
Glendon, Ivan.....	-2
Cromwell, John.....	-2
Montgomery, Robert.....	-3
Curtiz, Michael.....	-4
Forbes, Ralph.....	-4
Gleason, Russell.....	-4
Brown, John Mack.....	-5
Burr, C. C.....	-5
Cable, Clark.....	-5
Caesar, Arthur.....	-10

Still it is admitted that the film players threaten to become the greatest boxoffice draws in the history of polo, making Devereux Milburn, Tommy Hitchcock and Winston Guest stable boys by comparison.

Accompanying table of goal handicaps is compiled without regard for that maintained by the National Polo Association, principally because the Polo Association table ceases at the no-goal mark and most of Hollywood's players are thereby lost in the shuffle.

Hal Roach is accepted generally as the best film colony can offer. With an efficient stable to support his good form and timing ability, and a thorough appreciation of the advantages of teamwork, he heads the pack by a safe margin.

Will Rogers, with an excellent stable and the old showmanly tendency toward spectacular riding, also rates well in teamwork. His horsemanship shows every hint in the same spectacular riding class is Guinn 'Big Boy' Williams, the hardest hitter in the colony and with a bevy of good nags to tote his sturdy frame about.

John Peters, former three-goal army man, organized polo teams for pictures after leaving the army and becoming an actor. Was one of the pioneer players here several years ago. Lately, through lack of

Warners Adamant as Cagney, Marsh And Blondell Launch Salary Revolt

Polo by Ear

Hollywood, April 18. Popularity of polo talk in the colony has publicity departments writing yarns about mallet ability of their male stars.

Three months of practice for the actor and the press agents classify him as an expert polo player with at least a five-goal rating.

Western Film Star On Ballyhoo Trek For Main Circus

Los Angeles, April 18.

At 3 o'clock the other morning Tom Gorman, Bill Cody, Cody's horse and a trailer behind their car, left here for the Walter L. Main circus in the east. Traveling as they are, with many stopovers, and the ballyhoo, it will probably take the moving outfit a month to join the big show.

Bill Cody, star of western film talkers, will be featured by Main's and remain under the Gorman management. The Main show will likely use Cody for its concert attraction. It is said Cody is under a guarantee and split concert gross.

With Tom Mix remaining here to make action pictures for Universal over the summer, Cody will be the single picture star traveling with a tent trick this season. Even the Al G. Barnes show, exclusively a western area circus, has no film attraction with it.

Gorman came out here with Pat Casey to make such a deal as he has put over. He was Casey's guest while in Hollywood.

Roach Party Flies East To Masticate Some Plays

Hollywood, April 18.

Hal Roach with Hal, Jr., and M. D. O'Brien, assistant secretary and treasurer of Roach studio, left here by plane Friday (15) for New York. Roach for the first time will look over Broadway plays, seeking material for coming productions. Either all such deals have been concocted on the lot, but this year's producer will buy stories for his shorts and also for the few features he is to make.

Part of the week he will be away 19 days, and is travelling in Roach's new plane. Laurel and Hardy's next for Metro will be a full length feature. On the way home, program this company team will make a second full length and six two-reelers.

U DROPS FLOREY-KNOFF

Hollywood, April 18.

Robert Florey, who directed 'Murders in the Rue Morgue,' has been dropped by Universal. Cyril Gardner is the substitute director for 'Invincible Man.'

Edwin Knopf is leaving U. after a year as writer and director.

a stable, he has devoted himself to coaching, but is still showing excellent form in practice on borrowed flesh.

Jack Holt hasn't made a public appearance for a year but is right in with the top crop when he dusts off his mallets. He's steady and reliable.

Darryl Zanuck is one of the Coast wonders, developing a belated interest in the game and working himself into fast company by steady, gruelling practice. Financially he has acquired one of the best stables heretofore and subjected himself to the talented tutoring of Lionel Pedley. Surrounded by protective eminences in his earlier times he has since hi-

Hollywood, April 18. Three of the newly known in pictures, James Cagney, Joan Blondell and Marian Marsh, are sulking at Warners in a salary rebellion. If they hold out it can possibly finish them for major filming under the intra-studio agreement on talent now in effect.

Warners is ready to drop Cagney rather than pay more than his present \$1,400. Actor wants \$3,000 instead of the \$2,000 due in three months under his contract. Result is that Cagney will be out of 'Blessed Event' with the studio replacing him with Jack Oakie on loan from Par. Lee Tracey had also been considered for the role.

Miss Blondell has been turned down on a raise from \$500 to \$1,500, and Miss Marsh may be dropped for an inflation attempt on her \$400 paycheck.

Milton Wallace and Allan Jenkins from the New York cast of 'Blessed Event' have been asked to re-create their original roles in the picture. They then return to Broadway.

James Cagney is holding out for a new WB deal and plans a European vacation regardless until WB execs make up their minds. Cagney, now in New York, complains he has been overworked, doing three pictures a week and feels a \$250, \$3,500 salary not out of proportion to his boxoffice status.

Cagney, when first squawking on his contract, received a \$1,000 weekly vacation regardless until WB execs make up their minds. Cagney, now in New York, complains he has been overworked, doing three pictures a week and feels a \$250, \$3,500 salary not out of proportion to his boxoffice status. Cagney, when first squawking on his contract, received a \$1,000 weekly vacation regardless until WB execs make up their minds. Cagney, now in New York, complains he has been overworked, doing three pictures a week and feels a \$250, \$3,500 salary not out of proportion to his boxoffice status.

Lillie-Metro?

Beatrice Lillie is negotiating with Metro via Mike Connolly, now on the coast, who represents the English comedienne. She's been in films before.

If Miss Lillie doesn't M-G-M, she plans to return to England, where finished in 'Too True to Be Good.'

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No Summer Moratorium, but Some Concessions May Be Possible

Independents will shortly present to producers and distributors a plan which calls for the establishment of theatre-saving clinics throughout the U. S. These clinics, composed of representative film interests will, according to the plan, study petitions for aid, which may be made by needy exhibitors, and then, if such are deemed worthy, allow the petitioners to amortize over the summer months at least a portion of their overhead obligations.

There is no chance for a general moratorium for theatres, said distributors delaying collection on approximately \$35,000,000 which is figured the makers' share from all boxoffices during the months of June, July and August. No producer in the business today could afford to cancel debts even temporarily.

The indie leaders, however, declare that the major companies will have to declare a debt hold-over in need of boxoffice cases, whether they want to or not.

15 and 25% Off

While film rentals on the average are figured by exhibitors to representatives to be 15%, under the same for last year they declare that the decline in paid admissions has hit a minimum average of 25%.

A close analysis of each exhibitor's decision to extend the helping hand will be reached. While he is on the debt plank, the policy of his house will be virtually that set by the leading company. The purpose will be to assist an exhibitor without putting him in the position of being able to add to the competition of his neighbor who is keeping up with his debts.

One of the first benefits accruing to exhibitors, and the indie leaders, it would be proof to the government, in the adoption of such a plan, that the industry cannot stand any kind of admission tax.

In addition to the amortization-for-the-neediest project would eliminate practically all theatre closings and make the summer of the industry's greatest depression close with fewest casualties.

That loan committees will have plenty of work, it is organized, is proven by the figures presented by Charles O'Reilly. In New York State fully 25% of the 5,600 theatres now in operation will be forced to close during the summer unless immediate aid is devised, according to the Theatre Owners Chamber of Commerce head.

Haystacks queried on the moratorium plan Monday denied any knowledge of it. Several stated that major companies need a moratorium for themselves. Others doubted if the companies were in the position to grant the indie requests. Still others are polyanthous that the summer of 1932 will be better than other summers for many cinematic theatres. The response is that many who went to Europe or to sports will stay home, and that the smart exhibitor can add to his regular patronage.

WANGER TO COAST; TO SPECIALIZE ON PROD.

Walter Wanger will spend the rest of the spring and summer on the west coast. He is leaving New York this week.

Wanger's position with Columbia is defined as in complete charge of casting and story buying. Although it was reported upon his joining the company that he would divide his time between both coasts it now appears that he will devote most of his time to the production end.

JOHN BALABAN COAST-BOUND

John Balaban, co-operator of Public theatres with Sam Dembo, will call time out for himself next month to trek westward.

Balaban's destination is the Coast for a general look-around.

SISTROM JOINS BRANDT

Latter Lining Up Coast Producers From N. Y. End

Hollywood, April 18. Joe Brandt is lining up Hollywood indie producers from the New York end seeking to frame a sizable organization.

William Sistrom, former Fox supervisor, is in with Brandt and will have as his first, "Boulder Dam," by D. G. Tomlinson, Scott Littleton and Lemet Esler, which he bought from Alfred Cohen, agent.

Likely to be a cycle if not a whirlwind of Boulder Dam stories the coming season. Practically every studio is toying with a story about the new water project.

PLAYING SAFE IN NEW STAR AD TIEUPS

Hollywood, April 18. Infraction by several studios of the no-endorsement rule has brought a complete breakdown during the past two weeks of the Hays office agreement. Pent-up press agents are now rushing to get tieups for their best names with large companies.

Tieups will not be direct, the picture personality merely having his picture or statement in the ad without recommending the product. This lack of direct plug will prevent possible trouble with the Department of Justice, which last year had agents swooping around Hollywood to see if stars, as they used Lux soap really did.

Response

Big advertisers are responding to the studios. Standard Oil and Paramount have made an arrangement for use of Ernst Lubitsch's name and photo. Joe E. Brown in Stetson hats will be displayed in stores and elsewhere, in another tieup. In this instance, the Stetson people furnished enough hats to dress a haberdashery set in Brown's "The Tenderfoot."

Swimming suits and fashion novelties at present lead the list for tieups. So far no new tieups with tobacco companies or with intimate articles of dress have been made, and studios will probably stay away from them, this being one of the causes for the Hays ban.

Drop in amount of fan magazine advertising was one of the big reasons for breaking off the endorsement ban. Fan mags had thousands of dollars' worth of advertising depending on their success at getting tieups with certain players. Pressure on studios and publicity departments from editors helped bring an about-face.

T. P. E. Sets Program

Hollywood, April 18. New lineup of product for Talking Picture Epics-Principal Pictures combo calls for 15 features and 56 shorts on the coming season.

List includes a dozen American-made features of which one, "Sentry," has been completed; three adventure features, including the Zane Grey fishing item already being distributed; 12 three-reelers; Tarzan serial in 12 episodes; six two-reelers on travel topics and 38 one-reelers, of which eight will be Tony Vons shorts; eight "Going to Weirald Pictures"; five travel oddities and five of varied subjects.

Par's Val Lewton Option

Paramount has taken a 30-day option on "No. 101 of the Owl," first novel of Val Lewton, attached to the press department of Metro in New York.

Pur is interested in the story for Miriam Hopkins.

Skourases Drop Deal for Par-UA in Los Angeles

Los Angeles, April 18. Deal whereby Skourases Brothers would take over the Paramount and United Artists theatres here from Harold Franklin and Public for operation in connection with Fox West Coast, is cold.

Skourases feel they have their hands full with FWC without adding a couple of more de l'uxes.

Prohibition Hottest Propaganda Subject For Film Promoters

Hollywood, April 18. "Wet Parade" and the ensuing pro and con arguments it caused ancient film propaganda has inspired picture promoters to hustle anti-alcohol and wet societies for their financial support in producing feature pictures favorable to their special cause.

Some time ago the American Pictures Co. prepared for production "Do You Want It Back?" a feature dealing with liquor. Company went out of business before it got to the production stage. Story is up again, this time in two versions—one for the dries and the other for the wets. Promoter figures to cash in no matter how the wind blows.

James C. Penny head of the Penny chain stores, has been interested in producing a dry propaganda picture for some time and is again flirting with the picture bug. This time he is staying away from promoters, having been approached by them several times and reported to have partially financed one company, which never got started. From the wet propaganda picture idea are going after the church crowds, feeling that the religious element is strong for promotion. Several have approached the Republican National Committee with an idea of making a prohibition picture that would help the Republican party at the coming election.

None of the promoters has any set plans, all floundering around and ready to jump any way where interest is shown.

Some of the promoters are so tough to put over, the hustlers figure that the liquor question is about the only thing that will bring in money.

'HOTEL'S' ROAD DATES; \$10 BOW ON COST

"Grand Hotel" will be roadshow by Metro on extended engagements in between 50 and 60 cities in the U. S. and Canada. In numerous spots it will go into legit houses. Of its five engagements so far set, two are Shubert theatres and one Erlanger. These are Shubert's Majestic, Boston, opening Saturday (23) and Chestnut Street, Philadelphia, opening Monday (25), with Erlanger's Woods, Chicago, opening Sunday (24). Other dates are Los Angeles, Pittsburgh, Monday (25); Ohio, Cleveland, May 1, and Auditorium, Baltimore, same date. Shubert's Detroit, in all probability, will open a week or so later.

All engagements will be two-a-day at \$150 top.

Hollywood, April 18.

"Grand Hotel" will probably have a \$10 premiere here when it comes into the Chinese.

There is an agreement between Metro and Sid Grauman of seven months protection for the picture in Greater Los Angeles.

Radio's 58

A total of 52 features, plus six westerns, will be announced by RKO-Radio for the coming season at its annual sales convention to be held in Chicago May 18.

This about equals the combined programs of RKO and RKO-Pathe prior to combination o. the two companies.

METRO'S 2ND BERNSTEIN

Metro is buying "Fanny," French play by Henri Bernstein, the writer's second sale to Metro within two weeks. The other is "The Claw."

"Fanny" was produced in Paris, but not in America.

Wide Gap Between Average and Good Film Grosses Becomes Studio Ogre

Zanuck's European Trip Includes Material Hunt

Burbank, April 18. Of three Warneries sailing for Europe May 1, only Al Green is going 100% for the trip.

Darryl Zanuck's jaunt will be only 25% pleasure, he expecting to dig up story and play material. For that purpose he is accompanied by Lou Schreiber, Hollywood play broker, to arrange deals.

John G. Adolph, with the party as far as London, goes into huddles with George Arliss on the star's next picture.

FOX, UNIVERSAL FURTHER % CUTS

A new salary-cutting wave, aimed chiefly at high-priced executives, is being effected this week by Fox and Universal. In Universal only the sales department is being shorn, while at Fox the cut takes in all employees on a sliding scale of from 5 to 25%.

With the introduction of the second general cut, these companies stepped into the class of Warners and Paramount for double pricing. Fox execs, from Saturday (18) on, who were in the \$1,000 a week and over class a year ago will now find their earning power reduced 60%. The maximum slash at Fox last December was 25%.

Universal did not touch its sales department on its initial cutting last winter. The method which it is using in reducing salesmen's wages is novel for the picture industry. Being interviewed and the picture being made in proportion to his earning capacity and living expenses. Salesmen's cuts will average 10%.

The RKO cut, which will be the second in that firm, becomes effective May 1. First slice was on a 10% basis as will be the new one. Further economies on the Fox newscast end and on working places. The one-week-in-four furlough idea has ended and no more furloughs for the men as planned.

Fox executives have been eyeing Movies' expenses. Those were reported running above \$20,000 weekly when the bosses first began to look things over.

Two of Four Plagiarism Suits Vs. M-G Fade Out

Los Angeles, April 18. "Floradora Girl" infringement suit against Marion Davies and Metro is set for trial in federal court April 26. Other defendants include BRPI and Herbert Stempel. Later worked on the score of the Metro musical. Action for an accounting of profits on the picture and \$350,000 damages was brought in 1930 in behalf of the executors of the estate of Leslie Stuart, composer of "Floradora." Use of the sextet was particularly objected to.

Another infringement suit pending in federal court against Metro is that brought by Mary Farr Abbott for \$300,000 claiming "Annie Laurie" (1917) was a lift from her synopses. The originally set for trial in 1930 has been continued until October.

Two plagiarism suits also against Metro, in superior court, are apparently beckoned. Jose Melville's action for \$150,000 damages claiming "Call of the Flesh" was based on his material was set for trial May 2 but has been postponed indefinitely. The other is "The Devil's Job" on Metro's "Mark of the Devil." John Gilbert picture, went off the calendar indefinitely when called for trial in February.

Rufus King at Radio

Hollywood, April 18. Rufus King, novelist, is here under contract to Radio.

He will write mystery stories.

Hollywood, April 18. Stories classed as sensations are the only kinds being sought by studios. Anything that doesn't bring a gasp isn't wanted and will only be sought out of necessity.

Story executives of both Metro and Paramount have voiced this feeling, while other studios are carrying it out in their selection of material. It has been brought about by Hollywood's realization of the wide difference in grosses between average pictures and those hitting public fancy. Also the new film philosophy that a picture is now either bad or good.

Agents bringing books and plays to story desks are being told "It's not a sensation we don't want it," until the line gets monotonous.

Beating Horror

Cycle of horror stories is a result of this search, this type of yarn usually having that sensational something demanded. Success of "Frankenstein" is one of the reasons for this change in the kind of material wanted. Picture is looked upon by studio people as being a success not because of its horror angle but because it is different from ordinary run of stories.

Story execs admit there aren't enough of the unusual plots they need, but are stubborn in saying they will stick to average plots unless out of necessity.

Hollywood is apparently in for an era of what is good tabloid, outrageous, startling and black magic.

ACADEMY'S AUTOPSY ON FILM INDUSTRY

Hollywood, April 18. Picture industry will be dissected to see where it doesn't tick in an autopsy which the Academy membership at the Beverly Wilshire April 27.

Principal surgeon will be Sidney R. Kent, with scalpels dealt out by a number of Academy members. The IPTOA, and Conrad Nagel of the "The Sign of the Cross" are also there.

Kent takes the sales angle. Lightman represents the exhibitor and Nagel and other residents tackle things from the production end.

For discussion: "Are there too many film countries to survive?" "Should more or fewer pictures be made?" "Is the double feature an evil and for how long?" "When does economy become poor economies?" and "What will the new trends in public demands be?"

Gold Mine Reopenings Boost Alaskan Theatres

Los Angeles, April 18. If activity in picture theatres is any barometer, Alaska is the first part of the country to experience a real revival from the economic deflation. Theatres in Fairbanks, Anchorage, Seward and Ketchikan that have been open on Saturday nights only are sending down here for a large volume of film product and starting to run daily showings. Reopening of many supposedly "worn-out" gold mines and the assumption of activity in coal and copper by the Guggenheim interests, which also control amusements in their production centers, are given as the reasons for the upswing.

Capt. James Lathrop, in charge of entertainment centers for the Guggenheims in Alaska, has called to film exchanges in Los Angeles for a lot of product and Charles Kubby, with theatres in Ketchikan and Peterborough, has increased his activities.

Col's Both Coasts

Columbia this year will hold joint sales conventions on the east and west coasts.

Dates have not been set but the get-togethers are now planned for late in May.

UA's "Mickey" Distribute July 1.

United Artists will distribute the shorts distributing film through a deal to release the "Mickey Mouse" cartoon series, up to now sold through Columbia.

RKO COMMANDS KAHANE

Wurtzel Dickers on New Fox Contract, Settlement Made Before Coming East

Hollywood, April 18. It is learned here that Sol Wurtzel's contract with Fox, expiring in May, was settled before he left for the east. His present prolonged stay in New York is to negotiate an entirely new contract with the same company, locally believed to be for the business end of the studio.

Authoritative information is that Wurtzel, if re-signing, will first hop to Europe on a quick trip to see his daughter, in school over there, before returning here. W. R. Sheehan, it is understood, is planning a similar trip.

General opinion on this end now is that Sheehan can return to the studio any time he chooses. Considering his two additional months leave of absence this should return the former Fox production head here around June 9.

Wurtzel's deal in New York is said to be on a basis of a higher salary than he formerly was drawing. The settlement is believed to have been on the basis allotted him from William Fox, a matter of \$500,000 which he had been drawing at the rate of \$100,000 a year. Eastern executives are understood to have countered Wurtzel's proposal of making 10 pictures independently for Fox release in favor of his returning to the studio as a business head.

Amount of the settlement with Wurtzel is not given nor the terms of the proposed new contract. Ben Jackson, head of the Fox music department, has been made assistant general superintendent at the Westwood studios and is assuming the duties handled by Sol Wurtzel.

Orville Dull, formerly in the assistant manager's office, comes Jackson's assistant.

Sol Wurtzel sails on the S. S. Albert Ballin tomorrow (20) to be gone three or four weeks.

GIANNINI'S \$220,000 UNPAID BY TIFFANY

Hollywood, April 18. Tiffany still owes the Bank of Italy \$220,000 on loan made during its last year's difficulties by Dr. A. P. Giannini, who is now trying to collect. Note was supposed to have been paid back at the rate of \$5,000 monthly but it is reported that no payments have been made for several months.

Remainder of the \$1,300,000 indebtedness of the company is secured by L. A. Young's notes.

Delayed production schedule resumes next week with Ken Maynard's 'King of the Range', written and directed by Ben Cohen. Next will be 'The Mike Cahill Back' overdue for the closing year's program.

Ill. Club Gals Plan to Censor Films for Kids

Chicago, April 18. Proposed plan of Illinois club women, to organize a film council to censor films for children, is beginning to take shape. Producer and distributor representatives met with the ladies at a luncheon where ideas were discussed.

Film men endorsed the club women's formula, principally devised to pass on neighborhood programs. Only contention made by theatre men is that the ladies plus those films considered acceptable to juvenile taste.

Women are out to establish family nights and junior matinees in the neighborhood houses. So far nothing has been said about downtown.

STEUER RETAINED

Will Defend Hays Group in Rembusch's Suit

Lawyers for major film companies met yesterday to plan a concerted defense against the Frank Rembusch suit charging conspiracy. Trial is set for June in the New York federal court. Max D. Steuer has been retained as trial counsel for the Hays interests.

In addition to naming all member-companies of the Hays organization, Rembusch also charges Sidney R. Kent and Charles Pettibohn, Hays lawyer, as individually conspiring to drive him out of show business.

Discarding A.P.'s Saves \$500,000 Yearly at Radio

Hollywood, April 18. Scrapping of Radio's supervisory system, announced as giving David O. Seitznick closer contact with writers and directors, gives the studio a \$500,000 payroll saving. Production shuffle slips two associate producers into the writing department: James K. McGuinness and Willis Goldbeck. McGuinness probably leaves the lot after finishing his current original for Richard Dix.

Radio next Saturday to go with Charles R. Rogers on indie production. Merian C. Cooper will be virtually an associate producer, but not in title, on novelty features. Edward J. Montagne, ex-Paramount story editor, is sharing that office at Radio with Kenneth McGowan, who probably goes into the writing department later.

Lightman, MPTOA Prez, Will Tell Studios How

The exhibitor finally is going to have his day in Hollywood. After all the wisecracking among the indies, especially during the past season, about poor product and Hollywood's inability to understand the boxoffice, Hollywood has consented to be advised and the exhibitors have agreed to send a leader.

M. A. Lightman, president of the M.P.T.O.A., is the exhibitor who will tell Hollywood how to make what the indies feel will be money product. Lightman will be on the Coast to give the Academy of Motion Picture Arts and Sciences a summary by April 30.

N. L. Nathanson Offers \$12,000,000 For Outright Buy of F-P-Canada

Toronto, April 18. N. L. Nathanson, Ontario leading film figure in the Dominion, has made an offer of \$12,000,000 for the purchase lock stock and barrel of Famous Players of Canada and has posted a certified check for \$2,000,000 as a binder of the deal.

Trade reports make it appear that such a bargain is acceptable to the present owners, with the exception that the seller is holding out for payment in U. S. dollars, while Nathanson's proposal is conditioned on payment in Canadian funds (meaning a discount of about 10%).

KAHANE TAKES BIGGEST ADVANCE

Aylesworth Appointment Mainly for Financial Reasons—Goodman as General Counsel Unconfirmed

—Franklin-Beck Minus Contracts—Hershel Stuart Joining KAO—Gratis Air Hour in Charge of Rothafel—May Call John Royal In on Vaude

MCCARTHY ON FILM END

A general shuffling and a series of meetings in RKO followed the appointment last week of M. H. Aylesworth as president. Latter is dividing his time between his Fifth Avenue NBC and Broadway (RKO) affections with one of the first moves being restoration of the RKO weekly broadcast now to be under the direction of S. L. Rothafel, who will check in Paris and be rated a 'sustaining' hour by the aerial network and cost RKO nothing, indicating a close relationship between RKO and the NBC.

Other than the installation of Aylesworth as the new head, the most advanced step is taken by B. B. Kahane as president of RKO-Radio Pictures. This post gives Kahane jurisdiction over all Radio film both as to production and distribution. He will also be held responsible for the working out of Radio's new independent production plan which has been approved. Kahane also

signing of independent producers, with whom Radio will split production costs and share in the profits, is expected to begin this week with J. J. McCarthy apt to oversee this phase of production for the company. McCarthy is currently handling the Broadway twice-daily run of 'Symphony of Six Millions' (Radio) but will transfer to the Coast if overtures are closed. McCarthy is a veteran show and picture man having also been affiliated with Fox as a western studio executive and later in charge of the scouting of material and talent for that company in the east.

Under Kahane are Ned Depinet as vice-president in charge of distribution, David Seitznick as head of the Radio studio, Jules Levy as general sales manager, and Lee Marcus who will continue as contact man between the east and west for the firm.

No changes in personnel or policy are contemplated, Kahane declaring the setup is pretty complete at the moment. Depinet, an executive holds a vice-president's title and was executive v. p. under Jos. Schintler in the old regime, is now in Hollywood. He will remain at

Meanwhile, Nathanson has departed for New York apparently in furtherance of the deal, and declining flatly to make any comment.

Nathanson, formerly was head of the Famous Players property this side of the line, but was ousted from that position after long litigation. He is now president of Regal Films, Canadian distributor for M-G-M, RKO Radio, First National and the two British producers, Gaumont British and Gainsboro.

Although the whole, trade seems to have an inkling of the reported negotiations, not a single newspaper in the Dominion has printed a line about the matter.

Kent Slated for Fox Presidency At Annual Meeting Today; E. R. Tinker Becomes Board Chairman

the studio on the business end for the next six months under present intentions.

Franklin's Theatres Harold B. Franklin's appointment as president of Keith-Albee-Orpheum and the Orpheum Circuit means he will supervise and be restricted to the direction of all theatres of the company which will be operated by Joseph Plunkett who retains his position as vice-president and general manager of RKO. Will Reisman also included in the vaudeville booking department, is another in this group while E. M. Gluckman, director of theatres, is being dropped from the organization. Latter is currently on a trip around the circuit.

Franklin's so-called 'cabinet' will sit as Plunkett, Nate Blumberg, who assumes charge of all eastern theatres including New York, Reisman, Ben E. J. Franklin, director of advertising and publicity, and Hershel Stuart. In the case of Stuart it is expected that he will join the company next Monday in charge of all men in the field. Stuart, recently operator of the Fox-Poll houses in New England, has been mentioned as accepting the management of the vaudeville booking office there, and the Skouras brothers or going RKO. Understanding is that he has been insisted upon a contract from KAO.

Assigning of the national area as regards the theatres will mantle the shoulders of divisional directors. Besides Blumberg in the east, these will be Cliff Work on the Coast, Charles Koerner in the south, Asher Levy for the Chicago territory and vaudeville booking office there, and the Libson headquarters in Cincinnati for the middle-west. J. J. Franklin, not a brother of H. B., will handle the Canada territory with M. D. Libson, former division head, as sales manager. These departmental heads will automatically become part of the theatre exchange when they are in town. Meetings for the group are planned as this week.

Direct handling of the vaudeville acts will continue to rest with George W. Brown, under desk, while Charlie Freeman, who had been general booking manager, may be assigned to the film production end in some capacity.

With the advent of Aylesworth to the presidency and S. L. Rothafel taking over the revived air hour it is also expected that Rothafel will be given an executive position on the KAO board and take an active hand in the vaudeville department. Roy may sail for Europe in early May. It is also anticipated that John Royal may be brought in on the vaude end. Royal was formerly general western manager for Keith-Albee and is now a vice-president of NBC. He will retain his position with NBC, dividing his duties between both companies.

Thiram S. Brown's decision to remain with the company as adviser to Aylesworth is believed to have been induced by his consideration for both the incoming president and David Sarnoff, president of RCA. Duration of Brown's former position, in his present position is reported indefinite, but that he will retire when Aylesworth becomes familiar with his new post is believed plausible. Until then Brown's salary will be divided for payment between RKO and RKO-Radio. Meanwhile, there is the appointment of Maurice K. Rothafel, former president of RKO, which has yet to be officially confirmed. This is the position formerly held by Kahane.

Formerly a vaudeville man, who came into RKO with Brown as secretary and treasurer, will resign shortly, it is (Continued on page 6)

Sidney R. Kent will be named president of Fox today (Tuesday) at the annual meeting of the stockholders and the company's board of directors, according to advance information. At the same time E. R. Tinker will become chairman of the board, it is said. Tinker returned from the coast yesterday (Monday) in order to be present at today's stockholder and board meetings.

He had been out there for two weeks on financial matters and installation of Leonard Woolams at the studio.

Originally figuring on leaving for the west today (Tuesday), Kent postponed his first official visit to look over production matters until Thursday (21). He'll be gone about two weeks, returning in time for final preparations in connection with the company's annual stock convention in the middle of May.

W. C. Michel and D. E. McIntire preceded Kent westward. Former left New York Thursday (14) and McIntire on the following day. It is reported there will be a settlement with McIntire under his contract, and that his present trip to Hollywood is for the purpose of cleaning up on matters he inaugurated out there.

Hollywood, April 18. Departure of E. R. Tinker April 18 for New York following the president's setting of H. Leonard Woolams as vice-president in charge of Fox coast finances.

W. C. Michel, another vice-president and D. E. McIntire arrive here today and tomorrow to take charge of the studio with Leonard Woolams and recover from his recent appendicitis operation.

Suggest Receivership For Orpheum Subsid to Save \$400,000 Charge

Chicago, April 18. Committee representing Orpheum preferred stockholders has suggested to RKO executives an application for a receivership for the Orpheum Real Estate & Theatre Corp. This company is a subsidiary of Orpheum Circuit Corp.

Orpheum R. E. & Theatres owns such houses as the Seventh Street, Minneapolis and the St. Paul, New Orleans, Seattle, San Francisco and Los Angeles. All these theatres are dark and have stages. Understanding is that the carrying charges alone of this corporation amount to around \$400,000 yearly which would be eliminated by a receivership. In such case it is presumed that the stock would be put up at auction or rented.

GARBO MAY MAKE ONE FOR MIKE LEEVE'S GUILD

Hollywood, April 18. Being broached around now, that Garbo may be found making her first co-operative talker for Mike Levee's new Screen Guild unit remaining with Metro. Hal Earington, Garbo's manager, is reported recently having talked with Levee and presumably on this subject. Levee anticipates releasing his first Screen Guild picture around New Year's.

Louis Geller Is First Indie Producer-Exhibitor

First independent exhibitor to make his own pictures is Louis Geller. He is president of Peerless Productions, and also has the Consolidated Theatres chain in Canada.

Inside Stuff—Pictures

Producers today are not paying license fees on trailers and foreign versions and the full amount of recovered tax has not yet been determined.

Producer-licensees are in the electric's failure to push royalty claims in these departments an admission of weakness in the license agreement. While the electric on the record insist they are entitled to \$500 per reel for every foreign version and an much per reel for each trailer, licensees as a whole have turned the matter down cold, not paying royalty for either of these production phases.

Distributor spokesmen hold that the license is so vague on these points that they are subject to several interpretations. According to those familiar with the terms, the Western Electric describes royalties as '\$500 per negative reel' without any specific reference.

That foreign versions are just copies of the originals upon which the royalty is paid is the stand taken by producers. As for trailers, the same are described as extracts of originals upon which the royalty has already been paid.

With the decision of the U. S. Circuit Court of Appeals for the First Circuit, Boston, Mass., reversing the decrees entered last May dismissing the copyright infringement actions of Metro and Educational against the Bijou Theatre company, Boston, for holding over pictures, a total of 12 high courts have now upheld unlicensed exhibition as constituting an infringement. After taking cases to high courts, distributors now believe that it is firmly established that they have recourse under copyright laws in prosecution of bicycling, holdovers, etc.

Judge Morris, for the Circuit Court, stated that the opinion of U. S. District Judge Coleman of May last, which was contrary to the Metro and Educational Big picture in the action of Tiffany vs. Dewing, was 'well considered and appealed to us,' quoting Judge Coleman as holding 'that the projection of a photoplay film on a screen without the copyright owner's permission was an infringement.'

Vittorio and Bruno Mussolini, the Duce's two sons, are ardent film fans. In this particular, they follow their father's taste, for the Premier often sees new films at the private projection theatre attached to the International Institute for Educational Cinematography, situated in the park of his own residence. Since the death of his brother Arnaldo, the Duce has, of course, been in mourning, and consequently goes out little. Later he has accompanied his sons Vittorio and Bruno on several occasions to the private projection hall of the institute.

The boys Vittorio and Bruno have a small projector of their own, and can run off films in their own house.

Dispensing of seats for the New York premier of 'Symphony of Six Millions' (Radio) last week took a bit of doing what with the changes in the presidency, new board directors, etc. It left some of the active executives of the company as second nights or on a catch as catch can basis.

Judging of the situation may be gleaned from one director demanding, and getting, 12 seats for the opening in a house seating something under 900 with the daily press having to be taken care of on their commands of four and six stubs in some cases.

A major eastern executive in one of the big companies is credited with estimating that all executives' salaries in show business are approximately two-thirds above what they should be, studio overseers 50% over and theatre employees a whole 33%.

Opinion carries on to declare that until all theatre companies go through a full process of reduction on salaries and budgets these firms cannot hope to better their financial positions.

Monogram's purchase of the rights to the film 'The Last Days of Pompeii' to M. H. Hoffman as his first production for that indie release is a coincidence for the indie.

When Hoffman organized Liberty Productions two years ago, 'The Ape' was fourth of a dozen legit plays Liberty announced it would do. Play by Adam Hull Shirk, ghost author of 'Ingagi', and former publicity director on the coast.

Paramount will make no more deals with outside producers for advance purchase of product. The eight from Charles B. Rogers and three from Larry Dourmore complete this plan for the company.

Fan however, will make individual deals for single pictures made by independent artists and which have been completed for the year is thus uncertain and based on ability of indie to turn out satisfactory product. Far also expects several features from its Elstree lot in England.

With the demand for the Astor and 'Grand Hotel' tickets the strongest on Broadway for any type of attraction, one ticket agency started gyping. As high as \$4.50 per ticket was asked although the boxoffice top is \$2.

Lewys, which operates the house, put a stop to the practice by sending word to the agency that if more than 75 cents premium was charged—no more tickets.

Imported from a Broadway play to assist in production of Spanish pictures at a Coast studio, a Spanish actor was ushered into a well appointed office and immediately started doing nothing at \$500 a week.

After six weeks of the without word from the front office, the ex-legit was called abruptly into the head office. 'I was just wondering,' said the head man, 'if you speak Spanish.'

RKO paid \$50,000 for 'Animal Kingdom,' legit by Philip Barry. Play will close on Broadway early in June and the talker will start production on the Coast July 15.

Leslie Howard and Ann Harding, the leads, will probably be augmented by several from the original legit cast. Howard is the star and co-producer, with Gilbert Miller of 'Kingdom.'

Decision in Warner-Western Electric arbitration will be delayed until late 1933. Western claims it is entitled to additional time to interpose a defense to an action which took the past three years to get complaint testimony on the record. Westernists figured they should be allowed at least one year to make the case, the earliest the record can be submitted to the arbitrators will be 1933.

Roscoe Arbuckle's present vaudeville tour is primed as a test for a screen comeback.

Arbuckle has been nursing a not so secret ambition to return actively to the screen, and if the response to his in-person showings are what he anticipates it will be used as evidence for his screen future.

For the purpose of keeping censors up with pictures and keeping the industry up with the coast, Col. Jason of the Coast Hays office next week commences a month's tour which will include stop-overs at every board in the U. S. and Canada. He is scheduled to spend a week in New York.

Although announcement is made of Paramount release for future Mack Sennett shorts, latter has still six to deliver to Educational up to Sept. 15. Due for Educational are two Andy Clyde comedies, one featurette and three Mack Sennett comedies.

Warners is rushing 'The Mouthpiece' into the Winter Garden, New York, this week to beat 'State's Attorney' (Radio) and 'For the Defense' (Col) to the screen.

1st Runs on Broadway

(Subject to Change)

Week April 22

Paramount — 'Sky Bride' (Par).

Rox — 'Amateur Daddy' (Rox).

Stratford — 'Are You Listening?' (Strat).

Rivoli — 'Miracle Man' (Par) (20).

Strand — 'Famous Ferguson Case' (WB) (21).

Mayfair — 'Cohans and Kellys in Hollywood' (U).

Winter Garden — 'The Mouthpiece' (WB) (20).

Rialto — 'Wet Parade' (Metro) (21).

Cameo — 'Wild Women of Borneo' (F. D.).

Week April 29

Paramount — 'Behind the Mask' (Col).

Rox — 'Trial of Vivienne Ware' (Fox).

Rivoli — 'Miracle Man' (Par) (2nd week).

Stratford — 'So Big' (WB).

Winter Garden — 'Mouthpiece' (WB) (2nd week).

Rialto — 'Wet Parade' (Metro) (2nd week).

52 Pictures

'Grand Hotel' (Metro) (Astor) (2nd week).

'Symphony of Six Million' (Radio) (Galeity) (2nd week).

Foreign Films

'Raus der Mosa List' (Superfilm) (German) (Europa) (4th week).

'Mein Leopold' (Capital) (German) (Hindenberg) (3rd week).

'Renny' (Ufa) (German) (Little Carnegie) (2nd week).

'10 eiz z Pawlaka' (Musa-Bloch) (Vanderbilt) (20).

RKO Revamped

(Continued from page 5)

said. He is no longer in charge of the real estate and construction department, but will continue to handle the company's real estate.

Neither Franklin nor Beck were tendered contracts last week at the RKO directors' meeting. Both men came in on trial periods without being offered written agreements and are continuing with the organization minus anything on paper. It is said that the directors are adverse to giving out high salaries for the next three months, these men being prone to look upon a contract as a commitment. In view of present conditions there have been hostile expressions as to the company's handling of the obligation of big figure contracts at this time.

The decision to drop active members of RKO from that board, outside of the presidents, Aylesworth and Kahane and Brown as former president, explains Franklin's resignation from that body, also that of Elissa Walker and the non-appearance of Franklin who heads a subsidiary corporation. Replacing these two men on the RKO (main) board are A. W. Robertson and Gerald Swope which gives General Electric, Westinghouse and RCA control of this board. A decision was made by the board, following Franklin's suggestion that Beck be appointed to the KAO board.

Regarding finances executive claim is that RKO can obtain whatever it desires. Aylesworth is said to be confident that he can secure new additional financial means. It is likely that Radio will have to replenish its picture inventory coffers before the summer is over due to three recently made pictures having run well over their budgets. Plans for 'The Great Gatsby', 'Lost Squadron' and 'Bird of Paradise', the latter yet to be released. Information is that this trio have spilled over \$300,000 beyond their prescribed costs.

Matter of finances is believed the main factor in the personal appointment of Aylesworth as RKO president by Edward D. Yates and David Sarnoff. Further reasons may have been to avoid friction with Lehman Brothers, bankers and important holders of Keith-Albee-Orpheum bonds and securities. The relationship of RKO with RCA, General Electric and Westinghouse. The

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.

Huston as Rev. Davidson

Walter Huston practically got out the missionary in 'Rain' at UA. Randolph Scott tested for the marine's part.

Ken Murray at WB

Ken Murray, whose vaude tour was thrown askew when Mary Brian came west for 'Blessed Event,' at Warners also goes to that studio for a part in 'The Crooner.'

'Murdered Alive' as Tab

Possibility that 'Murdered Alive,' which closed at the Carthay Circle Saturday, will go into the Orpheum here and in San Francisco in tab form. Would be budgeted at \$2,700.

Finally Settled

Jean Harlow has a contract for the title part in Metro's 'Red-Headed Woman.'

Bank Worried

First National Bank of Beverly Hills plastered Jack White's bank balance with a social lot in a suit to collect \$15,000 given the producer on 30-day notes in February. He is credited with \$500 realized on the sale of 700 shares of Educational stock, given as security.

'Our Gang' Dates

Pete, goggle-eyed pup, and Wheeler, kid of 'Our Gang' go into Warners' Downtown for a week next Saturday (23).

Al Pearce is writing an act for Roach. 'Boy Friend' let-outs, Mickey Daniels, Mary Korman and Grady Sutton.

Colman Film Delayed

United Artists is delaying production of 'Brothers Karamazov' till June until the tangle of copyrights on earlier film versions is cleared.

Preparing 'Iceberg'

Werner Klingler has been assigned the 'Franklin' picture. Universal, Arnold Fanck, who's to direct, arrived last week.

Colleen Moore's Battery

Colleen Moore has hired George C. Greer to handle her publicity and personal publicity in connection with her Hollywood legit appearance in 'A Church Mouse.' Aiming at a film comeback.

Old Metro Taken Over

Administrative building of the abandoned Metro studio Hollywood has been taken over by a trade school calling itself National Studio.

I. A.'s Assessment

IATSE affiliated locals are considering a 15% levy on working members in the form of non-employed. Current stage and studio situation has the labor men 50% idle.

Berthlessness Due

Barbara Stanwyck went to work in 'The Mud Lark' at Warners day after sitting the coast. Richard Barthelmex, due in New York today (18), is expected here week after next to start 'Cabin in the Cotton.'

last \$1,000,000 obtained by RKO from these three companies gives those firms an investment of around \$18,000,000 in the stock and ownership of about 67% of the stock.

Approximation of the cuts on overhead in the theatre and vaudeville departments instituted by Franklin and Sarnoff now read as \$40,000 weekly on the theatre end but with much of this slicing having been started before Franklin's advent. In the vaudeville department Beck reductions are around \$10,000 weekly, or down to \$165,000, accomplished by many changes in policy and the complete elimination of vaudeville in numerous theatres.

Meanwhile, the drive to get all acts to further cut their salaries continues.

Reduction of the advertising budget by 10% has effected RKO's two ace New York houses to the extent of the Palace (vaudeville) being reduced from \$3,000 to \$700 weekly and the Mayfair (straight picture) to \$3,000 from around \$10,000.

Last night (Monday) Sarnoff gave an informal dinner to Aylesworth at which all RKO executives and department heads were present. To night (Tuesday) Franklin will be host to those in charge for KAO.

Aylesworth, it is understood, will represent the picture and theatre interests at future meetings of the Hays directorate.

Johnson Flows East

On a leave of absence from the Paramount music department, Arthur Johnson left for New York to work on the music for a new revue Sam Harris will go next at the Music Box. Then returns to act as musical adviser on the Marx Bros. picture when that resumes.

In This Corner—Ben Lyon

Charging that Ben Lyon punched him, 16-year-old office boy at Columbia, is suing for \$35,000 damages.

Charles Laughon's 1st

First picture for Charles Laughon, brought from the London and New York stage by Paramount, will be 'Old Dark House,' at Universal, where he has been loaned.

Irene Dunne as Nurse

Carey Wilson's 'Nurse Smith' has been purchased for Irene Dunne by Radio. George Archambault will direct the next John Barrymore picture, so far unfitted.

Shattered Pompe

Hobart Henley will direct Universal's 'Broken Hearts of Hollywood,' by Earle Smith, Richard Schayer and Berry Orlov. Ray Garnett will meg 'Men Without Fear,' by Tom Kilpatrick and Martin Brown.

Filming Hemingway

Radio's recon on Ernest Hemingway's 'The Sun Also Rises' calls for the payment of \$16,000 if deal is closed. Studio would cast Constance Bennett, Leslie Howard and Roland Young as the three central characters.

Mickey—That—Was

Universal failed to pick up option on Mickey McGuire, formerly known as Mickey McGuire.

Weighing Plots

Universal is recondering making 'Marriage Interlude' and 'Levia's' than, which were shelved and has dropped 'Boulder Dam,' previously considered.

\$3 Legits Coming

Next four shows at the Biltmore will be at \$3 top, despite slowness of legit trade. They are 'Vanquish,' 'The Sign of the Cross,' 'Wimpole Street,' for two weeks, 'Green Pastures' for a month, and 'Phillip Arvalve in Cynara,' for two weeks.

Kindling Wood

Having no further use for the 'Wonderbar' set after show closed in San Francisco, Universal gave it to the road showbands.

Previews at United Artists

Reopening of Palace since it was completed a month ago, new United Artists theatre on Wilshire Blvd., which has replaced Fox-Woody Coast \$300 weekly rental, is being used for previews two nights weekly.

Carl, Jr., Pet Varn

Adaptation of Emilie Zola's 'Nana' is being made at Universal by Paul Bern. Carl, Jr., and Pet Varn, Laemmle, Jr., and will be done as a special, if and when produced.

Mary Brian Back

Pempe lead in 'Blessed Event' switched from Evelyn Knapp to Mary Brian. Latter was the original choice but was on a vaude tour with Ken Murray.

Reg Mason's Job

Reginald Mason of the coast First National picture has been taken by Warners from 'Woman's Day.'

Hawks' Federal Action

Howard Hawks' suit for \$65,000 against Fox for alleged breach of contract from a six-picture contract has been transferred to Federal court.

Unfitted Britness

Margaret Lindsay is Universal's latest British import, yet to get to do her first film.

More Liberal Fire Laws

Fire commission and underwriters are considering the petition of Harry M. Botsford to allow to store up to 50,000 feet of film in projection booths. Due to double features and previews.

Dave Lewis Switches

Only change in setup of Paramount's coast picture since A. M. Botsford took charge last week was the withdrawal of Dave Lewis. He goes into the Columbia studio department.

Hank Johnson's Script

Kenneth Goldsmith will produce 'Okay, New York,' radio story by Henry Johnson, who will also adapt and dialogue. Radio artist will be

(Continued on page 32)

STUDIOS' OWN TRICK WORK

Twin Features at B&K Deluxe Nabes; But Claimed 1 Wk. Only

Chicago, April 18. Public B. & K. will go into double feature next week at its three downtown neighborhood houses, the Uptown, Paradise and Tivoli. First bill will be "Flesh Is Weak" (M-G) and "Destry Kides Again" (U). These pictures will be played in conjunction with the regular stage show. At the Uptown the added stage attraction is the Vincent Lopez band. Public, however, claims that the switch to twin bills this Friday (22) is not a regular policy change but is strictly a one week move in order to gather the kids during the spring school holidays. Had originally been planned to move "Flesh Is Weak" only one week after it played the loop Chicago, and "Destry" switches without even a one day lapse from its current loop showing at the Roosevelt. Only Public B. & K. spots which have not yet succumbed to the twin billing are those in the loop. All the rest of the circuit is now marked with the twin bill stamp.

Meanwhile, around town are still trying to kill the double feature epidemic. They've decided that since it's necessary to take a flicking on poor films, it's best to take the spanking on just one flicker rather than kill a good flicker by handicapping it with a "dog film."

Fox's Mitchell Camera Co. Will Try Sound for Home

Hollywood, April 18. Mitchell Camera Co., one of William Fox's interests and heretofore confining its activities to the professional field, is preparing to make 16 mm. camera and projection equipment for the homes. During his visit here, Fox has spent several days at the Mitchell plant. For some time Fox has been interested in sound projection for homes and it is understood that the Mitchell 16 mm. projectors will be for sound. Mitchell is also experimenting with a new professional camera which is reported to be noiseless. Entire shutter and mechanical design of the camera has been changed to insure quiet.

N. Y. to L. A.

Dave Wolf.
Hal Horne.
Lynn Farnol.
Anna Sten.
Walter Wanger.
Roy Mack.
Laurence Schwab.
Brember Willis.
George Frank.
Robert Sparks.
Rex O'Malley.
Helen Lynd.
Lyda Roberti.
Irving Milkien.

L. A. to N. Y.

Edward Small.
Andre Hornez.
Edwin Justus Mayer.
George Kates.
Norman McLeod.
Arthur Joiner.
George Thomas.
Irving Briskin.
Floyd Gibbons.
C. P. Waxman.
M. D. Brookheim.
C. D. O'Brien.
Paulette Goddard.
Darryl Zanuck.
Lou Schreiber.
John G. Adolph.
Al Green.
Mr. and Mrs. George Arliss.
E. M. Glucksmann.
Eddy Eckles.

5-WEEK SIESTA

WB Flatbush Studio Shuts April 25—Roy Mack West

Warner Bros. will close their Flatbush studios for five weeks on April 23. Quota of production work in the east for this season has already been fulfilled.

Roy Mack, Warner director in the Flatbush studios, enroute for the coast today (Tuesday) to direct six technicolor shorts for WB in Hollywood.

PRODUCER AND UNION HARMONY STILL AWOL

Hollywood, April 18. Two tiffs, between producers and labor unions occurred at the studios last week. Cameramen's local is protesting to have their dues to pay its members from the "Seance Murder" set at International, unless a bill due the union was paid by Willis Kent, producer. Kent was willing to pay them, but nothing has been done so far.

Earlier in the week electricians union demanded that Universal discontinue the heavy juicer on the Tom Mix picture because he was not a union man, although he was getting the union rate. U refused to fire C.E. man but had no objection to him carrying a card. Union is said to have refused him on the ground that it wanted an established member on the job.

Walter S. Croft, IATSE representative, is here attempting to straighten out the various alterations between the independents and the union.

Court Rules Newsreels Can't Film Sport Events

Property rights of pictures of sports events established by an Appellate Division decision rendered Friday (15) in the injunction suit brought against RKO and Pathe News by Rudolph Mayer Pictures, Inc., Dodge Athletic Club, Mrs. W. R. Hearst's Milk Fund, Jack Sharkey and Mickey Walker. The Appellate decision confirmed an order of a lower court, granting the injunction against RKO and Pathe. Injunction is the first of its kind ever granted in the United States. It establishes the claim that newsreels have no right to film fights at news events if the film rights of the event have been sold.

Action was for an injunction restraining distribution of the picture made of the Sharkey-Walker fight at Ebbetts Field, Brooklyn, July 22 last, on the grounds the property rights had been sold to Rudolph Mayer Pictures, Inc. and not to Pathe. Latter contended that as a newsreel organization, it was justified in filming the match in the same manner that a newspaper covers the event.

Emil K. Ellis acted for the plaintiffs.

Grossman Back in Chi.

Chicago, April 18. Eddie Grossman has returned as branch manager for United Artists here, coming from Cincinnati, where he was shifted three months ago when Ben Fish was assigned to manage the Chicago office. Fish becomes general representative of the U.A. home office, contacting between Al Lichtman and the exchanges.

Eastman Curries Indies

Hollywood, April 18. E. P. Curtis, v-p. and sales manager for Eastman Kodak, is here for a three-week survey of the picture business. Curtis will spend some of his time trying to line up independent trade. Indie producers have been the mainstay of Dupont.

PROCESS FIRMS FEEL SHARP DROP

Companies Revive Old Camera Scheme as Cheaper Method—Prominent Trick Shot Firm Hasn't Had Order in Over a Month

AFFECTS CROWDS

Hollywood, April 18. Development of synchronized motors, made necessary by talking picture production, has resulted in reviving an abandoned scheme of double exposure photography. Used by all major studios, it has put a bad crimp in several firms that, until a few months ago, did almost all composite photography, or process shots, for the large studios.

Scheme now being used for duplicate photography (the dubbing of background with studio filmed material) is one of the first systems used in the making of pictures of projecting background onto a ground glass screen which is photographed from the reverse side, with other action taking place between the camera and the screen.

Blank Screen

Previous abandonment of this duplicate system was through inability of synchronously controlling the shutters of the camera and the projector, resulting in flickering film. Unable to synchronize the shutters, the screen would be blank at the split second when the camera shutter was open and vice versa.

Previously developed system necessary in controlling both the camera and sound equipment, it also permitted revival of the older trick photography scheme. This process currently is favored by the studios as it is cheaper to operate than the composite system and, moreover, can be done by the producing companies on their own lots and by their own technicians.

Patent Question

Just what patents are involved in the process is still indeterminate. One of the composite firms, which did most of this work for the majors, and hasn't had an order for more than a month, is reported to have cleared \$250,000 on its composite process during the last three years.

Old system opens a wide range of possibilities to the studios in production cost saving, allowing for curtailment of some costly location trips and utilization of stock material for crowd action.

Latter phase is one that even promises to further cut down demand for atmosphere players, a feature of film production that has steadily been on the decline since talkers came in.

Old stock shots of street scenes, ballroom shots or similar scenes calling for many people can be used over and over by the revised process.

UFA SUES DIETERLE

Los Angeles, April 18. Ufa has suit filed here against Wilhelm Dieterle for \$23,031 Reichsmarks (\$4,950). Amount is claimed on a series of bills of exchange given the Aktien-Gesellschaft für Filmfabrikation in November, 1929. Bills came due monthly at 1,000 marks on installment.

FILM SWINDLER JAILED

Paris, April 9. For defrauding applicants for jobs from supposed caution money in chunks varying from \$400 to \$1,000, the promoters of a fake motion picture company got various terms. The head, a Belgian named Zamilon, styled himself Count de Nervy.

Theatre Issues Show Resistance As Market Leaders Sink to New Low Levels for the Depression

Yesterday's Prices

Sales	High	Low	Last	Net
2,000 Eastman K. 50%	22 1/2	22 1/2	22 1/2	1/4
300 Fox	24	24	24	1/2
200 RKO	24	24	24	1/2
1,500 Low	22 1/2	22 1/2	22 1/2	1/4
5,000 Par-P	24	24	24	1/2
5,100 RKO	24	24	24	1/2
300 RKO	24	24	24	1/2
1,200 W. B.	18 1/2	18 1/2	18 1/2	1/4
\$12,000 B.	31 1/2	31 1/2	31 1/2	3/4
8,000 Keith	45	45	45	3/4
2,000 Last	17 1/2	17 1/2	17 1/2	1/4
4,000 Par-P	27	27	27	1/2
4,000 Par-P	27	27	27	1/2
1,000 W. B.	18 1/2	18 1/2	18 1/2	1/4
300 Fox Th.	1/2	1/2	1/2	1/4
300 Gen. Th.	1/2	1/2	1/2	1/4

By AL GREASON

Amusement stock showed better ability yesterday (Monday) to resist pressure throughout the list than has been their habit for the last few months. In no case did a theatre security break through its former bottom, and this firmer front was maintained in the face of weakness among the leaders of the Stock Exchange.

Liquidation continued in dribbling fashion in the focal shares, many of which established new low prices for the entire period of the slump, among them United U. S. Steel at 31 1/2; American Tel. & Tel. at 100, and Eastman Kodak at 52 1/2, net losses for the day running as high as 10 points.

Lowest prices for the day and the movement, net to say the depression, came in the last half hour, after a day in which there seemed to be some support. Values were at low ebb with the ticker inactive for minutes at a time. Turnover was about 800,000 for the session.

Loew held its own very well, giving way by eighths and holding at 22 1/2 or better throughout, compared to former low below 21. Paramount started the day with a mild run up above 5, but when its bonds gave way for losses of 2 and 4 the new and old descriptions respectively, the stock followed suit. Behavior of the Par bonds is a puzzle. Wide fluctuations such as they have been showing is highly unusual in fixed income securities. Last week the range was around 7 points, and this week it was 10 points.

slumped 5 on minor dealings. Keith bonds lost 3/4 net on a few transactions, illustrating again the absence of bids in the amusement loans. There were only two trades in the RKO stock, which held level at 3 1/2. An oddity of the session was the fact that several of the moderately active amusement stocks did not appear on the tape all day, in the number being both Pathe and Consolidated film industries.

Richie Whitney, president of the Stock Exchange, was before the Senate Committee again, but up to the end of trading the examination had brought out nothing startling.

New Bottoms and Rabou-d. The amusement stocks put on an indifferent show last week, in that respect moving in line with the general movement of the market. The group almost without exception gave way into new low territory during the pressure of the mid-week, and took but a minor part in the general rebound that came Friday and Saturday.

Most hopeful sign of the period was that Loew, now recognized as the worst horse of the theatre issues, appeared for the time being to have reached a level where immediate liquidation had been completed and the pressure of offerings was relaxed. From its behavior during the stress of the Tuesday and Wednesday session it was being urged selling, for it broke rather badly on "olome, but still had something of recuperative powers that others among the important industrials lacked.

One of the conspicuously vulnerable spots in the whole market was Eastman Kodak, which slipped steadily, regardless of general market movements, and closed the week at the lowest point it has touched during the depression—57 1/2. There was no definite news to account for the weakness here. One story was that the Wrigley Estate was liquidating a block of stock, another was that proposed taxes on cameras had made holders nervous, but there was no reason to believe

(Continued on page 13)

ECKLES' RKO SHEET

Hollywood, April 18. Eddy Eckles, publisher of "Here's How," exhibitor trade paper, is east-bound to edit "Voice of RKO," the RKO-Radio house organ.

Theatres' Special Wrinkles to Combat '32 Daylight Saving

Daylight saving inconveniences are more numerous this year in the east than in any other period. Upper New York state for the most part is adding to the complications by cutting about six weeks of the time being observed by other sections.

Several of the major circuits this year, however, are preparing to make the best of a situation which in other years has been taken with hands-up attitude. Warners is one which will turn the regular schedule into a matinee with added attractions. Brotherties feel that giving the show that ordinarily comes after a special build-up may sell tickets regardless of the time.

Coast Cinecolor Formed With Colorfilm Finance

Hollywood, April 18. New film color company has been formed here called Cinecolor, Inc., to handle studio and commercial business. Plant, located in the old Multicolor building, is equipped to take care of both regular size and 16 mm. film. Plant will open around May 1.

Most of the same capital in back of Colorfilm Co. in New York is behind Cinecolor. Charles Scholtz of Louisville, Ky., is president of both companies. A. L. McCormick, now semi-lazy, is president of eastern company and vice-president and general manager of Cinecolor. W. T. Crespinel, an executive in Multicolor until recently, is vice-president and technical head of Cinecolor.

New company is taking over some of Multicolor's contracts for shorts.

Radio Buys 'Crossroads'

Hollywood, April 18. "Crossroads," by Martin Flavin, which was played by Sylvia Sydney in New York two seasons ago, has been bought by Radio, to be released as "Fraternity House". Play will have Eric Linden and Arline Judge in the principal parts.

DARMOUR-BROWN-PAR

Hollywood, April 18. Larry Darmour has bought "High and Mighty," a story of early California, for John Mack Brown. It's on the Paramount release program.

RADIO'S RAH-RAH SCRIBE

Hollywood, April 18. First college writer engaged by H. N. Swanson for Radio is H. McCoy who previously sold "Luxury Girl" to Universal.

U's Allen Novel

"Only Yesterday," by Frederick Lewis Allen, purchased by Universal.

'SCARFACE,' \$18,000, IS A SMASH IN PROV.

Providence, April 18. Pick-up generally indicated this week with fair film quite a few using various exploitation stunts. 'Scarface' at Loew's State, which received a notably all-around, ought to put this house in the money class.

Competitive attractions here for the week are Ethel Barrymore in 'School for Scandal' and stock burlesque at the Metropolitan, with plugging its new show to the skies. Fays, one of the two variety houses in town, is still moneying heavily on its vaude.

Estimates for This Week
RKO Albee (2,000; 15-50-60)—'Young Bride' (Radio) and vaude. Stage show is being played up, and will have everything to do with how it's coming. Last week \$11,000, so-so. Last week 'Cohens and Kellys' managed to do \$12,000.

FOX (2,000; 15-50)—'High Speed' (Col) and vaude. One of the strongest stage shows house has had in weeks, which will have everything to do with house touching a fine \$7,500. Last week 'Amateur Daddy' (Fox) and 'Scarface' (Loew's) managed to do \$8,500; swell.

Loew's State (3,700; 20-50-75)—'Scarface' (Loew's) managed to do the censor and doing great. Causing great deal of comment and should have no trouble in coming away with \$18,000. Last week 'Are You Listening?' (M-G); was fair at \$13,000.

Majestic (Fay) (2,200; 15-50)—'Careless Lady' (Fox) and 'Devil's Lottery' (Fox). Last week \$10,000. Last week 'Hotel Continental' (Tif) and 'Probation' (Chesterfield); held up surprisingly well; \$9,200, fair.

Paramount (2,200; 15-50)—'Misleading Lady' (Par). Just fair; may hurdle \$7,000 on the strength of names in cast. Last week 'This Is the Night' (Par) \$7,100, okay.

MG Victory (2,200; 15-35)—'Syncope' (Radio) and 'Steady Company'. Too many people here have good memories of the play, played at this same stand several years ago, and probably will be responsible for gross sticking around low \$2,100.

2d Runs Giving 1st Runs A Close Race in Houston

Houston, April 18. Without the usual romantic interest, 'Arrowsmith' under expectations at the Metropolitan. Montgomery is turning out for 'Flesh Is Weak', but his grade is better.

Other first-runs offering little to bring them out. Second-runs giving superior a race on the strength of Parks and seashore also competing.

Estimates for This Week
Metropolitan (Public) (2,600; 25-50)—'Arrowsmith' (U). Fine one, but only medium draw \$8,000. 'One Hour' (Par) last week \$10,000.

Loew's State (Loew's) (3,000; 25-50)—'Flesh Is Weak' (M-G). Montgomery popular but film's appeal limited \$7,000. Last week 'Are You Listening?' (M-G) good at \$9,000.

Majestic (RKO) (2,300; 25-50)—'Cohens-Kellys' (U). Well expected but only moderate on \$5,000. 'Young Bride' (Radio) very poor last week \$4,000.

Kirby (Public) (1,800; 25-50)—'Amateur Daddy' (Fox). Baxter's popularity with femmes upholding mediocre film for \$4,000, average. 'Tough to Be Famous' (F.N) next last week at \$4,500.

Queen (Public) (1,800; 15-35)—'Millionaire' (M-G) split. At \$5,400, up. Last week 'Woman from Monte Carlo' (PN) and 'Wayward' (Par) bad at \$2,000.

Miracle Leading Seattle's Mild Week; Fair \$10,000

Seattle, April 18. Nothing catching the showgoers attention this week. 'Miracle' is leading town at Fifth Ave. for disappointing \$10,000, and the Orem is also showing improvement now that the present policy is being ditched shortly, while 'Tarzan' is held over at the Coliseum for first law of this week.

Estimates for This Week
Fifth Ave. (Fox) (2,300; 35-60)—'Miracle Man' (Par). Big billing but just a pretty good \$10,000. Saturday change now to \$10,000. Last week 'Are You Listening?' (M-G), \$5,500 for nine days, poor.

Orpheum (RKO) (2,700; 25-50)—'Scandal for Scandal' (Radio) and vaude. A bad \$7,200. Last week 'Cohens-Kellys' (U) only \$6,700.

Musie Box (Public) (2,000; 25-35-50)—'Alias the Doctor' (F.N). On the way to fair \$5,000. Last week 'Showdown' (Col) \$4,000.

Liberty (Jensen-von Herberg) (2,000; 10-15-25)—'Men of Sky' (F.N).

Polo Ratings

(Continued from page 3)

out on his own in the best Coast crowd. He pays top prices for his horses and could get the same animals much cheaper.

Lucien Hubbard, Ray Griffith and John Cromwell make the same policy as an art building, worthwhile stables. They're hard workers and generally reliable.

Robert Montgomery came up suddenly from the crowd and drew a heavy crowd in his recent debut. He's the best draw the game has in the west for neophyte polo en masse and meanwhile is giving it all he has.

Michael Curtis is a pip on stock polo, both in distance and accuracy, but his riding and horsemanship suffer in comparison.

Reckless Ralph Forbes
 Ralph Forbes, with several head-of-well-built animals, has shown a keen-coordinating leaning toward dangerous wild west riding and has thus damaged his own game. Where Forbes' teammates expect him to be is sometimes where he isn't.

James Gleason has a collection of nags somewhat resembling jack-rabbits, but much slower on the hoof. Gleason's stick manipulation is fair but his horses sometimes don't get him there in time to manipulate it. Russell Gleason, using the same animals, is naturally handicapped.

John Mack Brown is using 'Big Boy' Williams' stable and shows much promise. Right now inexperience in the saddle.

Legless Wonder
 C. C. Burr, with a pair of artificial legs, is an unbelievable horseman, possessing everything but the absolute balance necessary for tricky riding. He's also playing without benefit of stable and is the subject of wondering admiration whenever poor talk comes to the field.

Arthur Caesar, with a small stable which has become swayed-backed beneath him, talks the best game in the west but is never seen in a worthwhile contest. The last game in which he lifted a stick was against the stable boys of Du-Brock's riding academy. The boys had to scold at Caesar when their boots before Caesar would enter the field.

Greatest potential Coast draw in horse circles is probably Arthur Caesar, who has a strong following in practice. When he joins the big-leaguers Coast polo probably will ante its top to \$3.

Minor Cincy Spots Sprint, 'Destry' After Neat \$4,500

Cincinnati, April 18. Principal picture theatres have so-so product this week and ditto business. Houses with shaved prices put above average attractions are enjoying heavy trade, with no complaint on weather.

'Flesh Is Weak' is sticking up over baseball and patronizing the Reds liberally in the early games.

Estimates for This Week
Albee (RKO) (3,000; 35-65)—'Careless Lady' (Fox) and vaude. Looks a fair \$20,000. Last week 'Wayward' (Par) \$24,000.

Palace (RKO) (2,600; 30-50)—'Tough to Be Famous' (F.N). A disappointing \$11,500. Last week 'Sky Devil' (U) \$13,000.

Capitol (RKO) (2,200; 30-50)—'This Is the Night' (Par). Lukevarn on \$10,000. Last week 'Flesh Is Weak' (M-G) \$12,000.

Lyric (RKO) (1,250; 30-50)—'Cohens-Kellys' (U). Good \$7,500. Last week 'Tarzan' (M-G). finished fortnight also to \$9,500.

Keith's (Libson) (1,600; 25-40)—'X Marks the Spot' (Tif). Good on \$4,500. Last week 'Impatient Maiden' (U) \$3,500.

Strand (RKO) (1,350; 25-40)—'Explorers of World' (Ind). House diverting from split week policy to give this film full seven days, \$6,500 very good. Last week 'Beat New York' (WB) and 'Racing Youth' (U) \$3,500.

Family (RKO) (1,000 15-25)—'Destry' (U) and 'Cross-Examination'. Split week for \$4,500, mainly due to 'Destry' (U). Last week 'Tif' and 'Pleasure' (Standard) \$3,000.

and 'Sporting Chance' (Col). Double header looks fair enough, \$5,800. Last week 'Sherlock Holmes' \$5,100.

Paramount (2,100; 25-35)—'Misleading Lady' (Par) and 'Amateur Daddy' (Fox). Double bill but policy soon to change to two films, very good. Last week 'Beat New York' with prices scaled from 50 cents; this week indicates \$5,000, good.

Blue Mouse (Hamrick) (900; 25)—'Heart of N.Y.' (WB). \$2,500 and 'This Is the Night' (Par), \$5,100.

Blue Mouse (Hamrick) (900; 25)—'Heart of N.Y.' (WB). \$2,500. Last week 'Final Edition' (Col) \$2,500.

CARRILLO AND 'SO BIG' BIG IN BOST., \$30,000

Boston, April 18.

Pictures stare at two theatres and midnight shows on 'Patriot's Day' were box office bonanzas for the week. Mary Brian and Ken Murray at the Boston started off well, as did Leo Carrillo and 'So Big' at the Fox.

Last week business was off in most houses.

Estimates for the Week
Mc (Pitz) (4,300; 50-75)—'So Big' and Leo Carrillo on stage. Oke at \$30,000. Last week 'This Is the Night' and 'Three's a Crowd' oke at \$23,100.

Paramount (Public) (1,000; 35-50-60)—'Young America'. Around \$15,000, fair. Last week 'Crowd Roars' (WB) better at \$14,800.

Keith's (4,000; 35-50-60)—'Scandal for Scandal' (Radio) and 'Wayward' (Par). Last week 'Cohens and Kellys' poor at \$7,700.

Keith-Boston (4,000; 35-50)—'Love Affair' with Mary Brian and Ken Murray on stage. Fair at \$17,500. Last week 'Young Bride' \$19,600.

Uptown (2,200; 35-50-60)—'Young America'. Nice \$8,000. Last week 'Crowd Roars' (WB) good \$7,900.

Scollay (Public) (Vaudeville)—'Crowd Roars' and Parisian stage show. Good \$13,000.

Albee (4,000; 35-50-60)—'Alias the Doctor' (F.N) and colored stage show. Good \$12,000.

'DOCTOR' AND KID STAR GET ST. LOUIS \$27,000

St. Louis, April 18.

Again this week Ambassador is out in front with 'Alias the Doctor' and Jackie Cooper in person. House is doing well, but not as far behind as last week, for Loew's State is doing fairly well, and Ben Bernie seems to be drawing at the St. Louis. Rain helped some the first few of the week.

Estimates for This Week
Ambassador (Par) (3,000; 35-50-65)—'Alias the Doctor' and Jackie Cooper. Later outdrawing Barthelmie and ending up with \$27,000. Last week 'One Hour With You' \$23,500, good.

Loew's State (Loew's) (3,000; 25-35-50)—'But the Flesh Is Weak' (M-G) with Montgomery name holding \$15,000. Last week 'Wayward' (Par) \$15,000.

St. Louis (RKO) (4,000; 25-35-50)—'Scandal for Scandal' (Radio) and Ben Bernie and his band. Credit for about \$15,500 goes to orchestra. Last week 'Cohens and Kellys' (U) \$13,000.

Fox (Fox) (6,000; 25-35-50)—'She Wanted a Millionaire' (Fox) and unit with other about \$14,500. Last week 'Devil's Lottery' (U) \$13,200, okay.

Mission (3,500; 25-35-50)—'The Misleading Lady' and 'Heart of New York'. May reach \$11,000, good.

MICH. \$28,000 AND FISHER \$18,000, DET.

Detroit, April 18. Picture shortage hitting all circuits locally, with 2nd run garden hit due to having the most first-run houses.

Estimates for This Week
Michigan (4,045; 15-35-60-75)—'Misleading Lady' (Par) and stage show. Bing Crosby in person and will do \$28,000, fair.

'Miracle Man' (Par) got a nice \$31,500.

Loew's (5,100; 15-25-50)—'Amateur Daddy' (Fox) and stage show. Should see \$24,000, good.

'Careless Lady' (Fox) (2,500; 25-35-50)—'Fisher' (2,665; 15-25-50-60). 'This Is the Night' (Par) and stage show. Around \$12,000, helped by Horace Heidt's orchestra. Last week 'Flesh Is Weak' (M-G) a little better than average \$17,000.

Downtown (2,750; 15-25-50)—'Cohens and Kellys' (U). Maybe \$10,000, poor. Last week 'Beat New York' (WB) plenty well at \$9,000.

United Artists (2,013; 15-35-75-90)—'Tarzan' (Metro) (3d week). Last year's record, not bad. Second week fair at \$17,700.

Paramount (2,448; 15-35-50-75)—'Beat New York' (M-G). Will show \$12,000, bad. Last week 'One Hour' (Par), in third week, near \$9,000.

P. C. T. MAY PAY 15% LONDON, APRIL 6.

Mark Ostler, chairman, presiding at a meeting of stockholders of Provincial Cinematograph Theatres, Limited, subsidiary of Gaumont British, recommended a dividend of 15% on ordinary stock.

Last year was about the worst in recent times, Ostler stated, but the company had continued to prosper. Revenue for the year amounted to about \$2,500,000.

Comparative Grosses for March

Total of grosses during March for towns and houses listed as previously reported weekly.

NEW YORK

	March 5	March 12	March 19	March 26
CAPITOL	High: \$11,400 Low: 30,000	Arsene Lupin \$49,000 (2d week) Stage Show	Passionate Plumber \$45,000	Polly of the Circus \$39,000
PAR-AMOUNT	High: \$95,000 Low: 35,700	Stranger in Love \$45,100 Stage Show	Wiser Sex \$51,000	Dancers in the Dark \$65,200
ROXY	High: \$173,600 Low: 32,000	After Tomorrow \$35,200 Stage Show	Beast of the City \$63,700	Hotel Continental \$58,900
MAYFAIR	High: \$53,800 Low: 10,500	Impatient Maiden \$12,400	Lost Squadron \$27,800	Lost Squadron (2d week)
STRAND	High: \$78,800 Low: 8,000	Heart of New York \$13,300	Man Who Played God \$13,700	Play Girl \$23,300
				Rembrandt \$5,000 New Low

LOS ANGELES

	March 5	March 12	March 19	March 26
LOEW'S STATE	High: \$49,000 Low: 10,000	Polly of the Circus \$15,000 Stage Show	Arsene Lupin \$15,000	She Wanted a Millionaire \$17,000
PAR-AMOUNT	High: \$67,800 Low: 10,000	Wayward \$12,500 Stage Show	Dancers in the Dark \$15,000	Wiser Sex \$11,000
WARNER'S HOLLYWOOD	High: \$37,500 Low: 7,000	Play Girl \$15,000 Stage Show	Man Who Played God \$13,000	Heart of New York \$11,500
WARNER'S DOWNTOWN	High: \$33,500 Low: 7,000	Alias the Doctor \$12,500 Vaude	Play Girl \$11,500	Man Who Played God \$11,000

CHICAGO

	March 5	March 12	March 19	March 26
CHICAGO	High: \$71,300 Low: 30,800	Arsene Lupin \$12,200 Stage Show	Dancers in the Dark \$30,800 New Low	Shogwon \$45,900 (Barbara Stanwyck and Frank Kay on Stage)
MCVICKER'S	High: \$63,000 Low: 8,200	Broken Lullaby \$11,200 (2d week)	Man Who Played God \$18,200	Man Who Played God (2d week)
ORIENTAL	High: \$62,500 Low: 17,000	Wayward \$28,300 Stage Show	Disorderly Conduct \$23,300	Broken Wings \$23,300
ROOSEVELT	High: \$36,500 Low: 5,000	Shanghai Express \$11,100 (2d week)	Arsene Lupin \$11,100	Blonde Captive \$11,100
STATE-LAKE	High: \$49,300 Low: 8,800	Lost Squadron \$12,200 (5 days)	Impatient Maiden and Lullaby of the Ring \$10,800	Girl Crazy \$17,700 (10 days)
UNITED ARTISTS	High: \$49,100 Low: 10,200	Greeks \$2,300 (3 days)	Wiser Sex \$18,900 (9 days)	Sky Devils \$13,700

BROOKLYN

	March 5	March 12	March 19	March 26
PAR-AMOUNT	High: \$38,900 Low: 9,000	Strangers in Love \$38,900 Stage Show	Wiser Sex \$33,900	Dancers in the Dark \$32,200
FOX	High: \$11,900 Low: 5,000	Cheaters at Play \$11,900 Stage Show	Beast of the City \$26,000	Hotel Continental \$24,000
METRO-POLITAN	High: \$17,000 Low: 5,000	Hell's House \$17,000 Vaude	Arsene Lupin \$22,000	Passionate Plumber \$18,900
ALBEE	High: \$20,100 Low: 5,000	Impatient Maiden \$20,100 Stage Show	Lost Squadron \$16,800 (2d week)	Girl Crazy \$24,200
STRAND	High: \$17,200 Low: 5,000	Hatchet Man \$17,200 (2d week)	Hatchet Man \$17,200	Alias the Doctor \$15,400

NEW HAVEN

	March 5	March 12	March 19	March 26
PAR-AMOUNT	High: \$21,000 Low: 9,000	Strangers in Love \$15,000 (Ted Lewison Stage)	Wiser Sex \$13,000	Dancers in the Dark \$13,200
FOX-POLY	High: \$26,000 Low: 7,500	Arsene Lupin and Menace \$2,300	Polly of the Circus and Final Edition \$3,000	She Wanted a Millionaire \$11,500
SHERMAN	High: \$16,000 Low: 1,500	Fireman \$10,500 Vaude	High Pressure \$9,700	Alias the Doctor \$8,500
BILOU	High: \$12,600 Low: 1,600	Beast of City \$12,600 Big Timer \$4,000	Frecks and the Tomorrow \$3,800	Impatient Maiden \$4,400

LOUISVILLE

	March 5	March 12	March 19	March 26
STATE	High: \$28,000 Low: 5,500	Polly of the Circus \$18,100	Arrowsmith \$8,800	Arsene Lupin \$7,000
RIALTO	High: \$16,000 Low: 3,275	Strangers in Love \$9,000	Dancers in the Dark \$8,230	Play Girl \$5,400
BROWN	High: \$14,200 Low: 1,700	Lady with My Child \$4,600	Fireman Save My Child \$5,200	Prestige \$1,900
				Lost Squadron \$1,900

(Continued on page 23)

3 Natan Films Build in Paris Runs; Boulevard Deluxers Gate Jumps

Paris, April 6. Due to Easter, the week was comparatively better than the last one, with weather proving somewhat sultry. However, grosses are anything but satisfactory in most cases. Three films held over from the week before increased their grosses—'Arlane' at the Marivaux, 'Crois de Bois' at the Moulin Rouge, and 'Paris-Mediterranee' at the Imperial—all three Natan.

Following are approximate grosses in dollars for week ending March 31:

Estimates
Colisee (Halk) (500) 'Fant d'Enfer' (Braunberger). At \$2,500 for the third week against \$2,800 for the second.

Champs Elysees (Indie) (450) 'Petite Chocolaterie' (Braunberger). A very nice \$2,300 for the 5th week against \$5,000 the 7th, and still going strong.

Elysee Gaumont (G.E.F.A.) 'Rocher de Meun, Hussion' (Comptoir Cinematographique). For the 9th week \$1,500. Last week was \$1,900.

Ermitage Pathe (Natan) (1,300) 'Aux Ursus' (Natan). Film played successfully at less than \$1,100 on the third week, after doing \$1,800 the week before.

Faramont (Par) (1,500) 'Aces du Turf' (Par). For the season a very nice \$2,200, preceding week and 4th week of 11th Street Charnant, reaching nearly \$15,000.

Olympia (Halk) (1,900) 'Coup de telephone' (Halk). Film played successfully for the first week, following a poor \$1,100 the week before, which was the second of Oso's 'Cousin', Madame Bibi.

Madeleine (Metro) (700) 'Sporting Modeline' (Metro) Dubbed. Third week at \$4,700 against \$7,000 the week before.

Marivaux (Natan) (1,200) 'Arlane' (Natan). For the season a very fair \$5,900, reaching the 4th week, which was only \$5,400.

Imperial (Pathe) 'Paris-Mediterranee' (Natan). Film played successfully at the Moulin Rouge before, despite which it still gets a very nice \$4,800 for the 2nd week, 4th being only \$50 less.

Aubert Palace (G.E.F.A.) (800) 'Quand on Est Belle' (Metro). French version of 'Easiest Way' gets a very poor \$3,200 on the second week after a satisfactory \$5,600 the week before.

Miracles (Balby) (700) 'Vainqueur' (Ufa). \$4,400 for the 1st week compared to Colisee's 'Crois de Bois' (Ufa) in same theatre getting \$5,600 in the 9th week. The week before the dubbed version of 'Diamonds' fetched \$7 only got \$2,400.

Moulin Rouge (Natan) (2,500) 'Crois de Bois' (Natan). For the 2nd week gets a very nice \$13,300, beating the 1st week which was \$15,600. Also satisfactory.

Gaumont Palace (G.E.F.A.) (6,000) 'Petite de Montparnasse' (G.E.F.A.). \$20,000, improving on the second week of 'Affaire Blaireau', \$14,000.

See Mex. Tariff Jumps To Bolster Home-Mades

Mexico City, April 15. Mexico's picture problem has begun with the approach of April 21, date set by President Pascual Ortiz Rubio for effectment of new tariff regulations banning import levy on all non-Spanish dubbed films from about \$2.50 the kilo to ten times that amount.

Most film men here see little hope of success for their efforts to induce government to reduce the 1,000% boost measure. Proposition which was approved last fall was given stay of execution until April 21 upon petition by distributors and exhibitors.

Big idea is to foster infant Mexican movie production industry and help along Spanish pictures.

Radio Deal Near

Paris, April 13. Bo' Dowling, RKO Radio foreign chief, is off to Copenhagen.

Deal for French distribution is still in the talk stage, with details to be settled when Dowling returns here in a week or so.

FOREIGN VAUDE OUT

Hindenberg theatre, New York, after two initial weeks of a vaudeville policy in German, dropped the stage end Friday (15).

Theatre will continue straight German film.

W. B. Clavering Peace

London, April 13. Warner Brothers probably settled their suit against Arthur Clavering.

Clavering was formerly W. B.'s managing director here.

U. S. Film Boycott to Meet Yugo-Slav Quota

Berlin, April 9. A conference took place in Berlin with regard to the American film quota in Yugoslavia and Czechoslovakia. Chairman was George Catty, representative of the U. S. Department of Commerce.

All representatives of American film companies here took part in the conference which is to lay down measures against the new contingent regulations of Yugoslavia and like measures for Czechoslovakia.

All American film companies have stopped export to Yugoslavia on account of the new regulations which require for each 1,000 meters of American pictures 70 meters of Yugoslavian film. American companies plan similar regulations for Czechoslovakia.

BIG TOP RENTAL FILM COST \$67,000 TO MAKE

London, April 9. The most profitable of last year's British international products is proving to be 'My Wife's Family'. All American film companies have stopped export to Yugoslavia on account of the new regulations which require for each 1,000 meters of American pictures 70 meters of Yugoslavian film. American companies plan similar regulations for Czechoslovakia.

Some three years ago, Fred Dupree, an American comedian who has been shown in England for some years, revived the farce here.

B. I. P. acquired the film rights for \$7,500, and the total cost of production is about \$60,000. The picture features Gene Gerrard, considered B. I. P.'s best bet. So far it has grossed over \$225,000 in rentals and still has several months to run. It is figured with gross around \$300,000 in rentals by the time it has outplayed itself.

South Africa

By H. Hanson
Capetown, March 21. The demand that the government stop off the gold standard... and getting stronger. The tourist trade has dropped considerably, due to the exchange rate.

'The Blue Angel,' banned some time ago by the Cape censors, has been shown by the Cape Amateur Film Society to its members.

The diamond cutting factory agreement between I. W. Schlesinger and the South African government has caused adverse comment among members of Parliament, and was moved to send the agreement to a select committee. Members of the opposition say in the agreement was given grounds for suspecting the minister responsible for it, and believed opportunity should be given to examine the agreement as closely as possible. A Labour member said Schlesinger was not unconnected with the iron and steel industry in Germany and the government.

Spud's Circus, well known over here, has gone broke, the partners, George Kirie, Rudolph Puch Muller and George Oud Pulder, having surrendered their estate, with liabilities 1,275 pounds, and assets 417 pounds 10 shillings.

Another Schlesinger company, and this one is called the African Diamond Cutting Corporation, Ltd., with a capital of 100,000 pounds. The directors are I. W. Schlesinger, W. O. Bullock, W. F. White of the African Consolidated Theatres, Ltd., also A. A. Macrae, secretary of African Consolidated Theatres, and R. W. Davenport. Looks like a happy family concern.

With the prospects of big profits it has become a craze to go in for booze trade, and holders of licensed houses have been hit so badly that the police got on the war path and made raids. It is stated that a 'savage' Scheibee is going around the district during the night selling drinks to motorists on the road.

Page's Circus and Menagerie, after a tour of East Africa and the Far East, opened in Johannesburg March 19.

Pertinent questions are asked regarding the African Theatres and Kinemas, Ltd. merger, with a request to Variety to elucidate the affair.

What was the cash consideration to Kinemas, Ltd?

LINGUALS ACTIVE, Hollywood Outlook Encourages Foreign Colony

Hollywood, April 13. Pickup in foreign production has the multi-linguals more hopeful, with three studios working on or preparing versions.

Metro is reported preparing 50 syncs in German, Italian and French during the coming year. Columbia is returning to Spanish production with four stories tentatively set for direct filming, with Ben Pivar, in charge. Warners' is dialoging the French 'High Pressure.'

Ambrosio Back With Challenge For Pittaluga

Rome, April 13. Arturo Ambrosio, Giuseppe Pontano have formed a new Italian picture company under the name of Tornese Imprese Cinematografiche. Proposal is to get to work immediately on a head schedule of film production, with the company figuring to be an important competitor of Pittaluga in Italy. Pittaluga up to now has had practically a monopoly.

Ambrosio is a veteran of picture business on the Continent, being prominent before and just after the war. He retired in 1921 and has not been connected with picture business since.

DIETRICH IN 'EXPRESS' SCORES BERLIN SMASH

Berlin, April 13. 'Shanghai Express' (Par) is a smash here, with box office records expected. Both Miss Dietrich and Olive Brook are very well liked with von Sternberg's direction also commending for the film.

All performances at the Mozart hall theatre have been sold out for some time. The police necessary part five days to keep the crowds in order. Public refused to believe all seats gone the first couple of days and tried to force their way in.

Political 'In-Laws' New Mexican Exhibits' Burden

Mexico City, April 15. That tax which already a big proposition for the amusement world of this country, is being carried farther and farther for exhibitors. Municipal government, finding more difficulty in balancing expenditures with income, hit upon the following bright one which has gone into effect for all cinemas in the Federal District:

An amusement inspector is assigned to each house in the district to make certain that everything is run as the diversions laws demand. Managers must pay this official for his daily stint, and contribute 10% of that salary to cover costs of civil divisions department auditing, checking up, etc. Pay of inspectors ranges from equivalent of \$2.10 daily for the nabes to \$3.50 for the first run exhibitors, besides the 11 and 28-cent levies.

Other taxes represent from \$21,000 to \$25,000 in the annual operating expenses of the larger local first run houses.

STEIN'S FOREIGN JOBS

Berlin, April 10. Paul L. Stein making a picture for RKO. He also has an order for London to make a picture there for Gaumont-British, after having finished his American assignment.

The picture in London to be some combination with English and American actors.

PARIS WEATHER

Paris, April 13. Same fair weather, with fine weather, grosses poor.

Picks Film for Orient
C. L. Brookholm, Far Eastern manager for Universal, arrived from Manila Saturday (16) after a stop-off in Hollywood.

Brookholm will spend several weeks in New York looking at next season's pictures.

High English Tariff on U. S. Film Likely in Budget, Vote Up Today

Garbo B. Aires Smash Day and Date Release

Buenos Aires, April 6. Business here reviving somewhat under influence of winter weather, a change from the tropic heat, and that probably accounted for a smash opening of 'Susan Lennox' Palace and Grand. Splendid day and date last Friday, SRO in both houses at a \$3 rate per. Picture is holding up fine. It's the star that counts here. Ration Novaro in Son of India only fair at the Broadway for its week's run.

Metro here has 'Free Soul' at the Broadway after three weeks at the Palace, and announces 'Squaw Man' there for April 12. 'The Champ' same house week later, and 'Sidelwicks of New York' last of the month.

'Smiling Lieutenant' took a new lease of life in its third week at Cine Sulpacha when rate was cut to \$2. Only other Par release, 'Night and Grand' is expected to be expected. Par announcing forthcoming 'Twenty-four Hours' at Sulpacha when Chevalier fades.

U. A. 'Smiling Lieutenant' at Ideal tomorrow. This one has been getting tremendous publicity prior to release.

Ufa Fine Remitted

The Hague, April 9. The Nederlandse Bioscoop Bond (Cinema Association) in which are represented the cinema managements, importers of films and others, has ruled in an important dispute.

Tuschinsky accused Ufa of harmful advertising against that company. Point involved was that Ufa had been connected with Holland mainly at expense of Ufa, to boost Ufa's film with him in it ('Liesing der Goetter'). Tuschinsky advertised also a Jennings-film, labelling it 'last instalment of his latest American production.'

Ufa in advertisements warned public that this was not correct. After hearing both parties the committee of Bioscoop Bond fined Ufa \$100. Ufa appealed against the fine and now has won its appeal.

Feature from Ceylon

Hollywood, April 13. Tom White will produce 'Kedah' for Ceylon picture release. Bulk of the material will be footage taken at the annual kedah (elephant hunt) in Ceylon, photographed by Captain C. P. Gordon, who is on his way there with the Legion.

Full-in material and editing will be done here.

New BIP Studio Chief

London, April 9. British International, sold on Alfred Hitchcock as its ace director, has assigned him the position of supervising production manager.

In the picture company John Thorpe acting in this capacity, but Thorpe was a non-technical executive. Efforts to establish American in a similar position with the company all failed.

Hitchcock, instead of producing three films a year as in the past, will personally supervise nine. His first big job will be to unearth untold directors, arguing England is notoriously deficient in worthwhile producers.

His salary is rated around \$60,000 a year at par.

Brussels' New Deluxer

Brussels, April 9. Brussels super cinema, the Metro-pole, with 4,000 seats will, it is expected, be opened in the autumn.

It forms part of the new extension of the Hotel Metro-pole, but will be equipped, decorated, heated and ventilated by Gaumont, who have it on a 25-year lease at a rental of \$50,000 a year.

APPEAL FILM BAN

Universal is preparing to fight for a new decision on 'Frankenstein' in Sweden. Stockholm censors barred the film as being too scary.

Representatives contest the barring on grounds that 'Frankenstein' is not scary.

British Parliamentary Budget, to be voted on tomorrow (19) is expected to reveal considerable burden on American film distributors here.

Reason that Americans are sold to have avoided a trading tax here is that it is customary for American firms to charge the production cost of films at a very high rate on their local books. Generally the film politicians here say, is so high that there is no book production trading, and consequently no taxable profit.

Parliamentarians describe the proposed duties as a sort of substitute for a trading tax which is not recoverable from Americans.

Parliamentarians describe the proposed duties as a sort of substitute for a trading tax which is not recoverable from Americans.

ENGLISH S. A. FAILURE EXPLAINED BY ENVOY

Buenos Aires, April 6. Explanation why British films are no go in this territory is contained in official British publication just issued by U. A. Secretary of Overseas Trade entitled 'Economic Conditions in the Argentine Republic' written by Keith Jopson, Commercial Secretary, His Majesty's Embassy, Buenos Aires.

'United States producers supply roughly 80% of the films exhibited in Argentina. English films are virtually unshown. The principal reason that English films are purely local in character and that our producers take no steps to make their artists known in this country.'

Before going to see a film, the Argentine cinema public is careful as a rule to take note of the principal artists featured. If the latter are unknown to the film would have little chance of succeeding.

'Spanish talkies do not appear to have been successful in Argentina. The reason for their failure may possibly be that they are not Spanish-speaking talent, and to the fact that the Spanish tongue as spoken in Spain and South America varies so considerably.'

It appears to be a fact that the Argentine cinemagoer would rather see the old Hollywood favorites in pictures with superimposed Spanish text, than unknown actors speaking Spanish. One or two companies are experimenting with locally-made talkies but with no appreciable success.'

Asher in Collapse

London, April 13. Irving Asher, Warner Brothers' production chief here, collapsed in Paris and is reported seriously ill. Collapse follows a recent appendix operation.

Asher was in Paris negotiating studio space for production in France by Warners.

First Native Mexican Production a Cleanup

Mexico City, April 13. First made-in-Mexico and practically all-Mexican 'talker' is off to a good start here, with critics proclaiming it an artistic and commercial success.

Production is 'Santa,' named by best seller of the same name by Federico Gamboa, Mexican author. Screen version was made by the National Mexican Film Production Co., native enterprise. Antonio Moreno was especially imported to be director. Lupita Tovar plays the name part.

GERMAN CENSOR RULE

Berlin, April 9. A new regulation has been issued by the German State Council's chamber for pictures. New regulation requires that all foreign pictures be shown on grounds that the censor not only in the version intended for Germany, but also in the original version.

And this inspection will have a bearing on the final decision. Procedure is due to German feeling over some features of 'Jell's Angels' regarded as anti-German.

...There's a real
STORY back of
RUTH CHATTERTON
 in "The Rich Are
 Always With Us"

• You can't pick box-office stories out of a High Hat.

• RUTH CHATTERTON'S experience has proved that.

• And she has profited by this experience in her first First National picture!

• • •

• "THE RICH ARE ALWAYS WITH US" was not written by any white-haired

boy of the Drama Guild.

• Art Theatre Groups have *not* swooned with ecstasy over its subtlety and *savoir faire*.

• It's not a story for the Four Hundred.

• It *is* a story for the *Four Million*—one that they can understand and enjoy and thrill to—a real, human, meaty tale that will get under their skins and into their hearts and memories!

Remember the Date—May 21st

WARNER



• You know what RUTH CHATTERTON

can do with a really popular story.

• You've seen her do it in "Madame X"
and "Sarah and Son."

• She's done it again in "THE RICH ARE

ALWAYS WITH US."

• • •

• Watch the box-office and note the
difference in RUTH CHATTERTON in
"THE RICH ARE ALWAYS WITH US."

• But be sure it's your box-office!

BROS.

RUTH CHATTERTON in "THE RICH ARE ALWAYS WITH US" with
BETTE DAVIS, GEORGE BRENT, JOHN MILJAN • From the best-seller
by E. PETTIT • Directed by ALFRED E. GREEN • A First National Picture

(Continued on page 25)

SEATTLE

FOX AVENUE

SHE WAS HIS!

BODY AND SOUL WHEN ALL SHE KNEW OF LOVE WAS WHAT HE TAUGHT HER—AND THEN SHE MET—

THE MIRACLE MAN

AT LAST ON THE TALKING SCREEN

SYLVIA SIDNEY
CHRIS MORRIS

HORACE BOWEN
ROBERT COOKMAN
IRVING PICKEL
JOHN KARLOFF
JOHN WRAY

A Paramount Production

On the Stage

"FANCHON & MARCO'S 'RHAPSODY in RHYTHM'"

11:45

A New Song, New Dance, New Music

JULES BUFAFFA'S ORCHESTRA

COMING SAT. OUR NEW CHANGES DAY!

DETROIT

FISHER TODAY!

COME ON, DETROIT!

HORACE HEIDT

AND HIS CALIFORNIANS IN PERSON

A Tornado of Youth, Pep and Enthusiasm! The Most Versatile Band in the World! SINGERS! DANCERS! COMEDIANS!

And The Famous Day Out LOBO 2nd

ON SCREEN:

A BACHELOR'S NIGHT (A SYNTHETIC NIGHTMOON!)

LILY DAMITA

Revelling Screen Beauty With Some of "One Hour With You"

CHAS. RUGGLES

ROLAND YOUNG

"This is the Night"

GARY GRANT—THELMA TOWN—IRVING BACH

He had 18 hours to find a "just pretend" wife! What laughs when Charlie tries to mend mixed love affairs!

EXTRA SCREEN LAUGHS!

LAUREL HARDY

In THE MUSIC BOX

Remember that "Bugs Hunka"? Well, tell you see him and other moving pictures!

Special Remarks and Fisher Orchestra

NEW YORK

TONIGHT

GRAND HOTEL

ASTOR

Theatre Advertising as Indicated from Various Cities
On Week Days

AKRON

TODAY "TARZAN the Ape Man"

"GIRLS! If You Loved a Man —would you let him risk his life for you?"

Could they lose him from your arms?—would you let him risk his life for you?

THE TALKIE that says it with THRILLS!

THE WET PARADE

Do you applaud motion pictures? YOU WILL APPLAUD THIS ONE!

WESTERN PREMIERE

Starts FRIDAY (4 DAYS ONLY)

LOEW'S

AKRON'S LARGEST AND FINEST THEATRE

AKRON, OHIO IS PICKED FOR THE WESTERN PREMIERE!

New York waits! Chicago waits! Every city in the East waits! Now AKRON, OHIO, starts this new Metro-Goldwyn-Mayer triumph. Greater events of our times, memorable, feverish days live in amazing romance you will never forget!

ALL STAR CAST:

Beverly Sills
William Hopper
Henry Edmunds
Loretta Young
Robert Young
Paul Hamilton
William Ford
John Hodge

Directed by Victor Fleming

From Victor Fleming's great novel.

LOS ANGELES

TOO BIG FOR WORDS!

YOU'LL HAVE TO SEE IT TO APPRECIATE IT!

A GREAT STAR IN THE FINEST ROLE OF HER CAREER

TOMORROW ST. JIM

BARBARA STANWYCK

EDNA FERRERS

"SO BIG"

WARNER BROS. HOLLYWOOD THEATRE

GEORGE BRENT
BETTY DAVIS
HARRY ALBERT
JAMES ALLEN

LAST Douglas Fairbanks Jr. DAY IT'S TONIGHT "FAMOUS"

MONTREAL

Thousands Are Saying "TODAY I FEEL SO HAPPY"

BECAUSE — Yesterday They Saw the Happiness of Talking Picture Entertainment!

Come Now! "Get Your Share of Happiness!"

NEW SONGS THAT DELIGHT!

NEW FACES THAT DELIGHT!

SUNSHINE SUSIE

Cay! Witty! Bright! Breezy! Breezy!

ALMA WALKER
JACK HUBERT
EDNA HARRIS

Under The Patronage of Paramount Pictures

PALACE

CHICAGO

TODAY 8 p. m. 8:30 to 2 p. m.

EXTRA Midnight Show Tonight

America's Hurd Rides!

Fast Shootin' Idol in His First Talking Picture

Tom Mix

with "TONY" his wonder-horse

DESTROY RIDES AGAIN!

See men ride with hell in their hearts—the speed of the wind—scraping like tigers—shooting like fury—and loving with the passion of the hardy open plains—they have a code of justice unto themselves!

Universal's western thriller with **ZASU PITTS—CLAUDIA DELL**

Extra—ALICE JOY

"She's the Girl Who Stole the Heart of the Nation"

ROOSEVELT

State and Washington

EXPLOITATION

By Epes W. Sargent

School Gags

Some schools close during May and practically all are over by the end of June. Now that the students are going to do about the sweet girl graduates and the not so sweet boy graduates. Graduation parties for the girls are such a match to a milestone in juvenile life, and hooking in to the event will give the house an edge.

One favored stunt is a letter of congratulations to each student, personally written and not mimeographed form, unless the class is large; then it will be better to use a printed card. Congratulate the graduates, wish them to see her good fortune in the new life opening up, and enclose a pass for two, good some time in June, say three weeks following the graduation. The clerk of the school can give the names of the graduates and may be persuaded to supply the home addresses.

Another stunt is to make a still or motion picture of the class. If a still, get it in a lantern slide. Show it the week following graduation and then pack it carefully away to be shown again, or due to changing, a year from now and again in five years.

Another stunt is a theatre party to which the class will be invited. Reserved for them and special notice during their presence. If you can have the dancing in the lobby or on the stage after the show, say the better. Make it a party and promote light refreshments.

Teaser Reflected

Syracuse, N. Y. First instance of newspaper censorship of theatrical advertising copy years ago. The Herald, a weekly week rejecting a classified "teaser" submitted by Warner's Strand in behalf of "Man Wanted." The copy which the evening daily, independent, entirely-owned, refused to accept for its "Help Wanted-Male" department in the classified section reading:

"Man wanted, young, handsome, energetic to take place of one who has been downed, or who will be good provider of romance and thrills; ready to do lots of night work; only experienced need apply. Ad. Saldy, 501 E. Third St., Syracuse, N. Y."

The "Post-Standard," morning daily, and Hearst's "Journal," evening daily, both accepted the ad. It was given but a single insertion in each.

Years ago it used to be a great stunt to put an eyepiece on one end of a couple of lengths of stove pipe, a transparency in the other end, and the customer could look through the telescope. It did good service in its time, generally on the streets.

It has been used for jobs work in the form of an X-ray machine with the same eyepiece, which can be a pasteboard mailing tube set into place. The eyepiece is made of plank, closing one end of the pipe. The other end is against a thick cardboard with a scene or scene on the other side, in a direct line. This latter carries a transparency in the end.

A duplicate of this is set into the piece of pipe with the eyepiece and lighted with a small bulb. The set up suggests to the customer the spectator that he is seeing the transparency in the second joint of pipe through the plank. Sounds silly, but work a right and it will puzzle a lot of people while they are reading the sales message.

Another Contest

Contests seem always in demand, and a new one is welcomed by managers who work many of them. One good gag is to put the heads of two or three players from a current picture, with prizes to those who can identify them and paste them most cleverly over the heads on other newspaper or magazine illustrations.

With the star name casts now being offered by many companies, it is often possible to get three or four heads on one picture, which means the number of well-known pictures to be seen.

If desired, there may be two sets of cards, one for managers and the other for the most humorous effect.

Cutting Wood

In small towns Father's "Carnival Boat" can be put over with a log chopping contest if there are local woodsmen who fancy their skill. There is a choppy scene in the picture which can motivate the stunt.

It is better worked as an outside balcony stunt than as a stage stunt, since most theatres in towns of the right size have small stages, if any, and there is danger of someone in

the audience being hit by flying chips, with a consequent damage suit.

Logs of equal diameter should be set up in some convenient lot, one for each of the players. The American wood choppers were a big circus and vaudeville stunt one year, and this gag can be revived wherever there are two or three men who think themselves fancy axemen.

Changing the Sign

Most of the changeable signs which offer two or more letterings in one frame are patented devices and cost plenty, though they frequently are worth their cost in the additional attention they attract.

One manager solved the problem for a small town by building a shallow box in which an endless band of oldcloth carries three signs, the box being half as high again as the frame for the sign.

These three signs on the belt are separated by strips of batten and used to gear a motor, travel slowly enough to permit each to be read. Not much of a mystery effect, but it gets more attention than a static sign.

Another idea is to use slats pivoted at the top. When the eccentric wheel is turned, the slats permit the two sides of the slats to be moved, each forming a complete sign.

New 'Payday'

Appealing to the gambling instinct without running afoul of the law, a manager has developed barroom games for Friday afternoons by an adaptation of the pay night stunt. In the latter a part of the night is devoted to the shape of coins in play envelopes, many pennies, but with a few dimes and quarters.

For the bargain matinee the patrons all pay the customary quarter admission, but on their way out they are handed envelopes containing a refund, the difference being that all envelopes contain an equal sum, neither the five cents and ten to fifteen. Women are not to fail for this gag even harder than pay night, and even with a 10 cent refund, the manager can usually make more than accrues from any other week day matinee.

Takes Two Cards

Most kid clubs serve the birthdays of its members by sending the merchant a name or two, but George Miller, of Smalley's, used two cards. One card carries the birthday of the merchant, while the other is the card to make it more interesting the oakley is signed by the Chief Mickey Mouse instead of by the manager.

These cards are good for a reasonable time. Dates are obtained from the merchant which are put in the card when the child joins, but some time it is advisable to check up on the date with the parent, since smart kids advance the date in the hope of getting the tickets earlier. That's all right by the kid, but the country loses some of the real birthday.

Save It

Put this in your tuckler for 1936. Coliseum theatre got real space in the New York dailies by announcing the merchant a name or two, but George Miller, of Smalley's, used two cards. One card carries the birthday of the merchant, while the other is the card to make it more interesting the oakley is signed by the Chief Mickey Mouse instead of by the manager.

Concurrent with abolition of the Public Theatre press department, the manuals now use double spaced typewriting and perforating of each item, the manager by the number, and sent to the proper department or discarded. The campaign is being ordered over a day period, each day indexed and each day carried full suggestions for the work to be done.

Another new thought is the use of surfaced paper for all cut materials. These may be had in cut sizes, but the same may be obtained as direct photo copy where the engraving is done locally, saving much of the cost of local art work.

'Scarface' Contest

New Haven. Fox-Pollard Inc. in with local 'Reggie' on 'Scarface' essay contest on 'How Can the Nation Stop the Gangster?' Three cash prizes and 50 pairs of tickets. Stunt not only provided good general publicity, but also helped to steer minds away from the objectionable angle of gangster film.

Show 'Hungry,' Too

Aurora, Ill. Families furnished necessities of life through relief agencies are "hungry" for entertainment, too, in the opinion of Jules J. Rubens, divisional director of the American theatre, who has instructed Edwin E. Lewis, manager of the Paramount, to issue 1,200 tickets good at Tuesday performances next five next weeks. Four hundred tickets, printed by a local newspaper, will be distributed each week among families under the supervision of Supervisor John Burkel in charge of poor relief. If the workers out as anticipated, Mr. Rubens has indicated the ticket distribution may be extended beyond the three-week period.

Hiked the Hut

Lynchburg, Va. Good exploitation on 'Tarzan' went bloomy here when the first deputy Willis Grist killed his lobby display.

Grist sewed hay to burlap and used it to make a motor, travel slowly enough to permit each to be read. Not much of a mystery effect, but it gets more attention than a static sign.

Films Clothing Tiesups

Returning to tie-ups, major studios will join with 'Photoplay' fan magazine and a number of outstanding department stores in a three-way tie with fashions. The idea is to emphasize the fashions in stills in the magazine and name the particular modes after the picture in which the player is appearing at the time. Department store window bachelors are to be timed with the picture in their particular towns.

Famous' Contest

Denver. Jerry Zimond's stunt for 'It's a Wonderful Life' is a contest of 'News' contest having to do with people who were on page 1 not so long ago. Two lists of 10 each were made, one for the 'News' and one for the 'Post'. Readers were asked to clip the lists, identify each name with the event that boosted him to fame, and each contestant who did so correctly was

BEHIND THE KEYS

Iowa City, Ia. New \$40,000 theatre to replace the Iowa, fire razed, by J. A. Hanson, owner, the lease to A. H. Blank, Des Moines claim.

Maynard, Mass. The three theatres here have been merged under the People's Theatre Co. Grand closed, available only for concerts and show talent shows. The People's and Maynard continue with films.

Phoenix. Albert Stetson, former resident manager of Fox here, appointed Arizona division manager, Fox West Coast, in charge of theatres in Phoenix, Tucson, Nogales, Bisbee, Lowell, Douglas and Globe. Warner maintain head office in Phoenix.

Succeeded here by J. D. L'Esperance, former manager of Fox-Orpheum, San Diego.

Red Oak, Ia. Grand theatre, owned by L. M. Beardsley and operated by Carl O. Johnson, destroyed by fire with loss of \$100,000. The theatre is injured when a wall collapsed. Insurance on building and contents, about \$20,000. Johnson plans on operating new theatre.

Los Angeles. Harry Lustig is back in the exchange manager after several months.

Sinait, who was brought down from the north to take the office when Lustig left, resigned and probably goes into the Fox-WC organization.

Fairmount, Va. E. C. Brown, manager of the Fairmount and Virginia, succeeds R. E. 'Fuzzy' Knight, who has been promoted to district manager and in charge of the Warner houses at Steubenville, O.; Washington, Pa.; Morgantown, Fairmont, Clarksburg, Parkersburg and Charleston, in this state.

Seattle. J. Gordon Wright, publicity for local Orpheum, to Orpheum, San Francisco. Local publicity to be handled by the manager, J. William Houck, and his assistant, Morris Farrey.

Toledo, Ia. F. R. Penley, Centerville, to manage Warner theatre, having bought the interest of E. R. Smith.

given a ticket to see the latest Fairbanks, Jr., picture.

Sawdust Bally

Lynchburg. Sand and sawdust mixed in the lobby of the Isis here to provide atmosphere for 'Freaks.' A tent through which patrons entered the theatre, banners depicting obese ladies and shrunken men, a popcorn stand loaned by a confectioner next door, and a mustachioed bachelorette man who swung a cane in rhythm with his voice, completed the ensemble.

Close to the door the management placed an instrument resembling a scaffold. It was supposed to be four feet high, and anybody able to walk under the crosspiece was entitled to a free ticket.

How It's Done

A correspondent wants to know where theatres mentioned as using smelling salts on thrillers get their salts. He asked at local drug stores and the cost seems prohibitive. He likes the gag, but cannot afford it. Others have had the same experience.

Smelling salts are usually made of camphor and a toilet water. For exploitation use the small round half-ounce vials, etc. These are filled with rock salt, which can be obtained from feed stores or confectioners. Just enough ammonia is used to give the characteristic odor. Too much will dissolve the salt crystals. They can be turned out for less than a cent apiece if the drugist will make a price on the salts, and not many are needed for coverage.

Wax 'Corpses'

Fairmount, W. Va. Warner theatre here used a wax rag by planting a coffin containing a wax dummy on a farm near the town. Discovered by a farmer, it brought to town by two deputy sheriffs.

Paper played it up on the front page as a sensational news. No identification other than a card lettered 'Murders in the Rue Morgue.' Next day the house advertised the picture.

Indianapolis. Homer R. Skillman, manager at the Indiana for three years, has quit to work for Bill Goodman in Philadelphia. He came here from St. Louis while Goldman was Skoufas-Public manager in Indiana for 15 years active here for theatres, succeeds Skillman.

Denver. Grover C. Kinney, recently discharged from the U. S. Army, where he was in the 10th Cavalry, and theatres in army posts, leased the Washington Park theatre, Denver.

Pittsburgh. Harold Weinberger, for several years in charge of the M-G-M exchange here, has been fired from Washington, where he will become Metro office manager. Milton Braun, M-G-M's short booker, gets Weinberger's post here.

San Francisco. Following resignations of Emil Umann and Arvid Erickson as p.a.'s for the Orpheum and Golden Gate, respectively, the theatre is being run by Frank Percy in those jobs.

Following managerial changes made local by Fox-Sawdust Bally: Sullivan, from Hipp, San Clemente, to California, San Jose; C. J. Hayward to Mission, San Jose; Dick Clark, from State, to San Jose as assistant; Frank Vesley new mgr. California, Oak Park, for T. & D. Jr.

Uniontown, Pa. The Dixie has changed hands, leased to C. A. Jakob, former owner of Germania theatre in Pittsburgh and Cleveland. Ken Woodward, former supervising director of the Dixie, is now in charge of the local theatre.

Kansas City. Wayne Dillard, formerly p. a. for the RKO Mainstreet, now with Public-Dubinsky circuit in this city.

Potoski, Mich. Chas. Levinson, mgr. of the Olneywood theatre, was elected Mayor of this town April 11.

Brooklyn, N. Y. Harry Shepherd appointed manager of Star.

Surprise Party

With a particularly innocuous picture with no good selling angle, a manager here is offering a prize for the best suggestion on what the writer would do to censor the picture.

No contest was made, but the readers got the impression that the prize would go to the longest list of cuts and the number of the replies would have started the most censorious censor.

The contest started endless discussions and it made good business for the picture, but the payoff came when the prize was awarded the man who wrote 'I don't think I can see anything to cut out of the picture, but a lot of names which follow the title.' Get the idea?

Probably lots of others felt the picture was censor proof, but only one man took the trouble to 'write that, so he got the \$5 and the whole town had a laugh.

Bathing Reveal

Several recent releases carry bathing suit pictures even though you have none of these booked, you are going to need a bathing girl style was necessary to catch the opening of the season's new swimwear. A month ahead of the opening of the season, to get the bathers before they get the season's new swimwear to supply the suits and the models. Generally they can find shapely girls who will do the job, but it is permitted to retain the audience if permitted.

Make the display brief enough to be put on twice in one evening, and you can follow the next week with a style show for children under 12, playing one matinee and the first matinee.

Later on you can work in a bathing girl contest, but make the first a style show and save the other for later in the season. The contest may need the attraction even more.

Used the Hearse

About the last word in exploitation for a town picture is the use of a hearse. J. Raymond Morris, who used to be with the Barnum show. He had a hearse, a hearse, a hearse, he had to stop over for the hearse and the local theatre was advertising 'Frankenstein' by enlisting the aid of the hearse. The idea is that it was not a discard, but a new vehicle, evidently in regular use. The idea is that the hearse is difficult to imagine, but the manager surely gave the impression that the story was a thriller.

Nailing Suspects

Most murder mystery stories are promoted by asking the contestants to identify the murderer from clues supplied. It will give coverage of pace to make a post-mortem contest in place of the regular.

Ask readers to see the picture and then write an explanation of how and why the murderer was caught and should have killed the victim. Most people like to believe they could write better than the one they have just seen.

Bump Reader

New York. Mike Newman, Universal theatre operator, went for a psychograph bachelorette he saw on Broadway and in putting the horoscope gadget into his houses in Washington and Atlanta for tryouts.

Lobby bump-reader will be fortified by character analyses of local prominent.

Traction Co. Tieup

Trenton, N. J. Trenton Traction Co. and Clancy theatre management are combining to identify the theatre as the center of the city at night. The Stacy is offering free admission two nights a week if weekly trolley pass is presented. The offer is upon purchase of single admission.

R. I. Virtually Dodges New Tax; Exempt to 50c

Providence, April 18. Efforts of Rhode Island exhibitors to bill a state tax on amusement tickets materialized, here last week when they succeeded in having the legislature amend the so-called tax relief bill so as to exclude theatre admissions up to 50c. The bill as approved by the General Assembly calls for a 10% tax on all amusements over 50c, thereby leaving all picture houses throughout the state in the clear.

Three local houses have top prices up to 75c, but this top includes only a few low seats in each house. Theaters which therefore pay the tax themselves rather than pass it on to the public.



"WILL BE A SMASHING NEW YORK'S GREAT PAPERS

"A very human affair that pulls enough heart strings to insure its success on a very large scale. Will be a smashing box-office success."

C. P. Hammond, New York Post

"BRILLIANT PERFORMANCES

"A triumph for Fannie Hurst. Marvelously genuine in its atmosphere and sincerity."

William Boehnel, N. Y. World Telegram

"Rich in human interest."

Rose Pelswick, N. Y. Evening Journal

"TRIUMPH FOR FANNIE HURST."

"A finely made production carrying terrific audience appeal."

Julia Shawell, N. Y. Graphic

"Has simplicity of emotion that is truly touching."

Richard Watts, N. Y. Herald

"A deeply human story, powerful drama, natural comedy, inspired direction and unusually perfect casting."

Leo Meehan, Motion Picture Daily

**R · K · O
RADIO PICTURE**

Directed by GREGORY LA CAVA

DAVID O. SELZNICK Production

FANNIE HUR SYMPHONY OF

RICARDO CORTEZ ~ IRENE DUNNE ~

BOX-OFFICE SUCCESS"

BOW TO A GREAT PICTURE!

"One of the best cinematic feats I have ever seen. Brilliant performances by the whole cast . . . Mr. Cortez is incredible."

John S. Cohen, Jr., New York Sun

BY THE WHOLE CAST"

"Always sincere and effective."

Regina Crewe, N. Y. American

"A message worth considering . . . rivets the attention from first scene to the last."

Martin Dickstein, Brooklyn Eagle

MARVELOUSLY GENUINE"

"Every person was held to silence by the simple but effective unfurling of the narrative."

F. Mordaunt Hall, N. Y. Times

"Abounds in human interest. A tense and throat-hurty picture which gets you."

Irene Thirer, N. Y. Daily News

"Strong human interest. Story highlighted by exceptional performances. Should click big."

Don Gillette, Film Daily

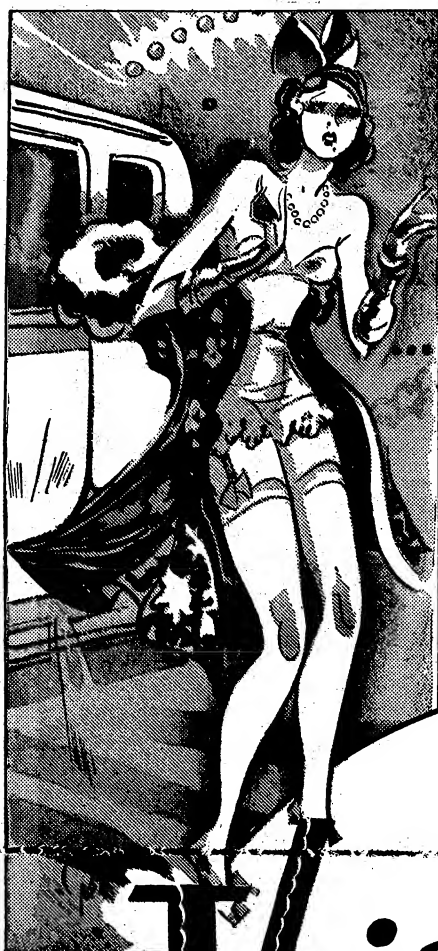
**ST'S GREAT STORY OF
A GREAT CITY**

**NOW PLAYING
TWO-A-DAY
GAIETY THEATRE, N. Y.
THE PICTURE EVERY EX-
HIBITOR IS WAITING FOR**

SIX MILLION

GREGORY RATOFF

ANNA APPEL



*It's NEW!
It's ORIGINAL!
It's Different!*

"One of the brightest, sauciest, sophisticated comedies yet offered! Each player provides just the right note in a farce that sparkles with frivolous gaiety!" —N. Y. AMERICAN

"Clever farcical incidents, intriguing melodies... intelligent fun that aroused constant chuckles and hearty laughter. Beautifully photographed." —N. Y. TIMES

"Mixture of song, sophistication, satire and slapstick in a nifty, naughty, natty picture which will keep you merry-minded! Songs should be radioed. Pictorially beautiful film." —N. Y. NEWS

"DAMITA charming — by far her best performance. YOUNG is brilliant. Thelma Todd and Cary Grant do well. An excellent production!" —N. Y. SUN

"Roland Young and Charlie Ruggles irresistible. Splendid settings... expert direction." —N. Y. WORLD-TELEGRAM



"This IS THE NIGHT"

with

**LILY DAMITA • CHARLIE RUGGLES
ROLAND YOUNG • THELMA TODD
CARY GRANT**

Directed by Frank Tuttle. From a play by Avery Hopwood.
Adapted from "Pouche", by Rene Peter and Henri Falk.

Paramount

"HABAME, YOU HAVEN'T ENOUGH
ZIP IN YOUR CLOTHES!"
"YOU MEAN I SHOULD WEAR ZIPERS"



"OH! HOW THEY LOVE TO PONDLE A
IN A GLIDING UONDOLE"



"LOOK, HE'S GETTING NEAR
ON YOUR WHEELS!"
"HE'S TALKING FOR YOU!"



Comparative Grosses for March

(Continued from page 10)

NEWARK, N. J.

	March 5	March 12	March 19	March 26
BRANFORD	Firman \$13,500 High... 5,500	Heart of New York \$11,200	Chan's Chance \$8,000	Alias the Doctor \$12,000
STATE	Lovers Courageous \$13,000 Low... 11,500	Arrowsmith \$18,000	Greeks \$14,000	Arsene Lupin \$18,000
RKO	Lady with Past \$13,000 Low... 7,000	Law and Order (Texas Gulnan on Stage)	Ladies of the Jury \$12,000	Lost Squadron \$19,000
CAPITOL	Mata Hari and Menage \$4,000	Champ and Men in Her Life \$5,000	Cheaters at Play and Cock o' the Air \$5,000	Emma and Police Court \$4,800

BALTIMORE

	March 5	March 12	March 19	March 26
CENTURY	Wayward \$18,500 High... 9,000	Dancers in the Dark \$19,000	Wiser Sex \$16,500	Are You Listening? \$25,000 (Stoopnagle and Budd on Stage)
STANLEY	Broken Lullaby \$17,000	Tarzan \$25,200	Polly of the Circus \$17,500	Man Who Played God \$18,000
WALLENIA	High of Monte Carlo \$11,000 Low... 1,800	Shanghai Express \$2,700	Cock o' the Air \$2,800	Tarzan \$2,800
KEITH'S	Final Edition \$15,000 (Charley Chase on Stage)	Big Timer \$12,000	Play Girl \$12,000	Showdown \$11,000
PARKWAY	Greeks \$4,000	Shanghai Express \$4,100	Broken Lullaby \$3,800	Tarzan \$5,400

KANSAS CITY

	March 5	March 12	March 19	March 26
MAIN STREET	Lost Squadron \$17,400 High... 5,000	Impatient Maiden \$14,500	Silent Witness \$14,000	Girl Crazy \$15,000
LOEW'S MIDLAND	Arrowsmith \$16,500 High... 7,800	Arsene Lupin \$16,400	Greeks \$13,200	Tarzan \$20,000
NEWMAN	Business and Pleasure \$5,000	Broken Lullaby \$5,000	Alias the Doctor \$5,000	One Hour with You \$5,000
LIBERTY	Strangers in Love \$4,100	Dancers in the Dark \$4,500	After Tomorrow \$3,500	Disorderly Conduct \$4,000

WASHINGTON

	March 5	March 12	March 19	March 26
LOEW'S STATE	Arrowsmith \$10,000 Low... 8,000	Arsene Lupin \$14,000	Dancers in the Dark \$10,000	Tarzan \$18,000
SAENGER	Strangers in Love \$11,000	Greeks \$10,000	Business and Pleasure \$10,000	Alias the Doctor \$12,000
ORPHEUM	Forbidden \$9,000	Lost Squadron \$9,000	Ladies of the Jury \$7,800	Girl Crazy \$8,200
STRAND	Charlie Chan \$2,400	Blonde Crazy \$2,200	Wayward \$2,100	After Tomorrow \$1,900
TUDOR	Fireman \$2,400	Gay Caballero \$2,000	Disorderly Conduct \$1,600	Broken Wing \$1,700

NEW ORLEANS

	March 5	March 12	March 19	March 26
LOEW'S STATE	Arrowsmith \$10,000 Low... 8,000	Arsene Lupin \$14,000	Dancers in the Dark \$10,000	Tarzan \$18,000
SAENGER	Strangers in Love \$11,000	Greeks \$10,000	Business and Pleasure \$10,000	Alias the Doctor \$12,000
ORPHEUM	Forbidden \$9,000	Lost Squadron \$9,000	Ladies of the Jury \$7,800	Girl Crazy \$8,200
STRAND	Charlie Chan \$2,400	Blonde Crazy \$2,200	Wayward \$2,100	After Tomorrow \$1,900
TUDOR	Fireman \$2,400	Gay Caballero \$2,000	Disorderly Conduct \$1,600	Broken Wing \$1,700

PITTSBURGH

	March 5	March 12	March 19	March 26
DAVIS	Silent Witness \$2,500	Cheaters at Play \$2,500	Final Edition \$2,500	Rue Morgue \$4,000
FULTON	Working Girls \$5,500	Business and Pleasure \$7,000	Two Kinds of Women \$6,000	Beast of the City \$8,000
HARRIS	Ladies of the Order and One Man Law \$2,500	Law and Order \$2,700	Secret Witness and Sally of the Subway \$2,200	Police Court and Fame Street \$2,500
STANLEY	Impatient Maiden \$18,000 Stage Show	Lost Squadron \$20,500	Behind the Mask \$17,000	Alias the Doctor \$26,000 (Benny Rubin and Jack Haley on Stage)
PENN	Broken Lullaby \$18,000 Stage Show	Polly of the Circus \$23,000 (Art. Tracy on Stage)	Arsene Lupin \$23,000	One Hour with You \$22,000

SAN FRANCISCO

	March 5	March 12	March 19	March 26
FOX	Business and Pleasure \$23,000 (6 days) Stage Show	Beast of the City \$33,000	After Tomorrow \$23,000	Arsene Lupin \$33,000
WARFIELD	Polly of Circus \$48,000 Low... 8,200	No One Man \$17,000	Gay Caballero \$17,500	Dancers in the Dark \$16,000
PAR-AMOUNT	Shanghai Express \$21,000 Low... 6,200	Shanghai Express \$11,000 (2d week)	Strangers in Love \$10,000	One Hour with You \$18,000
GOLDEN GATE	Maker of Men \$12,000 Vaude	Nice Women \$10,000	Carnival Boat \$11,000	Menace \$11,000

CINCINNATI

	March 5	March 12	March 19	March 26
ALBEE	Charlie Chan \$35,500 Low... 17,000	Corsair \$24,500 (Mitzel Green on Stage)	Business and Pleasure \$20,000	Are You Listening? \$23,500
PALACE	Lost Squadron \$28,100 High... 8,000	Broken Lullaby \$14,000	Hotel Continental \$12,000 (Low)	Alias the Doctor \$12,000
CAPITOL	Millionaire \$9,000	Dancers in the Dark \$8,500	Play Girl \$9,500	One Hour with You \$16,700
LYRIC	Arsene Lupin \$23,500 Low... 5,000	Arsene Lupin \$7,500 (2d week)	After Tomorrow \$7,800	Disorderly Conduct \$5,500

PROVIDENCE

	March 5	March 12	March 19	March 26
STATE	Arrowsmith \$14,500 High... 8,000	Arsene Lupin \$14,800	Passionate Plumber \$12,300	Tarzan \$18,500
PAR-AMOUNT	Shanghai Express \$9,400	Dancers in the Dark \$7,500	Hell's House \$4,000 (Low)	One Hour with You \$11,800
RKO	Final Edition \$9,800 Vaude	Behind the Mask \$15,500 (Paul Whiteman on Stage)	Impatient Maiden \$11,000	Girl Crazy \$10,700
FAY'S	Graft \$7,800 Sue Carol and Nick Stuart on Stage	After Tomorrow \$7,500	Police Court \$5,200	Beauty and the Boss \$7,500

PHILADELPHIA

	March 5	March 12	March 19	March 26
MASTBAUM	Lady with a Past \$47,000 Stage Show	Shanghai Express \$47,000	Polly of the Circus \$38,000	Alias the Doctor \$43,000
EARLE	Wayward \$15,500 Low... 17,000	Carnival Boat \$10,000 (Low)	Heart of New York \$18,000	Big Timer \$20,000
FOX	Millionaire \$13,800 Low... 8,000	After Tomorrow \$12,000	Shop Angel \$10,500	Disorderly Conduct \$10,500
STANLEY	Broken Lullaby \$12,000 (2d week)	Lost Squadron \$19,000	Lost Squadron \$12,000 (2d week)	Hatchet Man \$22,500 (10 days)

MINNEAPOLIS

	March 5	March 12	March 19	March 26
MINNE- BOTA	Business and Pleasure \$15,500 (New Low) Stage Show	Strangers in Love \$15,000 (El Brendel on Stage)	Alias the Doctor \$24,800	One Hour with You \$26,400
RKO	Hatchet Man \$10,000 Vaude	Lost Squadron \$18,000	Prestige \$9,500	Girl Crazy \$12,000
STATE	Polly of the Circus \$7,000	Dancers in the Dark \$5,800	Disorderly Conduct \$6,300	Fireman Save My Child \$5,500
LYRIC	Cheaters at Play \$7,000 Low... 1,200	Beast of the City \$4,800	Wayward \$3,500	Last Edition \$3,400

PORTLAND, ORE.

	March 5	March 12	March 19	March 26
PARA- MOUNT	Strangers in Love \$22,500 Low... 5,000	Arsene Lupin \$12,000	Sky Devils \$11,500	One Hour with You \$12,500
RKO	Panama Flo \$5,400 (New Low) Vaude	Lost Squadron \$12,700	Impatient Maiden \$9,100	Girl Crazy \$10,000
MUSIC BOX	Taxi \$5,000	Fireman \$5,800	Old Man Minick \$5,000	Alias the Doctor \$6,000

INDIANAPOLIS

	March 5	March 12	March 19	March 26
INDIANA	Strangers in Love \$10,000	Broken Lullaby \$17,000	Lady with a Past \$17,500	Showdown \$25,000 (Ted Lewis on Stage)
PALACE	Arrowsmith \$5,000 (High)	Sky Devils \$6,500	Passionate Plumber \$6,000	Arsene Lupin \$7,500
LYRIC	Gay Caballero \$8,000 (Low)	Expert \$9,500	Unexpected Father \$8,000	Disorderly Conduct \$9,000
CIRCLE	Behind the Mask \$7,000 Low... 4,000	Dancers in the Dark \$6,000	Wiser Sex \$5,000	Lost Squadron \$5,500
APOLLO	After Tomorrow \$7,000	Business and Pleasure \$6,000	Play Girl \$6,000	Impatient Maiden (Low)

6 DIVISION HEADS IN RKO THEATRE LINEUP

RKO's new theatre department set-up, involving the creation of six operating divisions, provides for the splitting up of each division with district heads in charge.

N. J. Blumberg, who becomes division director of the territory governing New York City, Boston and upstate New York, will have under him six division managers. The heads and their districts are Harry MacDonald, Boston; Lou Golding, Albany; J. Brennan, New Jersey; and Russel Emde, Joe Lee and Charlie MacDonald, New York.

Ike Libson's division, covering the state of Ohio, will be subdivided three ways under Charles Firnkoes, Cleveland; Max Halperin, Cincinnati; and Arthur Freudenfeld, Detroit and Toledo.

Under Aschley Levy, whose division takes in Chicago and Minneapolis, will be William Elson, Chicago, and Morgan Ames, Minneapolis.

Division managers under Cliff Work on the Pacific Coast are H. Goldenburg and Homer Gill. The Interstate division in the south, under Charles Keomer, and the Canadian territory under J. Franklin, have not as yet been subdivided. Frank Zeisel is handling personnel.

Among recent theatre department letouts, including house managers as also ad and publicity men, are the following: Harvey Watkins, Ben Thompson, Alton B. Cook, Sam Rydell, Mary Healey, Gardner Wilson, R. E. Smith, Ray Nash, Tom Powell, Charles Cartmell, J. E. Rieder, A. M. Roy and T. R. Gamble.

Sun. OK in Kan.

Kansas City, April 18. Judge Frank R. Forrest did not mince words in denying an application for an injunction to stop Sunday picture shows in Iola, Kan., and Iola County Attorney Frank W. Taylor, who sought the injunction and the ministers of the city for coming into court with "unclean hands."

During the hearing Judge Forrest asked the clergy attorney if he did not know that filling stations were operated on Sunday; that drug-

businesses were being operated on Sunday in violation of both the Sunday labor laws of the state and the laws prohibiting sales of merchandise on Sunday. The court alleged "unclean hands" because they did not demand the Sunday closing of the other businesses.

RED SIGNALS

Joe Bernhard's Weekly Check Idea on WB Houses

A danger signal is being introduced for the Warner theatres by Joe Bernhard, operator. It will work in conjunction with a weekly check of the entire circuit. Piped charges are compared every seventh day with losses and if the red is met that rent and taxes cannot be met, the house is ordered closed. The Brothers have not found it necessary to close a theatre during the past six weeks.

Warners on B'way Dark Thru Lack of Product

Lack of product forced Warner Bros. into closing the Warner New York Sunday night (17). It will probably remain dark over the summer.

When a film shortage became acute about two months ago, WB turned the Warner into a second run house, taking product following the Strand and Winter Garden. That policy proved unprofitable.

Publix Out-Ins

Gus Grlat and Jack Chalmers, exploitation men, and Ken Long, artist, are further out in P. Bliz's re-alignment of advertising-publicity division under Arthur Moxer. Arthur Houseman, who resigned from RKO Saturday (16), joins Publix.

Houseman will work under Bill Dwyer on exploitation campaigns. Ralph Lund introduced in RKO moving over from the Radio pictures press book department.

Dick Chenault and Bufort Tune have been added to the Publix art department.

(Continued on page 29)

33 1/3% ABOVE

NORMAL WEEK'S BUSINESS!

TODAY *that's* BUSINESS!

MONEY TALKS—
and at the Fox Theatre
Washington, D. C.

NOT ONLY DID THE BOX OFFICE
HUM BUT THE S. R. O. SIGN WAS
USED OVERTIME!

No Wonder It's the Talk of Washington!

AMATEUR DADDY

with
WARNER BAXTER
Marian Nixon

Being one of the BEST ENTERTAINMENTS
of the Season . . .

FOX PICTURE

with YOUR SHOWMANSHIP it will

**REPEAT THE WASHINGTON
LANDSLIDE AT YOUR THEATRE!**

LOVE AFFAIR

(Continued from page 16)

press book, was the first short story by Miss Parrott. It was published and later included in the Anthology of the World's Best Short Stories, adds the press book. On the screen, however, it does not stack up very well.

A financial adviser to the heiress heroine, who becomes involved in the triangular aspects of the story, with himself heavily on the make for the girl is played by Hale Hamilton. When the refusal of proposals seem to hinge on the determination she will not marry until broke, the adviser announces that is the true state of her financial condition.

Hero aviator is thrown into the triangle through the financial adviser's interest in his airplane motor and through an affair in which his sister is involved. Somewhere he engages in a discussion about the sister results in the heroine's jump into the breach by declaring she and the aviator have had an affair, girl thinking this way out.

What looks like an unhappy ending with the girl going to the flying field to make her first and last flight alone, turns the other way when the b. f. jumps into the plane with her, just in time. Some exceptional stunt flying is involved in the final stretch of celluloid.

Sound reproduction and photography up to standard.

LES AS DU TURF

(“Race-track Winners”) (FRENCH MADE)

Paramount production and release. Made in Joinville by Saint Granier and Marc Kelly. Directed by Serge de Poligny. Music by Boris-Clerc. Recorded Western Electric. Running time, 86 mins. Paramount, Paris.

Well received, and, for the provinces, a sure hit. It is slightly padded in the end to obtain the long footage wanted on provincial programs.

It is a gross farce, starring Pauley and Dreaun, popular stage comedians, in a team somewhat reminiscent of the Laurel and Hardy pattern. Pauley being exceedingly fat and Dreaun thin. Story, full of gags, gets no end of laughs. It is anything but subtle, and is made primarily for the mob in the same

vein as Natan's “Resquiller” or “Bande a Boule”. Story shows a pair of cheerful race-track bums falling in love with two dressmaking frills. They start broke, and unwittingly invest their winnings in a race horse, which wins them enough money to marry their beauty, despite the wily tricks of a knavish bookmaker, assisted by an equally knavish restaurant keeper who tries to steal their horse.

Direction, technique, photo and sound okay. Music sufficient. Tempo irregular.

The Pauley and Dreaun combination is very successful. Barancey as the restaurant man is a amusing tough. Balance of cast, including the femmes, mere support, with Josiane's pretty face pleasant in contrast to the men's ugly mugs.

LE SERGENT X

(“Sergeant X”) (FRENCH MADE)

A Glor film production. Once released. Starring Ivan Mosjoukine. In cast featuring Sany Vernon, Bill Bookette, Suzanne Stanley, Colette, Antoine de Roover, Jean Angely. Directed by Striebeck. Scenario by Lehoucq. Running time, 87 mins. Gaumont Palace, Paris, April 1.

Made in French, English and German at the same time in Morocco, with mixed casts sometimes necessitating an assistant replacing an actor.

Story is all about the Foreign Legion, which is a pretty international crowd, thus encouraging foreign accents. This permitted Ivan Mosjoukine, a Russian, locally famous in silent days, to get his first break in talkers. He does remarkably well in the title. He characterizes a Russian officer, reported dead, who later finds his wife has married a French officer and decides to disappear for good by enlisting in the Foreign Legion. Later on the French officer and his wife turn up, and the Russian performs heroics when the fort is attacked by Arabs.

From the military point of view there may be few technical mistakes, but film better than any other so far shows the spirit of the Foreign Legion and gets considerable applause. Other parts are mere support for Mosjoukine, who outshines them all. Sany Vernon as the femme is distinctly better than usual. The French version is a distinct asset for the Osso selling force.

Good out of doors and spirit of North Africa vivid. Musical side not so satisfactory, especially considering that the Russian and German element in the Foreign Legion form an excellent choir. Medi-

THE WATER GYPSIES

(BRITISH MADE)

London, March 25. Associated Talking Pictures production, in conjunction with R.O.F. Distributed by Radio Pictures in England. Directed by name by A. P. Herbert. Leading players: Ann Todd, Sari Maritza, Richard Bird, Francis Lobb, Leitch, J. J. Lee. Running time, 50 minutes. Recorded RCA sound-on-film. Censor certificate A. Reviewed Phoenix Theatre, London, March 21.

A curious idea got round about this before its showing. It was voted a dud, and even Radio Picture department did little to put away the theory.

Yet on the trade show the reviewers had a surprise. The picture is a leisurely piece of work which suggests having been drastically cut. But the interest values for English audiences are there, and the picture should do business in the best type of places.

A. P. Herbert's book was admittedly a fine piece of work, and much more could have been made of its film version. The subtle characterizations are missed; the perky atmosphere is lacking; the tender contrast of canal life and Bloomsbury is entirely lost.

The story has naturally suffered in its severe cutting, and the two sisters, Ann Todd and Sari Maritza, get no chance of suggesting the social conflict which is penning them down on a barge home in the London river basin.

Equally, the dog-racing sequences and the laudicrous canal sequences lack significance.

The playing, once again taking the severe cutting into account, is quite acceptable, the two girls being adequate if not compelling. Richard Bird and Frances Doble are satisfactory and smaller roles are well filled.

The atmosphere of riverside life is poorly conveyed and the entire background, so significant in the book, has been slighted in the film. On the other hand, the touches of reality which creep in keep the interest up.

GOLDEN MOUNTAINS

(RUSSIAN MADE)

Sovarkino production released through Amkino. Directed by Sergei Yutkevitch. Scenario by A. Mikhailov and V. Nepryadva. In the cast: Boris Pasternak, V. Korvin-Krukovsky, E. Fedosin, E. Tsin, S. Shchukin, Y. Karamova. At the Cameo, N. Y., beginning April 14. Running time, 86 mins.

Strictly for the little theatres that accept anything and pretend to like it because it is continental. “Golden Mountains” is a disappointment in many ways. Aside from all of that

it is decidedly overdrawn. At least 30 minutes can be sheared off the running time.

Of all the propaganda that has been incorporated in these Russian importations, the least veiled is presented in “Mountains.” The story is antique in outline and kindergarten in filler. Were it not for Sovkino's always impressive dark photography and those native faces which, in themselves, never fail to attract any man with imagination, why “Golden” would be a total wash-out.

The story this time, instead of dealing with the least veiled of one vacillating individual. He succumbs to the iron system of the czar, and yet, when he fails to join the movement, the money rule uses him as a pigeon. Boris Pasternak has this role. It is a difficult one and Boris handles so excellently that at times the bromide propaganda theme takes on conviction and seems to be heading for an original stroke.

Even Russia now concedes that the happy ending must be recorded or else the leading character must be given heroic adjustment in the finale. That is what happens in “Mountains.” Boris turns to insanity after attempting the life of a worker pal. From then on he does everything, from blowing the whistle to leading the strike troops.

Korvin-Krukovsky as the foreman impresses mostly with his vast size. He has little to do except to make faces, and the brutality with which he is credited is evidenced only once when he slaps a lawbreaker.

Throughout the picture Russian dialog is interspersed. Silent English lines are superimposed upon some of the action.

DAS BLAUE LICHT

(“The Blue Light”) (GERMAN MADE)

Leni Riefenstahl Studio production and Asia release. Co-production by Leni Riefenstahl, Bela Balazs and Hans Schneeberger. Music, Giuseppe Becce. Production management, Kurt Eichhorn. Castings, Leopold Blumberg. Sound, Dr. Bittschies. Released by Ufa. Librarian, Recorded on Tobis Klangfilm. Casts: Leni Riefenstahl, Bela Balazs, Hans Schneeberger, Matthias Wiemann, Franz Malsdoede, Maria Mair and the Barn Bailey peasants. Running time, 77 mins. At Ufa Palace and Zoo, Berlin.

This picture could have been a worldwide hit but story appeal was ignored. The story does not grip and it is the photography, beautiful in the extreme, and fine production that carry the subject.

Even Arnold Fanck's pictures do not show such photography. Hans Schneeberger, Fanck's old com-

Behind Stone Walls

Action Picture production and release featuring Robert Elliott, Priscilla Dean, Eddie Nugent and Ann Christy. Book, Ella and George Chesbro also in cast; story and scenario by Geo. B. Satis. Directed by Frank Strayer; supervised by Cliff Bruchman; by Byron Robinson; recorded by Earl Crain. At Loew's New York theatre, one day, April 15, as one half of a double bill. Running time, 58 mins.

Several competent players struggle to give interest to this story, but the author has failed to throw proper interest to the theme, and so the story falls because of the tedious unreel of feeling that the sacrifice made was not justified.

Plot revolves around the second wife of a district attorney, who cheats. She visits the man who has grown tired of her, and when he arouses her anger, she shoots him. Her stepson comes on the scene as she is leaving. Believing himself to be her son, and thinking of the shock to his father, he gets her out of the place and shoulders the crime. When he refuses to explain his father prosecutes him and he gets a life sentence. A pal of the dead man shakes her down for the inevitable letters, and she pulls a gun on him when he refuses to deliver. Her husband appears, summoned by the former fiancée of the son, and in the struggle he shoots her. He is tried and acquitted, and of course the son is released, and then the father at the trial.

It's too much bother about a no-account woman, and consciously or otherwise, the spectator feels this. Greater stress on the reason for the sacrifice might have helped, but the technical development is not brilliant. The one achievement is the omission of the first trial in its entirety and the reduction of the second to a minimum.

Robert Elliott does nice work as the father, smooth and unharried and scoring his points nicely. Eddie Nugent does very well with the boy, and at one or two points scores strongly. Priscilla Dean overplays, apparently by direction, and Ann Christy is given a typical lugenue part which offers small opportunity. The mounting is adequate, but the lighting is frequently poor, which hurts the photographic quality. Sound is often harsh.

“Walls” can get over as a single in B theatres where there is an acute shortage of shorts. It will need supports from the shorts.

RADIO'S \$3,000 STORY

Radio has purchased the film rights to Stewart Palmer's “Penguin Pool Murder” for the new season's lineup. Sale price reported at \$3,000.

A Conspiracy of Ignorance



VARIETY Muggs

(A Bery of Alleged Critics Who Sleep with Their Shoes On and Spell Out Polysyllabics with One Finger Holding the Place in the Dictionary)

Introducing to the “Variety” Muggs—
(But not pleased to meetcha)

GROVER JONES

AND

WILLIAM SLAYENS McNUTT

who write for Paramount and wouldn't mind being properly credited once in a while

These Illiterate Upstarts Are the Authors of Those ‘Variety’ Film Reviews That Are Famous for Omitting All the Essential Details.

Actors—Directors—Writers—Sweat and Strain and bring forth and these muggs are so busy trying to make the dame in the next loge seat they only see half the picture.

IT PAYS TO PROMOTE!

Here's another example of M-G-M's helpful service to theatres. We urge you to get behind "NIGHT COURT" just as we urged you to promote "Tarzan, The Ape Man." Here's how the State Theatre in Boston promoted "Night Court" to record business!

A FEW of many things that got THE DOUGH in Boston!

(You can do it, too!)

1. Thrilling trailer that told them about "Night Court" a week in advance!
2. House-front decked out with valance.
3. Enlarged thrill-ad No. 5 outside theatre.
4. Used extra ad space. Note selling campaign on this page.
5. Street car dash cards. Window cards.
6. Furnished 66 country papers with publicity.
7. Special ad run by paper free following Mark Hellinger's daily syndicated column.
8. Newspaper contest: "What Would You Do If You Were Judge?"
9. Promoted 40-piece band for opening night.
10. Tie-up with local dicta-phone company.
11. Radio publicity on angles of picture affecting local public.
12. Lux tie-up with 1-sheet posters of Anita Page endorsement.
13. Posters, snipes covered town.
14. Fire siren on advertising truck.
15. Monster balloon and 12-foot banner illuminated.

—And Many More Ideas,
All in M-G-M's
Showmanship Campaign
Book! Ask for it!

Ad No. 4

"I LOVED MY HUSBAND MORE THAN LIFE... they came when he was away... I was innocent... they framed me!"



NIGHT COURT

IT'S A TRUE STORY taken from real life!

When Metro-Goldwyn-Mayer bought this true-life story by Mark Hellinger and Charles Behan, the producers realized that for the first time in many months a story, vital, thrilling idea had come to a picture. In typical M-G-M manner this eagerly awaited story has been made into a mighty screen entertainment. The highest hopes of its producers have been realized!

Do you spend most of your time thinking about the things that could happen to you? You will live through exciting screen drama within your memory, laugh at its gayty, gasp at its thrills, and be touched at its glory. Here are four films out of Hollywood, with such power!

Thank these STARS for the year's big screen

Walter HUSTON — Phillips HOLMES — Anita PAGE — Lewis STONE

Starts FRIDAY

3 col. x 175 lines

Ad No. 5

"I am INNOCENT I tell you... I never saw the man in my life!"



FRAMED!

Can such things be? You'll be intensely interested in this shocking story of a happily married young couple whose lives are suddenly shattered by the villain! A husband who looked his fish with his face! A cooked lady who was framed not through the Third Degree but by his intended victim! Packed with thrills!

Thank the STARS for a GRAND film!

Walter HUSTON
Phillips HOLMES
Anita PAGE
Lewis STONE
Jean HERSHOLT

JOHN MILJAN — TULLY MARSHALL

Directed by W. S. Van Dyke
From the story by Mark Hellinger and Charles Behan

Mr. C. G. Wynn-Mayer proudly offers its new hit!

NIGHT COURT

TODAY! STATE

4 col. x 184 lines

Ad No. 3

"BELIEVE ME IF YOU LOVE ME... I did not sin!"



NIGHT COURT

You will applaud these STARS

Walter HUSTON
Phillips HOLMES
Anita PAGE
Lewis STONE
Jean HERSHOLT

Directed by W. S. Van Dyke
From the story by Mark Hellinger and Charles Behan


Starts FRIDAY

2 col. x 134 lines

Ask M-G-M
for these ads
(at cost of
manufacture)

Ad No. 2

THEY WERE SO HAPPY... the two loved ones... and then she was framed by the agents of the Night Court!



NIGHT COURT

IT'S FROM TRUE LIFE!

Starts FRIDAY

2 col. x 115 lines

METRO-GOLDWYN-MAYER

They back up your promotion with Great Pictures!

ALLIED SET FOR ADV. CAMPAIGN IN CHICAGO

Chicago, April 18. Local Allied organization, under the direction of Aaron Saperstein, is going ahead with the long-proposed campaign to make Chicago Allied-conscious and to tell the local public the difference between the indie group theatres and the circuit spots. Will next week start stamping out a flock of small metal plaques to be posted in front of the boxoffice of each Allied theatre. Distinguishing signs will state that the house is an "Allied Home-Owned Theatre." This is the idea decided upon at the conclusion of the Allied national convention here last year. This plaque business is understood to be the first step in a city-wide campaign of advertising to be followed locally by Allied in an attempt to bolster the slumping boxoffice of the indie spots. It is also figured that the plaque notion is the initial public statement of the incipient Allied circuit, the signs and ads to gently awaken the public to the idea of a circuit under that label.

We Are Honored To Be Part of Frank Cambria's 1st Loew Unit "Three Screens"

MITCHELL and DURANT
CHANEY and FOX
JOSEPH GRIFFIN
AL NORMAN
STELLA POWERS

FRANK CAMBRIA

AFTER COMPLETING 12 YEARS WITH
BALABAN AND KATZ
AND PARAMOUNT-PUBLIX

NOW
PRODUCING FOR
LOEW'S DeLUXE THEATRES

First Unit
This Week (Apr. 15)

"THREE SCREENS"
CAPITOL, New York

Thanks to
LOUIS K. SIDNEY

DAS BLAUE LICHT

(Continued from page 25)

radio and co-worker, surpasses himself. He creates film effects approaching fine pointings. The story tells the legend of Jutta, called a witch in her country village. She is the only one able to climb the Monte Christallo, which has cost the lives of many young peasants so that the countryside believes the peak is bewitched until a young painter from the town who falls in love with Jutta follows her up the mount, discovers a big cave of crystal and has it exploited by the peasants. Jutta, in despair that her secret is out, commits suicide, jumping into the abysses. Lend Riefenstahl, both director and actress, is weak in both capacities. In directing she is lost in repetitions. The excellent music of Giuseppe Becce, reproduces in musical pictures the harmony of the mountain. The sound on Tobis-Klangfilm is good. The production company should realize the business failure of this picture. *Mogana*

NEW ENGLAND HAVING SUPPER SHOW TROUBLE

Boston, April 18. Plenty of complaints in the New England district over houses playing vaudeville due to the difficulty of laying out the program to give what patrons consider proper alternation. Squawks concern playing the feature through twice on the supper hour swing. Later is regarded as helpful in chasing the patron who comes on the smaller afternoon admission intending to remain for the early night show. If he cannot stand the feature twice he walks, and sore because he hasn't seen the stage show. Most managers regard the layout as a necessary evil, only the RKO Albee, Providence, warning the patron he'll have to see the film twice if he waits for the vaude. One showman has solved the problem by shutting down between 5 and 6 p. m. Comparison with receipts of opposition houses show even receipts, in spite of the lost hour, and no disgruntled customers.

Farmer-Exhibits

Minneapolis, April 18. Arthur Fahland and Howard Friese of the school of agriculture at the University of Minnesota are financing their education to become farmers by operating a picture theatre in Pine Island, near here. The theatre is open on two nights each week-end. The managers drive from school to Pine Island between classes so that the show may go on.

PUBLIX-SKOURAS MAY SPLIT UP TERRITORIES

On return to New York of Spyros and Chas. Skouras the brothers will go into a huddle with Publix with a view to working out deals divorcing the two chains from operation in spots where they conflict. Either Skouras or Publix must abandon situations which do not provide room for operation by both. There is seen as one which will closer cement Publix and the Skouras Bros. on theatre operation as it concerns both chains. The Skouras are 50% partners of Publix in the Atlantic States setup of around 20 houses in New Jersey, Pennsylvania and Virginia.

Preliminary plans for all territories in which Publix and Skouras conflict have gone no farther than a discussion with Skouras and a request that Spyros look the situation over generally. In F-WC towns which Publix invade. No pooling arrangements of any kind have been started in advance of Skouras' return to New York, scheduled for April 25, when he will report to Publix.

Seattle, April 18. Policy changes follow in the wake of Skouras Bros. visit to Seattle. Paramount (Fox) on May 1 abandons its double feature \$50 top plan, which just couldn't get going; will alternate big pictures with Fifth Ave. Jules Buffalo band goes from Fifth to Paramount.

Fanchon & Marco will book in two vaude acts weekly especially for Paramount; other acts to be booked locally by local F&M bookers. F&M regular units. Plan afoot to spend around \$100,000 to revamp Coliseum into a real theatre with 1,500 capacity. Location is best in town but design of seating is bad. While rebuilding the second run pix will go into the Fox (2,100 seats), which has been dark for some time.

Frank Newman, oldtime friend of the Skourases, is personal rep for them over the div. mgrs., Robert Frost (Washington), J. J. Parker (Oregon) and Will Steege (Montana and Idaho). Newman will float around from one spot to the other. Terry McDaniel, city manager, will concentrate on the Paramount as manager there, the city mgr. plan for Seattle being out. More leeway and responsibility given to each house mgr. on bookings, exploitation, etc.

Los Angeles, April 18. Reeves Espey, from St. Louis, is to handle all the Fox-West Coast de luxe houses for Skourases.

Frank Newman makes the north-west territory for F-WC, replacing Robert Frost, who becomes district manager. Skourases cut F-WC ad budget from previous 15 to 5% on anticipated gross.

Don Jaycox, also from St. Louis, will oversee bookings here. Jaycox will begin with the San Francisco territory.

That Oscar Oldknow may remain with the F-WC organization is a possibility. Spyros Skouras leaves here in two weeks for the east.

Make-Up Ass'n's Tiff

Los Angeles, April 18. Motion Picture Make-up Artists' Association, a professional organization of 65 make-up men, is after an injunction prohibiting the Associated Motion Picture Make-up Artists, Inc., Ltd., from using that name.

Make-up men who've been organized since 1927, squawk that the corporation is in the business of making and selling cosmetics, and that their 'make-up artists' are demonstrators. Perc Westmore as president of the studio artists signed the restraint petition.

Gyp Exhibs Employ Elaborate Gags To Chisel \$20 or Less on % Dates

Los Angeles, April 18. Percentage checkers for the exchanges are protesting various gags pulled on them by independent theatre operators who scheme to do a bit of chiseling on their percentage agreements.

Checkers making the territory are suspicious of every open-handed move the exhibitors make, figuring that somewhere in their friendly approach is a gyp.

One checker out of an L. A. exchange was asked by an exhibitor to help him regulate the ventilation fan. When the checker got into the loft of the theatre the exhibitor shook the fan and dropped a bucket of soot on him. Checker had to spend three hours in the office of the manager while his suit was being cleaned. By that time, the second show was on and the checker muffed the first two hours' checkup.

18-Hole Chisel. Another checker was invited to play golf with a theatre manager on his arrival in a northern California town. They played 18 holes and when they started for town the manager discovered his car was on the bluff. Matinee was over before they returned.

As far as house managers are concerned, most of the checkers are dyes. Checkers have discovered

that the managers like to load them up with liquor so that they will stay away from the b. o. One manager is known to have handed an exchange investigator a Mickey Finn which folded him for the whole day.

Exchanges say few of the indie exhibitors are out to gyp the exchanges but the few that are inclined that way stop at nothing. At most of the gyp houses the most they can go south with is from \$10 to \$20, but what chances they take and how far they go to knock down the few bucks is small business on a big scale.

Ohio Price Scrap

Columbus, April 18. Scrap looms here between Loew and RKO over the matter of admission price cutting.

The Libbon, divisional head for RKO, instituted the boxoffice chop with the Loew theatre department reported promising full retaliation.

FREDA SULLIVAN
Featured Dancer
With F. & M.
"STITCH IN TIME" Idea

...
Hello New York!
Thanks for the Welcome

My Gratitude to the
Industry and Public
LEO CARRILLO

(Reprinted from "Film Daily," April 14)

... WE'RE GLAD to note that Leo Carrillo is coming East for personal appearances... opening at the Paramount the 22nd... he's one of the few we've ever met from the studios... who can be put on any stage... and he will Deliver... as big a draw in Person as he is in Shadow... look 'em all over... and try to figure up how many Screen Celebs can stand the acid Stage Test... without injuring their film reps...

Opened April 15
For Publix Tour

Under Personal Management of

LEO MORRISON

JOSEPH GRIFFIN

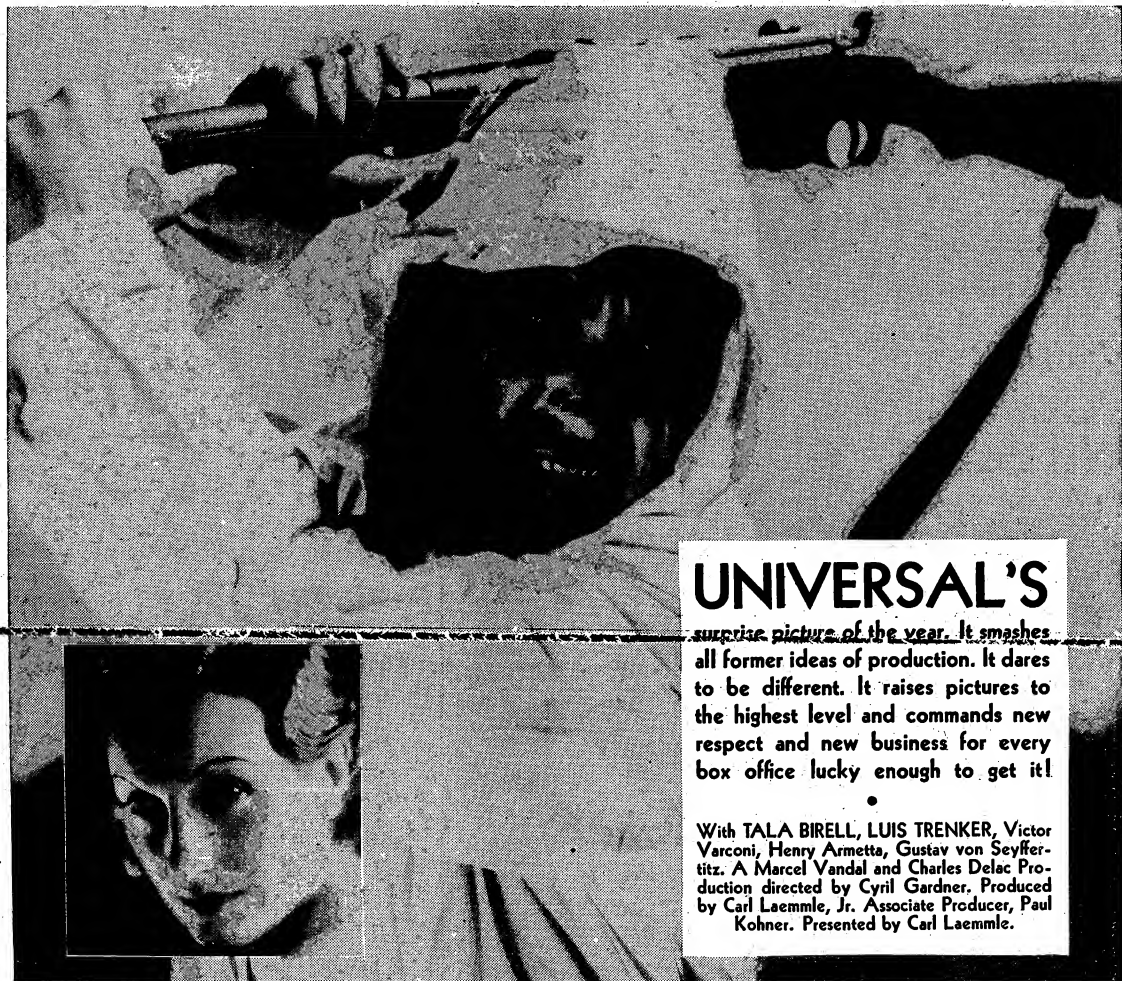
TENOR

NOW APPEARING (APR. 15)
CAPITOL, NEW YORK

After Three Consecutive Years at the
CHICAGO THEATRE AND SCHEFFER PEN-NBC

Dir.: WM. MORRIS-JOHNNY HYDE

"For the girl he adored and the land he loved, he fought like a fury let loose from hell"



UNIVERSAL'S

surprise picture of the year. It smashes all former ideas of production. It dares to be different. It raises pictures to the highest level and commands new respect and new business for every box office lucky enough to get it!

With TALA BIRELL, LUIS TRENKER, Victor Varconi, Henry Armetta, Gustav von Seyffertitz. A Marcel Vandal and Charles Delac Production directed by Cyril Gardner. Produced by Carl Laemmle, Jr. Associate Producer, Paul Kohner. Presented by Carl Laemmle.

The DOOMED BATTALION

THE PICTURE TERRIFIC!

Comparative Grosses for March

(Continued from page 28)

SEATTLE

March 5	March 12	March 19	March 26
FIFTH AVE. High... \$25,000 Low... 7,900	Business and Pleasure \$15,000	Polly of the Circus \$12,500	One Hour with You \$12,000
ORPHEUM High... \$32,000 Low... 6,000	Lost Squadron \$13,300	Ladies of the Jury \$8,000	Girl Crazy \$11,700
MUSIC BOX High... \$17,000 Low... 2,500	Man Who Played God \$4,800 (2d week)	Fireman Save My Child \$4,000	Greeks \$5,000
LIBERTY High... \$12,000 Low... 5,000	Morals for Women \$3,000 (4 days)	Continental \$7,100 (10 days)	Buckaroo and Pleasure \$5,600
			Hatchet Man \$4,500
			High Speed and Billboard Girl \$5,000

DENVER

March 5	March 12	March 19	March 26
DENVER High... \$27,700 Low... 7,000	Strangers in Love \$14,300	Union Depot \$14,400	Alias the Doctor \$15,400
PARAMOUNT High... \$22,000 Low... 3,500	Arrowsmith \$5,900	Wiser Sex \$4,300	Dancers in the Dark \$7,000
ALADDIN High... \$16,800 Low... 1,650	Millionaire \$5,000	Racing Youth \$5,000	Business and Pleasure \$2,900
ORPHEUM High... \$20,000 Low... 12,000	Lost Squadron \$15,800	Carnival Boat \$14,000	Prestige \$16,500
RIALTO High... \$4,500 Low... 2,500	Charlie Chan and Chance Town \$3,250	Cheaters \$2,700	Smart Women \$3,000

BOSTON

March 5	March 12	March 19	March 26
METROPOLITAN High... \$55,000 Low... 15,500	Strangers in Love \$24,000	Disorderly Conduct \$26,400	Broken Wing and Girl Crazy \$45,300
STATE High... \$40,000 Low... 10,000	Polly of the Circus \$20,000	Sky Devils \$12,000	Tarzan \$23,200
RKO KEITH'S High... \$41,200 Low... 6,140	Sunshine \$12,400	Explorers of the World \$6,140 (New Low)	Lost Squadron \$17,000
KEITH'S BOSTON High... \$23,000 Low... 15,000	Three Wise Girls \$22,500 (Whitman)	Carnival Boat \$16,300	Hotel Continental \$13,000 (New Low)

DETROIT

March 5	March 12	March 19	March 26
MICHIGAN High... \$53,100 Low... 16,700	Arsene Lupin \$26,300	Dancers in the Dark \$32,800	Alias the Doctor \$33,900
FOX High... \$50,000 Low... 18,000	'Tomorrow' \$23,000	Hotel Continental \$18,600	Cayaballero \$21,400
FISHER High... \$23,000 Low... 9,400	Fireman \$19,500 (Cliff Edwards on Stage)	Broken Wing \$11,100	Are You Listening? \$19,100
PARA-MOUNT High... \$40,100 Low... 5,000	Broken Lullaby \$9,000	Showdown \$9,900	One Hour with You \$21,500
UNITED ARTISTS High... \$39,000 Low... 5,500	Man Who Played God \$13,600	Man Who Played God \$9,900 (2d week)	Wiser Sex \$8,300

MONTREAL

March 5	March 12	March 19	March 26
PALACE High... \$32,000 Low... 7,000	Broken Lullaby \$11,500	Shanghai Express \$10,000 (2d week)	One Hour with You \$16,500
CAPITOL High... \$30,000 Low... 5,500	No One Man and Reckless Age \$10,000	Rue Morgue and Waxford \$11,000	Dancers in the Dark and Strangers in Love \$11,500
LOEW'S High... \$18,500 Low... 7,500	Passionate Plumber \$14,500	Beast of the City \$12,000	Fireman \$18,000
PRINCESS High... \$25,000 Low... 4,500	Pagan Lady and Deceiver \$6,500	Dishonorable and Deceitful \$6,500	Lost Squadron \$7,000
IMPERIAL High... \$6,000 Low... 2,000	Gay Caballero and Stepping Sisters \$2,300	House Divided and Ridin' for Justice \$2,300	Est Charmant \$3,500 (French-made Picture)

TACOMA

March 5	March 12	March 19	March 26
ORPHEUM High... \$18,500 Low... 2,000	Big Shot and Lost Squadron \$6,500	Woman of Monte Carlo and Lost Maiden \$6,500	Final Edition and Girl Crazy \$2,500
BLUE MOUSE High... \$1,850 Low... 1,850	Taxi \$1,850	Cock of the Father \$1,750	Greeks \$2,500

Musical

Minneapolis, April 18. George G. Baker had been grossing in the neighborhood of \$12 nightly at his Strand theatre, Britton, S. D., when, sensing the local appetite for musical films. Confronted by a shortage of new product of this type, he decided to play a return engagement of "Rio Rita" with which he opened the house two years ago. The picture jumped his gross from \$12 to \$125 for the single day.

POSTER EXCHANGES FORM NAT'L GROUP

Chicago, April 18. In an effort to fight the general war being started against indie poster outfits by the exchanges, an organization was formed here last week under the title of the National Poster Service Ass'n. Organization is slated to comprise all indie poster exchanges in the country. About 20 service outfits were represented at the meeting. Heading the group are George Aarons, understood to be the guiding hand in the move, and George Libros, poster exchange man from eastern Pennsylvania. Aarons is reported general counsel for the MPTOA group in eastern Pennsylvania. Also in on the deal is Col. Harry C. Texas, one of the southern Allied leaders. Known that the poster exchanges are ready to raise coin for a fight against the film exchanges which have started clamping down on the poster field. Led by Fox the exhibitors are demanding that the claim that the paper is merely being leased to the theatres and is strictly the property of the distributors. Feeling is that the film exchanges may take some of the indie poster outfits into court on claims of infringement on copyrighted posters.

Carson City's First Theatre in 10 Yrs. Opens

Carson City, Nev., April 18. After 10 years without a "top" picture house, this town, state capital of Nevada, gets a 280-seater renamed the Ritz and operated by Pat Stevenson former film salesman who has houses in Lone Pine, Cal. and Reno, Nevada.

Theatre has been open and shut more than a kid's jackknif, but this time it will be permanent, at least until the gold mines, reopened since the boom on glitter metal, are shut down.

Chi Board Finally Meets; Exchanges Shift Hours

Chicago, April 18. After a lay-off of about two months, the local members of the Film Board finally held a meeting last week. Understood that several of the exchange managers had to be introduced to each other, such a long time having passed since the last playover.

Big item proposed, voted upon and carried was the shifting of the opening and closing time for exchanges. Board finally held a meeting last week. Understood that several of the exchange managers had to be introduced to each other, such a long time having passed since the last playover.

Lowered Rental Holds Loew in Rochester

Rochester, N. Y., April 18. Loew's, Inc., successful in obtaining a lower rental for the Rochester theatre, will continue to operate. Court action and dispossession order by Greater Rochester Properties, Inc., of the theatre was dropped as soon as the agreement was reached. Yearly rental of \$165,000 is believed to have been reduced to \$500 a week.

Feigns Faint: Foils Yeggs Oklahoma City, April 18. An attempt to rob the boxoffice of the Blue Bird theatre was frustrated last week by Blanche Halstead, cashier. When three yeggs-men demanded the receipts, she pretended to faint, fallin, across the cash box which automatically locked. The men became alarmed and fled.

Cashier's Ruse Fails

Ft. Wayne, April 18. A well dressed band held up and robbed Marguerite Jones, cashier at the RKO Embury, Thursday night (14) of \$150, and escaped.

Cashier took her time handing over the money, thinking someone would come up to the window. One did - and was forced into the lobby at the point of a gun.

Second robbery for this theatre, \$2,000 being obtained last year about the same time.

CALL IN AD MEN

RKO has issued two weeks' notice to its advertising men in the field. Hereafter that chain's house managers will individually handle their exploitation and advertising.

ARIZ. STUDIO PROJECT UP AGAIN AT PHOENIX

Phoenix, April 18. Col. C. H. Rutherford, counsel for and stockholder of the Arizona Pictures, Inc., plans the construction within the next few months of a studio within nine miles of Phoenix. Intended to produce comedies and westerns at the new plant.

The concern, incorporated for \$1,000,000 two years ago by local men, has been dormant since that time. Corporation owns 160 acres near the Arizona Biltmore hotel. It is desert land and within easy reach of good western settings. It is on this tract that the studio is to be built.

A LOEW PRODUCTION
"FORWARD MARCH"
(April 16), Penn, Pittsburgh

Terrell & Fawcett
"Falling For You"
Dir.: Eddie Meyers

CANDREVA 6 BROS 6
Dir.: Cargill & Dobson

LOYALTA'S
"Arabian Nights"
Dir. Chas. V. Yates

CHESTER HALE'S FORWARD MARCH GIRLS

A LOEW PRODUCTION
"HI-LITES OF 1932"
(Week April 16), Century, Baltimore

JIMMY SAVO
"The Runaway Boy"
Dir. Sam Lyons

VANDERBILT BOYS
"Crocoders of Song"
Dir. Phil Tyrrell

PEG LEG BATES
World's Greatest Monoped Dancer
Dir.: Nat. Kalmehin, Wm. Morris Agency

CHESTER HALE'S HI-LITERS

A LOEW PRODUCTION
"DANCE DREAMS"
(Week April 16), Palace, Washington

Buck and Bubbles
in
"Rhythm for Sale"
Personal Direction: Nat. Nazarro

IVAN TRIESAULT
Famous International Dancer and Pantomimist

OLIVE SIBLEY
"The Songbird of Two Continents"
Dir.: Cargill-Dobson

MARY MILES
Hollywood's Acrobatic Sensation
Dir.: Cargill-Dobson

Chester Hale's Dream Damsels

A LOEW PRODUCTION
"IMPRESSIONS OF 1932"
(April 16), State, Cleveland

WALTER DARE
"The Original Fat Guy"
With EMMET OLDFIELD
Dir.: Lyons & Lyons

PAUL LITTLE
In Person
Dir.: Lyons & Lyons

RITA DE-LANO
"That Mountain of Blues"
Dir.: Lyons & Lyons

FRANKIE FINN
Dir.: Tishman & O'Neil

Chester Hale's Impression Girls

A LOEW PRODUCTION
"WHIRLIGIGS"
(April 16), Oriental, Chicago

4 FLASH DEVILS
S. W. WARREN C. C. GILL
C. P. JOE C. E. BLANKS
"8 Feet of Flare"
Per. Dir. Harry Ramm

BARTE and ARDEN
Dancers of All TYPES, TINTS and TEMPOS

VIOLA and JERRY La VERNE
"From Cave Men to Gloglo"
PAUL KEAST
Dramatic Baritone
Director: Lyons & Lyons

Chester Hale's Whirligigs

A LOEW PRODUCTION
"WESTWARD HI-NO"
(Week April 16), 5th, Columbus

DON BARCLAY
FOUR
CARLTON BOYS
"Knockin' Around"
Per. Dir. Nat. Kalmehin

CHESTER HALE'S HI-NO GIRLS

OSCAR RAGLAND and ROBT. C. PITKIN

A LOEW PRODUCTION
"CUBAN HOLIDAY"
(April 16), Lewis, St. Louis

The International Comedy Couple CLIFFORD AND MARION
Dir.: Lyons & Lyons

O'Hanlon and Zamboni
DANCE CREATORS
Smart and Sensational
Dir. Chas. V. Yates

THE 3 GOBS
STILL WORKING HI-DE-HI
Dir.: Nat. Kalmehin-Wm. Morris Office

JACK REID
"SINGING THE BLUES"
Dir.: Alie Berlin & Sam Bernard

CHESTER HALE'S SENORITAS

A LOEW PRODUCTION
"FRIVOLITIES"
(Week April 16), Valencia, Jamaica

GEORGE DORMONDE
"Scientific Nonsense"
Dir.: Johnny Hyde, Morris Office

TOMMY and BETTY WONDER
"The Dancing Wonders"
Dir.: Wm. Morris Office

W. E. RITCHIE
"The Original Tramp Cyclist"
The Bicycle Ballet

CHESTER HALE'S FRIVOLITY GIRLS

DUKE ELLINGTON AND HIS FAMOUS ORCHESTRA

*Topping Everything as
a Box-Office Attraction!*

THE CREATOR OF A
NEW VOGUE IN
AMERICAN DANCE
MUSIC!

Exclusive Management

Mills
ARTIST
BUREAU, INC.
799 SEVENTH AVENUE
NEW YORK CITY.

THIS WEEK-
PARAMOUNT
THEATRE
NEW YORK

Phones Circle 7-2584-5-6

None Arnaut (None Arnaut and Brothers), at Keith's, announced her engagement to Albert Gloria, ballroom dancer, now at the Shoreham Hotel, Washington.

PIANO POUNDING IN SPEAKS AS OUT

Piano pounding in New York apartment "speaks" by formerly standard vaudevillians is becoming a more remunerative field for them than vaudeville to which they at first hoped to return. Most of the speak jobs were accepted "until the panic blows over," but with things no better the acts are holding on to those jobs.

With indications that they'll have to stick at the back room work longer than expected, many of the piano playing vaudevillians have appended the usual "Professor" front hands to their names. They're getting the call over the regular speak musicians because they can double in other forms of entertainment and fall into the life of the party classification.

In some instances acts have done well enough in building up personal followings to permit opening their own apartment drinking spots. A married couple, formerly a standard mixed team, has a place in the 60's. The woman supervises the kitchen while her husband pounds

Morris Office Seeks Chi RKO Agency Rights

Chicago, April 18. Feeling that it deserves entry to the local RKO floor, the William Morris agency is making a bid for the right to submit acts to the RKO books here.

Contention is that when the RKO time was switched to New York last year the Morris office sustained the RKO agents by permitting them to book on the Morris floor, and now the RKO office should reciprocate.

Morris Silver, of the Morris firm, in New York and will take up proposition in the east.

Ted Lewis' Plan

Hollywood, April 18. Ted Lewis expects to remain on the Coast all summer, playing various engagements with a hotel run among the possibilities.

PAN-RATOFF DEAL OFF

Los Angeles, April 18. Agreement in the making between Alex Pantages and Gregory Ratoff is off. It was to slip Ratoff's tab musicals into the Pantages house as first run.

the keys and entertains, although the missus steps out once or twice nightly to double into a verse and chorus.

Mosconi's Idea

Louis Mosconi was adamant in his objections to a written contract, so when coming to terms with an agent the latter dashed off a memo:

"This is only a verbal agreement," so Mosconi signed it.

VAUDE-RADIO TROUPE WITH ROADSHOW IDEAS

Several combination vaudeville and radio units for roadshowing are being plotted. Among them is Al Trahan's idea to have Stoopnagle and Bud with him, plus Nick Lucas and Henry Burbig, dialect comedian on the air.

Burbig, meantime, has teamed with Richard Mack, formerly Mackie and Lennie, for radio and vaude.

RKO Drops Salt Lake

Los Angeles, April 18. RKO's intact vaude units are out of the Orpheum, Salt Lake City, April 27. House goes straight pictures.

Units will jump from Los Angeles to Denver with a week's layoff between the two cities. This leaves only five and a half playing weeks for the intact units on the Coast. Towns still using vaude are Tacoma, split week, Seattle, Portland, San Francisco, Oakland and Los Angeles.

W-V'S VAUDE HALF

Wilmer & Vincent is giving vaude a trial at the Majestic, Harrisburg, Pa. House, to play five acts last halves only, got its first show Friday (15). Marks the only present use of vaude by the W. & V. chain.

Dow agency, booking Harrisburg, also has been assigned to supply five-acts Sundays for the Biltmore, Harrison, N. Y., starting April 24.

POUGHKEEPSIE'S ACTS

Vaude returns to Poughkeepsie, a five-act bill, last halves only.

Max Cohen, operator, is taking vaude from Jack Linder, New York.

Green Bay Quits

Chicago, April 18. New Orpheum, Green Bay, Wis., indie, is dropping vaude for the summer, with exception of occasional spot attractions.

William Morris office, booking the house for several seasons, will pick it up again next fall.

Memphis Stage Shows on Pool Under Loew Direction

Memphis, April 18. Vaudeville and unit stage shows are coming back to Memphis starting April 25.

Newly formed Memphis Operating Co. has taken over the leases of Loew's State, Orpheum and Warner theatres and all three will be operated under Loew management. Palace and Strand theatres will close April 21.

Under the new plan Loew's State will present F. & M. units Mondays to Wednesdays, and RKO vaude Thursdays to Saturdays. This is a six-day town. Units come in from Birmingham and the vaude from New Orleans.

The Warner will change film once a week and the Orpheum will continue to change twice a week.

Herbert Jennings continues as city manager for Loew's and manager of the State theatre. Cecil Vogel, of the State, goes to the Warner; Bernard Thomas, of the Strand, moves to the Orpheum. Future of A. B. Morrison, Howard Waugh and Lou Hellborn, present managers respectively of the Palace, Warner and Orpheum, is unsettled.

Hollywood

(Continued from page 6)

used in studio sequences with a regular cast carrying the story.

McCoy's Multiplying

Columbia has ordered another eight Tim McCoy westerns from Irving Berlin. Latter goes east April 27 for business and rest, returning mid-June.

Columbia's Originals

Two originals set at Columbia are "Love Child," R. William Neill to direct, and "Rights of Wives." First by Euline Chapin and Sidney Kingsley, second by Robert Riskin.

Official Opener Orr

Troy Orr, F-WC p.a. who m.c'd the Fox Florence opening, allotted for the new U.A. theatre at Long Beach Friday (15).

Another "Red Dance"

Fox will remake "The Red Dance," 1928 silent-with-effects. Jules Furthman scripting it.

Lin Bonner in charge of the Warner

Lin Bonner in charge of the Warner-Fox studio publicity mill while George Thomas is east. Latter left Thursday (14) for conferences.

Al Lewis on Schedule

Regular semi-annual visit of Al Lewis, Fox eastern story head, has him here for several weeks going over story material with Bob Yost, studio writing head.

Zeppo Marx a Crooner

Zeppo Marx went solo and a crooner on the CBS chain in the "California Melodies" period.

WALTER READE LOSES BARON AND RKO SUITS

Walter Reade's suit against Saul Baron and RKO for an accounting of money received by Baron for stock in the Cleveland Hippodrome theatre, which Baron sold to RKO, has been decided in favor of the defendants. Decision came after a two-day trial before Justice Peter Schmuck in the N. Y. Supreme Court.

Reade alleged that in 1919 the Hippodrome Building Co. of Cleveland leased its theatre to Reade until July, 1932. Reade allegedly then assigned the lease to the Cleveland Hippodrome Theatre Co.

When the suit was started RKO filed answer that on June 15, 1929, RKO and Baron entered into a contract whereby Baron was to receive \$200,000 for 125 shares of stock in the theatre, to be paid \$50,000 down and the balance in one, two and three years. Baron, in answer, filed a general denial, which Justice Schmuck upheld in the decision, which also carried costs for the defendants.

During the course of the trial, which took two days, Reade dropped his action against RKO and continued against Baron alone.

LISTEN PEOPLE

I just want to say that I never had as much fun in my life in a theatre as this week at the

PALACE NEW YORK

with those insane people,

**PAT ROONEY,
HERMAN TIMBERG**
and
JACK OSTERMAN.

HOLLYWOOD REVUE

with the world's loveliest girls and 60 people, biggest act vaudeville has ever seen. It's a pleasure to play for an audience so warm and friendly and a delight to have Timberg and Rooney, their sons and Osterman clowning with the Hollywood Girls. The Palace is a laughing madhouse this week and we're all happy. Timberg, Rooney and Osterman were never funnier and I'm happy to see them such a riot.

N. T. GRANLUND

SINGLE from \$2 DOUBLE from \$4 AND NOW! SUN-RAY HEALTH LAMPS FOR OUR GUESTS

further proof that The Edison is New York's best hotel value. 1000 rooms, each with bath (rub and a shower), radio, circulating ice water, large closets. Tel. PHenix 8-0000

The New HOTEL EDISON

47th ST. JUST W. OF B'WAY, N. Y.

HERB TIMBERG

My Dad and I fighting it out with the Rooneys at the Palace, New York, this week. So far it looks like a draw.



BOOKED SOLID R-K-O

REPRESENTATIVES:

R-K-O JACK CURTIS 156 Broadway NEW YORK CITY	EUROPEAN LARTIGUE & FISCHER 150 Avenue des Elysees PARIS	LOW-INDEPENDENT AL GROSSMAN 150 West 45th St. NEW YORK CITY
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VIOLET CARLSON

HEADLINING RKO

ELKS LODGE THEATRE

WEEK APR. 16, AKRON AND YOUNGSTOWN

Direction: BLONDELL & MACK

NOW AVAILABLE FOR

RADIO-VAUDEVILLE-PRESENTATIONS-PRODUCTIONS

ALICE JOY RADIO'S DREAM GIRL

NBC ARTISTS' BUREAU
Or
J. W. BONNEY, Attorney
364 W. 34th St., New York

TWICE NIGHTLY

WEAF and RED NETWORK
EAST WEST
7:30 P.M. E.S.T. 11:15 P.M.

THESE INSTITUTIONS ARE PREPARED
TO SERVE YOU WHEN YOU PLAY

NEW HAVEN

MAKEUP

at TAFT PHARMACY
COLLEGE ST.
Next to Shubert Theatre
Opposite Roger Sherman Theatre

KAYSEYS

96 COLLEGE ST.
Under Hotel Spencer
BREAKFAST-LUNCHEON-DINNER
ASK FOR SPECIAL RATES

HOTEL SPENCER

Public
Shubert
Warner Bros.
Fanchon-Marcel
THEATRICAL
Albert J. Mandlin, Jr.
New Haven, Conn.

AUGLIERA BROS.

George St. New Haven, Conn.
THEATRICAL TRANSFER
Anything From a Handbag
To a Complete Production
ROGER SHERMAN SPA
LUNCHEON AND SODA
Next to Roger Sherman Theatre
Tel. 3-9565

HERB TIMBERG

My Dad and I fighting it out with the Rooneys at the Palace, New York, this week. So far it looks like a draw.

ONE-MAN RULE FOR ALL AGENTS ON RKO FLOOR

RKO Agents' Association met last night (Monday) to draw up a set of by-laws. These will be submitted to the membership body and Martin Beck this week. Incorporated, among other things, is the resolution to co-operate with the booking office on salary cuts for all acts.

During the past week the agents decided to alleviate the crowded condition on the floor by limiting all offices to one representative on the floor at any one time. The one-man rule has been tried before in the same booking office, but each time passed out after a few days' practice. This time it's on record as the agents' own idea. A boy checker will be on the floor constantly to see that the rule isn't broken.

Several complaints filed by agents for arbitration by the association's board of governors have been temporarily set aside, pending settlement of organization details.

GERSTEN'S L. I. HOUSE

Frank Gersten, veteran exhibitor, has taken over on long term lease the Queensboro, Queens, L. I., built by George Hamill, outdoor showman, a half dozen years ago. Gersten immediately installed a five-act bill of vaude for weekends. House may go split week. Theatre seats 2,500.

LOCALLY PRODUCED

Publix Adhering to Own Units for N. Y. and B'klyn Pairs

Weekly New York produced stage shows for the N. Y. and Brooklyn Paramounts has been decided on as a permanent policy by Publix. The special shows for the two weeks only are regarded as more elastic by Publix, in that they permit building presentations around names. With units, when names are available, it's necessary to place them in spots that they often don't fit.

At the time Publix closed with Fanchon & Marco for F. & M. units for its picture houses, the metropolitan Pairs intended to play the traveling Ideas. This proposition is now definitely out.

Morris Office's Showing Nights at Congress, Chi

Chicago, April 18.

First opposition to RKO vaude break-in dates here has popped up with the William Morris office deciding to put on its own showing nights at the Congress (B & K) starting April 27 and every Wednesday night thereafter.

Morris showings will not be for vaude alone, but also for picture houses here and through the mid-west.

Fanchon & Marco, through Harry Singer, its representative, stationed in Milwaukee, has indicated it will cover the Morris showings. Plan is to put on from four to six acts on these preview nights, with no blind bookings on talent, thereby eliminating waste of time to the bookers.

F-M Managers' Fixed Scale

Hollywood, April 18.

Fanchon and Marco stage unit managers have received a salary cut which brings them down to a straight \$75 per week.

Managers when taking out their first troupes were paid \$85. On their second trip around the route the salary was raised to \$100. New rate will be in force no matter how many times they make the loop.

Just a Peek

Chicago, April 18.

With the act laying off next week, Chic Johnson (Olsen and Johnson) will fly to the Coast for a fast peek at his new daughter.

Infant is the first child in 14 years for the Johnsons, and gives them two daughters.

GEO. BROWNE NAMED FOR IATSE PRESIDENCY

Chicago, April 18.

George E. Browne, head of the stagehands union here, will be a candidate for the presidency of the IATSE when the election takes place in June. Browne's consent to throw his hat into the ring came at the request of labor leaders which included Tom Maloy, of the operators, and Dick Green, who up to now had been considered the likely candidate.

Green voluntarily withdrew from the running, and is throwing his support to Browne. Browne has been business agent of the local body for about 10 years and at one time was vice-president of the international.

Browne remains leader of the local stage hands having been re-elected last week. Official lineup at the union stays the same with exception of Larry Cassidy, newly elected president. Cassidy succeeds Mark Morrison.

Cohen Out of Kedzie; Building Co. Operates

Chicago, April 18.

Kedzie Amusement Co. has taken over the Kedzie, west side vaude spot. Abe Cohen, former operator, steps out of the picture. Kedzie Amusement owns the property as well as the Kedzie Annex, next door, and running straight pictures.

New operators intend to continue the vaude break-ins Friday nights and five acts Saturday and Sunday. House will be dark rest of the week as no film product is available in view of the next door Annex.

Mull Policy Change for Palace As N. Y. Grosses Slip; Figure on Legit Stager to Produce Shows

With the Palace around \$16,000 in the red for the past three weeks, and more since the first of the year, it may force the theatre, last of the RKO big timers, into a different policy. Bills have been averaging around \$15,000 in cost.

Circuit has no definite policy in mind but is searching for one. That the Palace will try produced entertainment, instead of regulation vaudeville, possibly at three a day and a lower b. o. scale was reported likely following Martin Beck's idea on securing a legit stager to put the shows together. Bobby Connolly is mentioned as a Palace candidate. This goes back

to the plan originally proffered by S. L. Rothafel.

Beck is RKO's 49th partner in the Palace with the straight vaudeville theatre next in importance to the Orpheum circuit among Beck's personal holdings in RKO. He displaced Arthur Will as the Palace booker last month and turned the book over to George Godfrey, stating at that time that he could not stand the losses much longer and figured the change in bookers might help.

Almost Even

Last week at \$25,400 the Palace was just under an even break although the best week in three.

Beck decided against run bills at the Palace when he returned to the booking office, despite that the theatre's most profitable weeks this season were recorded during the long engagements of the Holtz-Gaxton-Smith and Cantor-Jessel bills.

Last profitable week the Palace had was that of March 13 with the Paul Whiteman band. The Whiteman booking was a holdover from the Will schedule since which no headliner has pulled the Palace from its rut.

Bookings and Theatres Under Levy in Chicago

Chicago, April 18.

Asher Levy is understood to have full and sole power over the re-established RKO offices here. He took charge last Thursday (14).

Levy, former Orpheum Circuit exec., was recently appointed director of the Minnesota and Chicago divisions. His control is not only over the theatre department but also includes the booking end. William Elson remains as local division manager with Morgan Ames retaining his similar post for the Minneapolis and Omaha sectors.

PITT DEAL HOLDS

Failure of the Warner-Fanchon & Marco booking amalgamation to materialize has no effect on the Stanley, Pittsburgh, proposition. This was a separate deal.

F. & M. units open at the Warner Pitt house May 6 under a change in dates. Were originally set for April 15.

FOR SALE

Act for man and woman; entirely new. Manuscript and special drop. In Ont.

Communicate with Al Shean, Mt. Vernon, N.Y. Phone Oakwood 6905

EDGAR BERGEN

"THE OPERATION"

Dir.: WEBER-SIMON AGENCY



TITAN ROARS AGAIN! OLSEN AND JOHNSON

WITH

AT

RKO PALACE, CHICAGO

WHO SOARED TO OVER

\$35,000.00

(65,000 PAID ADMISSIONS)

WEEK OF MARCH 26

BREAKING ALL EXISTING HOUSE RECORDS

VAN BEUREN CORPORATION ACCLAIMS OLSEN AND JOHNSON IN A SERIES OF FEATURE COMEDIES While Music Corporation of America Startles Radio World by Signing Olsen and Johnson as Their FIRST FEATURE, "COMEDY STARS OF THE AIR"

JOHN SCHULTZ, Business Representative

RKO VAUDEVILLE INTACT 71
(Week April 23), Oakland, Calif.
THE ORANTOS
"Heads Up"
World's Only Double Punch-Act
(Direction of Jack Weiner)
MASTERS
AND
GRAYCE
In "GESS WHOTIS"
(Dir. Joan Freeman-Chas. Morrison)
An Artistic Idea From Paris
"LIVING JEWELRY"
with **HOOPER and CAMP**
Evelyn Singer and
Stanley Simmons
(Direction of Chas. Morrison)

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

RKO VAUDEVILLE INTACT 76
(Week April 23), Los Angeles, Calif.
VERNON RATHBURN
"The Prince of Rhythm"
AND HIS **S-O-CIETTE**
(Dir. Harry Ward—Max Gordon)

EDITH BOW
With Her "MAN TROUBLE"
Songs by Jean Fauriel
(Direction of Lee Stewart)

THE ELECTRIC TRIO
Wes and Lisa Adams
Bernice Morahan
(Direction of Harry Fitzgerald)

DOCTOR ROCKWELL
QUACK-QUACK-QUACK
(Direction of Harry Fitzgerald)

RKO VAUDEVILLE INTACT 75
(Week April 18), Los Angeles, Calif.
HAZEL MANGEAN'S GIRLS
with **ADILETA RAPALI**
4 SPEEDS—AND NO BRAKES
(Dir. of John Hickey-Jack Curtis)
HOWARD—FINE—HOWARD
"THE THREE LOST SOLES"
with **JACK WALSH**
(Direction of Blondell & Mack)

THE DECEPTIVE ENTERTAINER
FRED KEATING
In Spite of
"The Three Lost Soles"
(Dir. Chas. H. Allen—M. S. Benthall)

ADELAIDE HALL
"The Crooning Blackbird"
Personal Mgt. Nicholas Gyory
(Direction of Weber-Simon)

RKO VAUDEVILLE INTACT 74
(Week April 18), Los Angeles, Calif.
BOB STICKNEY
With **LILLIAN ATLIN**
in "UP A TREE"
(Direction of Harry Fitzgerald)

MAKER and REDFORD
IN
"The Ear Bender"
(Direction of Jack Curtis)

THE WORLD FAMOUS SINGER'S MIDGETS OF 1932
(Direction of Weeden-Schultz)

RKO VAUDEVILLE INTACT 73
(Week April 23), San Francisco
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, Assembled by
Jean Carroll
(Direction of Chas. Morrison)

ANATOLE-FRIEDLAND'S "SHOW BOAT"
with
Marty May
Jean Carroll and a supporting cast,
composed of a selection of Anatole's
Beautiful Follies
(Direction of Chas. Morrison)

RKO VAUDEVILLE INTACT 64
(Week April 23), St. Louis, Mo.
The Mirth Provokers
of a Nation!
OLSEN AND JOHNSON
and Their
"ATROCITIES OF 1932"

22 Nuts of All Kinds
All With One Idea and One Purpose
BATA and BESSIE KAPPE
"Two Beautiful Dancing Singers"
"The Eight All-in-takes"
"Nestling in a Bonnet of Idiot"
With Moore and Shy, Geo. Moore,
Joe Perry, Sidney Gibson, Gibson,
Gibson, Gibson and Gibson
Also "Spooky" Paterson
and Sandy Nite—See
Numerous to Mention!

RKO VAUDEVILLE INTACT 63
(Week April 30), Seattle, Wash.
ROSETTE and LUTMAN
In "Dance Stories"
With **GRACE & BEATRICE WYLIE**
(Dir. of Max Fishman, Plunkett office)

DEVITO and DENNY
with
DOT STEVENS
in "Lady Harrow's Reception"
(Direction of Chas. Winklich)

LITA GREY CHAPLIN
"The Charming Chantress"
Personal Mgt. Nicholas Gyory
(Booked by Weber-Simon)

RKO VAUDEVILLE INTACT 62
(Week April 23), Seattle, Wash.
GLORY E. LEE
and **HARRIS TWINS**
TWO JACKS—A QUEEN OF PSP
(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)

RKO VAUDEVILLE INTACT 61
(Week April 23), Tacoma, Wash.
JOY FINLEY
Revelation
in Rhythm

WALTER (Mouse) POWELL
with **Red Boy and**
"RED" PEPPER
The Cayenne Comedian

The Three Playboys
DENNY LYNCH
MYRL ALDERMAN
RAY EHRHART
The Ultimate in Harmony

BENNY MEROFF
and His Famous Orchestra
Personal Mgt. George Wood
(Dir. Bill McCaffery—Leo Fitzgerald)

RKO VAUDEVILLE INTACT 78
(Week April 23), San Francisco
CHAPPELLE - CARLTON
"On the Stratiqun"
(Direction of Marty Farkins)

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

DON RUIZ and BONITA
The South American Dancers
With Sultana and Vivera
Mack Saut—At the Piano
(Direction of Harry A. Romm)

FRANK LIBUSE
The Colonel of American Nuts
with Myrtle Lansing
(Personal Mgt. James H. Martin)

FORGOT NOT TO STRIP AT KIDDIES' MATINEE

Canton, O., April 18.
Ed Daley, burlesque producer,
who opened a show at the Grand
Opera house in co-operation with
the stage hands and musicians,
under the guise of musical comedy,
isn't faring as well as the dramatic
stock company which just termi-
nated a six months' run at the
theatre.

Daley's troupe got off on the
wrong foot when it failed to elimi-
nate risque lines and strip numbers
during a kiddies' matinee. The pre-
vious stock company which just
terminated a six months' run at the
theatre.

Daley's troupe is playing on per-
centage.

RKO VAUDEVILLE INTACT 58
(Week April 23), Ames & Vestetter
THE GENIAL ROTUND LARRY RICH
with
CHERI
"Miss Port of Paris"
TOMA GENARO
South American Comedy Dancer
TOMMY LONG
"The Elongated Express of Comedy"
AL HIGGS
"Oklahoma's Ambassador"
ENGLAND ONG
The Chinese Hilarious
JOE BELL
"The Voice of the Future"
GILBERT LAWRENCE
And the
RICH RHYTHM BAND
(Direction of Blondell & Mack)

THREE BREDWINS
Athletic Comics
(Direction of Hugo Morris)

MADELINE PATRICE
Protege of the Late Enrico Caruso
(Direction of Morris & Oz)

NAYAN PEARCE and JAY VELIE
"The Three Lost Soles"
(Dir. Chas. H. Allen—M. S. Benthall)

RKO VAUDEVILLE INTACT 57
(Week April 23), Minneapolis, Minn.
AMERICA'S EGOTIST
Harry J. Conley
In Person
(Direction of Curtis & Allen)

BILL ROBINSON
IN
"HOT FROM HARLEM"
WITH
JOHN MASON
PUTNEY DANORIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG
and
"THE BROWN BUDDIES"
Chorus of Eighteen
(Direction of Marty Farkins)

RKO VAUDEVILLE INTACT 56
(Week April 23), Minneapolis, Minn.
The Dark Cloud of Joy
BILL ROBINSON
IN
"HOT FROM HARLEM"
WITH
JOHN MASON
PUTNEY DANORIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG
and
"THE BROWN BUDDIES"
Chorus of Eighteen
(Direction of Marty Farkins)

AMERICA'S EGOTIST
Harry J. Conley
In Person
(Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 56
(Week April 23), Minneapolis, Minn.
The Dark Cloud of Joy
BILL ROBINSON
IN
"HOT FROM HARLEM"
WITH
JOHN MASON
PUTNEY DANORIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG
and
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Chorus of Eighteen
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BILL ROBINSON
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MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG
and
"THE BROWN BUDDIES"
Chorus of Eighteen
(Direction of Marty Farkins)

BOB RIPA
Denmark's Juggling Genius
(Direction of Jenie Jacobs)

FRANK EDDIE HURST and VOGT
IN
"OUT OF THE MARINES"
By H. C. Green
(Direction of Chas. H. Allen)

RKO VAUDEVILLE INTACT 55
(Week April 23), St. Paul, Minn.
"PORCELAIN ROMANCE"
Geejon Brothers and Louise Gay
(Direction of Chas. Morrison)

Boy with the Balancing Complex
BOB RIPA
Denmark's Juggling Genius
(Direction of Jenie Jacobs)

FRANK EDDIE HURST and VOGT
IN
"OUT OF THE MARINES"
By H. C. Green
(Direction of Chas. H. Allen)

DIAMOND BROS.
HUGHIE—TOM—HAROLD
"Nevertheless Gentlemen"
(Direction of Chas. Morrison)

Inside Stuff—Vaude

A picture of the future booking office was drawn for the RKO agents, last week by Martin Beck. Booking head visualized a central clearing house for talent in one big room and operated along the lines of the New York Stock Exchange.

Bookers would be located at strategic points on one floor and accept bids from the agents on acts just as stock transactions are handled. Each agent would have his own private desk with a direct phone to his office in the Palace building, which would allow for faster confirmations. All this may happen when RKO moves to Radio City, said Beck.

Three standard acts of the '90's are working as part of a traveling unit employed in spreading propaganda for the fraternal order of the Moose. It was evolved by F. H. Galvin, New York state supervisor of activities of the order. Galvin's show runs an hour and half and he acts as m.c. Unit is touring upper New York state. Propaganda comes in during intermission.

Performers include Franklyn Brooks, brother-in-law of Arthur Sidman, Stuart Darrow, and Mrs. Brooks. These are the veteran troupers with two or three youngsters added.

Unwillingness of the William Morris office to relinquish its booking department has cancelled two prospective booking deals. Loew's wanted the Morris-booked string as did Warner-Fanchon & Marco prior to this latter deal falling through.

Morris office has around five weeks of vaudeville time composed of Publix and Ingle houses. Lawrence Goldie is the booker.

Despite Martin Beck's proclamation against verbal agreements, RKO bookers are making verbal deals with agents. Most of the word-of-mouth concerns promises of future breaks to acts that agree to make concessions in time and salaries.

Agents still have to place everything on paper, however.

Nudes entered the Palace lobby, New York, for the first time since the theatre opened 18 years ago. They were advance heralds for the N. T. G. girl revue, but they didn't last long.

After the undressed photos were on display two days last week they were replaced with those of fully dressed ladies.

Saturday midnight performance at the RKO Palace, New York, is keeping the acts in the theatre for an 18-hour grind opening days. Most show it on the last time out.

Rehearsal time at the Palace on opening day is 9 a. m. The third show is over at around 3 the next morning.

Roscoe Arbuckle is using two acts, one for picture houses where he has the other a skit for vaude spots. Working with him are Addie McPhail and Jack Shutta.

SYRACUSE MAYBE

Syracuse, N. Y., April 13.
The Syracuse, dark for months, may reopen with stock burlesque. Dewey Michaels of Buffalo, who has experienced, none too successfully, with stock burlesque here in the past, is again interested, and a deal with Thomas Hogan, owner, is in the making.

FRANKS LEAVES F&M

Jerry Franks left the Fanchon & Marco New York booking office yesterday (Monday). He had been booking assistant to Phil Bloom prior to the latter's departure. Franks joined F. & M. two years ago, at first working on the radio end.

Columbia Wheel

WEEKS APRIL 18 and 25

Burlesque Events—Gayety, Baltimore; 25, Gayety, Washington. Jersey Belle—Gayety, Washington; 25, Treaders, Philadelphia. Night Hawk—Treaders, Philadelphia; 25, L. O. Tomera—Route No. 1; 25, Gayety, Baltimore.

Union Conference Fails, Reading Orpheum Closes

Reading, Pa., April 18.
A conference held by the stage hands and the management of the Orpheum theatre, burlesque, regarding a reduction in wage scales to enable the house to continue for another six weeks, proved a failure.

The musicians had made concessions, it was stated. The stage hands were asked to take a cut to reduce the weekly losses sustained on burlesque since the house reopened in March.

ED NELL, JR.

Wishes to announce to his friends of the profession who have inquired about his voice teacher, that he has induced him to locate in New York. He will accept a few pupils. Call Col. 5-8450.

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING ANNEX

160 WEST 46TH ST.
BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

N.T.G.'S 'HOLLYWOOD FROLICS OF 1932'

Seeing the Hollywood restaurant's floor show on the Palace stage it is hard to play the fifty-minute act, seeing a little too much for a vaude. That goes two ways and takes in not only the 55-minute length of numbers, talk, etc., but the flash of near-unadorned chorines. The Hollywood has long been as much a purveyor of a lot of hot material but it's the first time the Palace has gotten so close to competition with the Minkeys or Earl Carroll.

N.T.G. has its show doubling between the vaude house and its Broadway restaurant, with latter certain to benefit by the former and frequent mention of where a vaude evening might be held. N.T.G. Grandlund, who has had several girls act around of late years, has never before had the Palace benefit.

The AA vaude house seemed like the Hollywood in a little different dressing, with N.T.G. mixing around in the vaude house, including the audience. He opens his 'Frolics' by introducing Harriet Hillard as mistress of ceremonies but won't let her play.

After marching out first string of 12 lookers, he tops the list with four others just out of the vaude. Doris Eaton also taking her first look at the audience in connection. The Hollywood touch arrived with four additional girls getting in sheer lingerie, topped by Miss Martin for exhibition.

Roller skating is one of the features of the show, and has been for some time with the Three Speeds topping in a fast skiver routine. N.T.G. has three female plants in the audience for this, dragging out the roller skating to a new level with a little out of place in the floor show on a vaude date.

Another endurance contest with the audience is entered through four solos by Frank Hazzard, one after the other, and for greater measure, with in bringing a new scene. One would be enough, again with all due credit to Hazzard's fast voice and speed.

The cabaret scene nearly means another floor show within one. It's much too long but winds up with a sock through the number, worked up to a melodramatic point. Done by the Four Climax. Hazzard also double by De Haze and Paulita also in this scene and oke.

Doris Eaton leads several numbers with song, and her act lands nicely on the dancing.

There is a consideration of the element in the revue in the vaude purposes. Whether the threat of nudity and that hot hip-grating number should get on any cutting is a matter of taste.

LENI BOUVIER (12)

Dancing

15 Mins.; Full (Special)

Hippodrome

Interpretative dancing in vaude has never had an especially easy time of it. Here's a new try by a European girl whose name doesn't mean exactly what it is. It's a nicely laid out, costumed and staged show that ought to get somewhere in selected spots. Looks like it might fit in to the vaude and picture theatres better than in neighborhood vaudeville.

Announced as a dancer of dancing that Isadora Duncan did twenty years ago, which isn't so. First number is dressed in the flowing robes that are reminiscent of Isadora and some lighting bits that recall Lole Fuller. But Miss Bouvier especially is a dancer of the lines of either of these American dance pioneers.

Opening number, a nice ballet probably representing flowers in bloom tra-la failed to get started right because the electrician mixed his cues. Miss Bouvier follows with an unimportant piece called 'Spirit of France,' solo girls coming on for a main street number. Miss Bouvier follows with another solo, this time a Mendelssohn waltz, with entire company on for a piece supposedly representing the ocean.

It's really better than it sounds, largely because it's not too high class and down-to-earth enough for most people to get the idea. Also the girls are all supple and clever and the costumes are colorful.

Kauf.

DUGAN AND HADLEY

Dancing

9 Mins.; One

Hippodrome

Two clean-cut youngsters hoofing in a manner that is okay, but will never lift them out of the deuce, making especially notable when the work to bring out more than polite applause rumbles.

Act numbers, a pair of business hands and feet of the two men chained to one another. Effect of this number would be better with less gagging and more action.

Kauf.

GEORGE SIDNEY

Comedy, Songs, Dances

23 Mins.; One and Screen

Palace, Pittsburgh

Flicker personalities no longer depending upon their reps to get them by in person, with George Sidney being the latest to follow the trend and come up with an act that can pass for an act. Sidney knows the stage, leaving a lot of the trend and come up with an act that can pass for an act. Sidney knows the stage, leaving a lot of the trend and come up with an act that can pass for an act.

Sidney conceived the idea himself and wrote the material, and only fails to run a bit too long. Otherwise it's okay and, tightened slightly, should fit nicely either in vaude or presentations. At the Palace, he works at the end of the regular Loew unit and, after he got over a few obvious gags at the outset, audience warmed up to him and he closed with a solid reception.

Turn opens with a film purporting to show Sidney's trip from Hollywood to Pittsburgh. It's a kidding thing all the way through, showing crowds at various stations greeting the actor, only to turn out to be impersonations. At the Palace, he works at the end of the regular Loew unit and, after he got over a few obvious gags at the outset, audience warmed up to him and he closed with a solid reception.

Later he enacts a short scene from the play 'Poverty,' selling the audience it's being recorded on stage and will be flashed on screen right after the act. At the end of the same bit in dialog from a woman puts in an appearance. Sidney follows the stage, and Sidney on screen, what's the idea of bringing on a flapper, when femme turns into a flapper, when femme turns into a flapper, when femme turns into a flapper, when femme turns into a flapper.

Encored, Sidney did a recitation made up of cleverly arranged movie clips. For a matter of value, the act can get by nicely. Actor's screen rep is a help, to, so altogether he's a pretty fair bet for any bill.

Cohen.

ALLAN MANN and Co. (2)

Song and Dance

18 Mins.; One and Full

Palace, Pittsburgh

Allan Mann, dancing juvenile, and two girls who here get subordinate parts. Mann is a dancer of the expert advice. Girls are Helen O'Shea and Rita White, one a blonde dancer and the other a singer. Mann looks as though he could easily carry on through a whole bill as a gagging m. c.

Open in one for an introductory bit of stepping and a number, 'On a Budget,' apparently special. There is a song by the dark girl and another girl and a tap routine, meanwhile moving into full stage.

Mann attempts no comedy, but sticks to the singing, and the blonde girl alternating together and solo, with the blues singer and all clean cut and attractive in their own way.

Singer is back in 'one' for a feature blues number and for the first time, full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance. Girls meanwhile vamping in the background and coming into the fast stepping finale.

Opened the show here, which was mls-spitting. No. 2 or 3 on bills of the 8th and 9th grades. In due. In spite of place handicaps at the early show, they came through for good, returns.

JACK SHEA and RITZMORE

ORCH. (11)

Comedy Band

15 Mins.; One

Orpheum, N.Y.

Along the lines of the Frank and Milt Britton act, but with the slapstick twist applied until the finish line. Jack Shea and Ritzmore, a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Jack Shea, singing in full dress, announces on opening that he offers a crack symphony outfit, curtain raising for surprise dish of 10 musicians as stooges. They immediately launch into numbers, broken by a little clowning, eccentric dance single (very good), burlesque on the 'Blue Bird' and a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Slapstick with whole band demolished follows a classical number that Shea and Ritzmore, a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Johnny Tyrell and Co. (5)

Singing, Dancing

20 Mins.; Full (Special)

Hippodrome

Plenty of action in this turn and much of the action for featuring the same houses. Tyrell is a clever lad and he has four pleasant girls to help him. Also several scenery changes and a personie mls-costuming for effect.

Tyrell's opening song is a bit too reminiscent of Eddie Cantor's treatment, but the other numbers are more individual. Works sometimes in almost a burlesque manner, but has it inned down enough to please. Also his footwork is surprisingly good, especially in a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Helen Tejan works with Tyrell for one dance to good results, and the three girls do a nice broken rhythm dance.

Perhaps because Tyrell and his company work very fast they seemed to have the right act for the bill, which is inclined to be exceptionally slow. Seemed, at performance caught, that bringing the girls on one time less would have served better all around.

Kauf.

MME. FRANCES ALDA

Songs

9 Mins.; Three

Palace, Chicago

From the Metropolitan to an RKO vaude tour is a long stretch that takes a lot of imagination to bridge. Alda is a good singer, but her direction, is out of place on vaude boards.

Mme. Alda is doing a routine of songs, having back the days of long, long ago.

Even from a musical viewpoint, Mme. Alda is at disadvantage, her songs are not as successful as a variety of pop and semi-classic numbers. Everything about the singer is alien to vaude, from her voice to the time she takes to get her back to the audience. That may not be so important, but public opinion that vaude isn't belong in a vaudeville house is.

This is Mme. Alda's second week for RKO after opening in Cleveland. Spain.

WALLY VERNON

and Yankee Orchestra (10)

21 Mins.; One and Full

8th St.

Act is framed to take two spots on the bill, best as here, next to closing and closing.

Wally Vernon introduced as his father is used in a few gags and then made known as an old timer and a good singer. He is a jlg. surefire angle and good here as usual. Vernon then does a nice bit of work with comedy songs and away to good finish.

Stage opens in full as though for another act, with orchestra in tux and a good singer. In their introduction when Vernon, changing from eccentric to in a good singer. He is a jlg. surefire angle and good here as usual. Vernon then does a nice bit of work with comedy songs and away to good finish.

Rest of the turn is rapid fire comedy stuff with the orchestra and a good singer. He is a jlg. surefire angle and good here as usual. Vernon then does a nice bit of work with comedy songs and away to good finish.

Jack Shea and Ritzmore, a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Jack Shea, singing in full dress, announces on opening that he offers a crack symphony outfit, curtain raising for surprise dish of 10 musicians as stooges. They immediately launch into numbers, broken by a little clowning, eccentric dance single (very good), burlesque on the 'Blue Bird' and a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Slapstick with whole band demolished follows a classical number that Shea and Ritzmore, a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Johnny Tyrell and Co. (5)

Singing, Dancing

20 Mins.; Full (Special)

Hippodrome

Plenty of action in this turn and much of the action for featuring the same houses. Tyrell is a clever lad and he has four pleasant girls to help him. Also several scenery changes and a personie mls-costuming for effect.

Tyrell's opening song is a bit too reminiscent of Eddie Cantor's treatment, but the other numbers are more individual. Works sometimes in almost a burlesque manner, but has it inned down enough to please. Also his footwork is surprisingly good, especially in a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Helen Tejan works with Tyrell for one dance to good results, and the three girls do a nice broken rhythm dance.

Perhaps because Tyrell and his company work very fast they seemed to have the right act for the bill, which is inclined to be exceptionally slow. Seemed, at performance caught, that bringing the girls on one time less would have served better all around.

Johnny Tyrell and Co. (5)

Singing, Dancing

20 Mins.; Two (Special)

Hippodrome

Plenty of action in this turn and much of the action for featuring the same houses. Tyrell is a clever lad and he has four pleasant girls to help him. Also several scenery changes and a personie mls-costuming for effect.

Tyrell's opening song is a bit too reminiscent of Eddie Cantor's treatment, but the other numbers are more individual. Works sometimes in almost a burlesque manner, but has it inned down enough to please. Also his footwork is surprisingly good, especially in a wov linsky. Fairly effective entertainment as now standing, improved and full stage, set as a taxi dance hall with crowd on a painted back drop and Mann in eccentric actor get up for a fast and stimulating acrobatic dance.

Kauf.

PALACE

It's too bad Nils Granlund couldn't have brought something to eat and ginger ale to go with a drink, if any, along with his floor show from the Hollywood restaurant. By the time his revue was half over, it was getting to be near dinner time. And a drink would have done well over the long act. Nils Granlund is a good singer, but his direction, is out of place on vaude boards.

Jack Osterman, himself, getting nervous and waiting to be an indefinite engagement, mused to himself, 'It's gradually getting to be a supper show.' He wasn't far wrong, but he finally scrambled along with Herman Timberg and Pat Rooney. All of them must have figured they'd be ready put in a good day's work. Or themselves were afraid of missing show Saturday night. Trio shares on m.c'ing.

Even when the show has much entertainment meat, but padded out as at the Saturday mat it was nearly an endurance contest. First half hour of the show, the three performers of an hour up to intermission packing the big punch. That is the portion including the Herman Timberg, who is a good singer, and Pat Rooney mix into, and an afterpiece to top it off.

The second half has its strong features in the length of the N. T. G. revue, which he bills as 'Hollywood Frolics of 1932' (New Act), and a good singer.

The floor show consumes an exact 55 minutes. Osterman spoke so much about cuts in advance of the show, but the show was so good that he had no idea about things. N. T. G. can reduce his running time by about 20 minutes and still have a good show. Both singer and tenor solo spots will be cut no doubt.

The revue from his Broadway night club, mentioned often, is a strange looking for the Palace. It's the first that N. T. G. around with girl acts for some time, has gotten inside. Perhaps that's why he took advantage of the situation. Or else was ill-advised.

With first booking of N. T. G., the Palace folks get an eyeful of girls, much more than they had before at this house or few, if any, other vaude theatres. Marion Martin's name, or the back of her head, is a couple of years. In nearly a state of mind.

PHIL SEED and Dave LONDON

Comedy Band

15 Mins.; One

Hippodrome

Even Bert Walton, m. c., mixed act team up with a good singer and a good dancer. When announcing them, 'Which is unfair, because they can nicely stand on their own. Seed is the brother of the other, and the team and is plenty capable as a comic.

It's really a three-people turn, the girl, making something or other working every bit as hard as either of the two men and just as effective.

London is the straight, though handling a few flip cracks, with most of the turn revolving around the girl. She's a looker, making it understandable that they just light fight for her. Somewhere in between she uncorks a witty dance and London handles a nice ditty.

Kauf.

VILMA and BUDDY EBBEN

Songs, Dances

8 Mins.; One

Stanley, Pittsburgh

Brother-sister act going it alone for first time after two seasons with Ben and Bud. They are a good team to sell kids, making it pretty soft for them. They're finding it a bit tough to get by on their own, but they are a good team and is plenty capable as a comic.

Gal is a looker with plenty of class, while boy is a lanky, personable and a good singer. They are a good team to sell kids, making it pretty soft for them. They're finding it a bit tough to get by on their own, but they are a good team and is plenty capable as a comic.

Opened the show here and on cold, but still managed to impress. Both youngsters long on personality and good singing. They are a good team to sell kids, making it pretty soft for them. They're finding it a bit tough to get by on their own, but they are a good team and is plenty capable as a comic.

MAZZONE and KEENE (6)

Dance, Comedy

11 Mins.; Full (Special)

Academy, N.Y.

Not doing a dancing dance, flash with plenty of scenery and costume. Three girls and three men, two of the girls, however, serving merely as a backdrop for the boys.

Opens with a male and female duo; two males follow in an eccentric dance, and the entire group mixes into a spruce act. A good number for a fast finish. Very little new in the steps or routines, but all well danced and for good effect.

Char.

of puris naturablia; she marches out on the minky, touch by the hot dance farther down the line. N.T.G. is responsible for the singing of the act. Osterman is doing a nice job on his Palace return.

Timberg and Pat Rooney work along with Osterman at most stages of the show. Timberg is responsible for the singing of the act. Osterman is doing a nice job on his Palace return.

On the m.c. assignment it runs a little out of the beaten track, with Osterman only introducing some of the acts, and a song, appears ahead of the Rooneys, a play third. After a five-minute act, they are a good team and is plenty capable as a comic.

Their friendly enemies meet at the time, starting with an argument as to who gets No. 1 dressing room, Osterman and Rooney stepping to one top. It's a good team and is plenty capable as a comic.

Osterman made four changes. His regular spot is in the second half of the show. Since then, Timberg and Rooney both have with them, he had a stooge double act, and a bit as the girl, launching into some of the act, and topping with a couple of songs.

'My Mom,' not quite the best-acted spot for Osterman, is topped by a short scene. The act is a good team and is plenty capable as a comic.

Will Mahoney follows Osterman, doing well, but not as strongly as Osterman. He is a good team and is plenty capable as a comic.

On top of Mahoney's act, Timberg, Osterman and Mls. D'Orso, do a blackout sketch, 'The Gigolo,' by Timberg. A harmony song toward the finish. The act is a good team and is plenty capable as a comic.

Galarrin and Sisters second, over, and trio of Falls, Reading and Boyce opening O.K. For the first time, the act is a good team and is plenty capable as a comic.

Business Saturday afternoon very good.

Char.

DOWNTOWN, L. A.

Mix and match the screen

Attendance opening day was weak. Even the 10 acts of vaude failed to draw a full house. The act below the pace Bert Levey has with in the past seven weeks with his act.

Don and Darline and the De Cadeles opened, the former an acrobat act, the latter Spanish and ballroom dancing. The act is a good team and is plenty capable as a comic.

Girls are the peppy type, showing plenty of teeth and doing a good deal of headbanging. Fair in this spot.

Eddie Mahoney from the dark ages followed and got nothing but a good deal of headbanging. His piano playing is poor and his gag weak. Les Kellors, middle-aged man and woman acrobats, followed with a novelty acrobatic routine depicting an acro act of 30 years ago. All the resin rubbing and handkerchief throwing, industries vaude when the hens aren't laying.

Evans and Crowley, male tapping and skate dancing team, followed with a good deal of headbanging. His piano playing is poor and his gag weak. Les Kellors, middle-aged man and woman acrobats, followed with a novelty acrobatic routine depicting an acro act of 30 years ago. All the resin rubbing and handkerchief throwing, industries vaude when the hens aren't laying.

Continental Four, three men and a girl, followed with a good deal of headbanging. His piano playing is poor and his gag weak. Les Kellors, middle-aged man and woman acrobats, followed with a novelty acrobatic routine depicting an acro act of 30 years ago. All the resin rubbing and handkerchief throwing, industries vaude when the hens aren't laying.

Universal news clips and 'Believe it or Not' rounded out the bill.

Kauf.

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I'm Telling You'

By Jack Osterman

BELIEVE IT OR NOT—THE PALACE. (You've heard of Rip?)

For a starter the stage struck actors rehearsed all night Friday (18) to get this week's Palace show in shape. Breakfast at 8 a. m. Saturday, Herman Timberg being struck with the check inasmuch as he produced the show. A full dress rehearsal and I'll take a cut of the rehearsal expenses instead of salary, knowing my union.

After two hours of trying to convince Pat Rooney, Jr., and Herman Timberg, Jr., that a cold bath would do them good, or a hot bath, or just a bath, we all grabbed 20 minutes of sleep. Refreshed, and feeling like new born cringles, we went to the drug store and purchased 10 bucks worth of brand new makeup, called Ben Roche to make sure the suits would be delivered, and after all the excitement we were thrilled to walk into the Palace lobby to see a big sign reading—Ethel Merman Here Next Week!

They're painting dressing room No. 1 this week and after Timberg began reading his telegrams he forgot his part. Opening the matinee the first two acts, Falls, Reading and Boyce and Gail Rind and Brother, got over even though the folks were walking in. Osterman entered and they started walking out for programs to see who the stranger was. After finding out that he was an m. c. without a cane they decided they were in for an afternoon of novelties.

Pat Rooney and his borrowing son connected, topped by Pat introducing a new number which was named all his previous triumphs, namely "The Daughter of Rosie O'Grady." Timberg was also a smash with his son, Herman, Jr., making his Palace bow. The actors are exchanging sons for a bit that's strictly okay.

Fifi O'Grady, upholding the honor of France, worked fast to fine results and ad libbed with the new Osterman. With Timberg and Rooney in his corner, and O'Grady on his mind, old man Osterman (remember him in the first "Falls") was putting his own light. "Falls" and a Pathe news minus a battlehip proved how novel the show was.

By this time Osterman had called up Chicago and a windy city pal had dug up one of his kids on the south side, rushing him by plane to the Palace—just to keep up the family atmosphere. My boy didn't recognize me, neither did the Palace doorman.

Two typical Osterman songs, with the last eight bars forte to take the place of the lyrics, and into a vaudeville piece of the future. "Wade, by gosh. Then having done four years in 'Vanities,' Will Mahoney decided to rest a week at the Palace.

After trying up proceedings he immediately went to sleep on his xylophone.

A smart satire, "The Gigolo" played by the vivacious O'Grady, the clever Timberg and the new Osterman, proved a laugh hit. Then N. T. G. and his Hollywood Revue took over the stage for what was nearly the balance of the week. The girls looked gorgeous and the new Osterman had a tough time trying to stay new.

The revue closed a fast, typical Broadway show that should draw them in and stay for a run at the Palace. (Oh, yeah?) Timberg will be allowed to share hands with one of the waiters in Moore's for putting the affair together, and after three shows Saturday and Sunday we heard that the Yanks had won the pennant and have tickets for the World Series.

ARE YOU READING?

B. B. Primas

(Continued from page 1)

A speech on the Coast. "Rabbit Maranyille" said about the same thing. An American League pitcher remarked: "Baseball is turning pansy." Magnates are said to regard players' negotiations on the field with known professional gamblers as harmful, hence the general ruling.

Conduct restrictions go for the International League in the east and the American Association in the middle west as well as the majors, but reports from the Coast are that the third Class AA loop, Pacific Coast League, may be pursuing an opposite method to jack up attendance. This grew out of eight personal fights between players on the Los Angeles and Portland teams in the first seven games.

Business out there if not sensational, was good, and was credited in no small degree to the colorful beligerent players. This fighting started led to a report that the club owners had decided they were being holding down the prima donna players with a corresponding loss at the box office.

Baseball writers and fans in the east seem to agree with the players in their contention that too much etiquette is bound to rob baseball of an attractive flash. Players this year in the majors are restrained from talking to opponents on the field or showing any signs of sociability to friends in the stands. Later is a blow to autograph hounds as well as to those fans who like to hang over the railing and talk to the players before game time.

Major league players have been forced to inform their friends not to let offended if their greetings in the park are not returned.

A Piute Crack

Hollywood, April 18. Among the many interesting Indian stories and legends of the Piutes related by Death Valley Farquhar, is the observation of a chief in his attempt to express contempt for the white man.

Farquhar had drawn out the Indian to the extent of a conversation and the chief, in an attempt to close the conference, exclaimed:

"Indian scalp enemy; white man skins friend."

70,000 1st 3 Days Gives Tanforan Big Send-Off

San Francisco, April 18. Tanforan thinks it's right now the only paying racetrack in the country. Drawn here by a local syndicate, with William P. Kyne as chief. Attendance has been record breaking since 39-day season opened last week. First three days drew around 70,000. Initial handicap day had a gate of 29,000.

Plenty of Oakleys out, but despite the plenitude of paper there's an unusually heavy cash gate, a fact that mystifies other tracks that tried the same policy.

While the current siege has resulted in curtailment of purses at most tracks, the local syndicate has boosted each of Tanfo's purses \$100.

Parl-mutual betting is illegal in California, but the option system is carried on in a big way here.

Track admission is \$1.50, clubhouse getting \$2.50. Eight races daily.

MARRIAGES

Myrtle Lyman to Max Lerner in Hollywood April 14. Groom is musician. Bride is cousin of Abe Lyman.

Florence Russell to R. B. Poucher. Bride is sec'y to Walter Douglas, music publisher.

Mary Williams to Stanley Roosevelt in Philadelphia last December. Groom is non-pro.

Mary Louise Scanlon to Joseph P. Ward in New York April 13. Both on stage. Bride is 63 and groom 55.

John Lash to Minnebell Smith, of Dallas, Texas, in Chicago, April 20. Groom is of the vaude team of Stewart and Lash. Bride non-pro.

BIRTHS

Mr. and Mrs. Nathaniel Frank, son, in Hollywood, March 27. Father is a little theatre director.

Mr. and Mrs. Lloyd Hughes, son, April 16, in Hollywood. Cal. Father in pictures.

Mr. and Mrs. John Mitjan, son, April 16, in Hollywood. Father is a contract player at Metro.

Sobol on Winchell Spot

(Continued from page 1)

der doctor's care, Mrs. Winchell stating he was "reacting well to treatment" and that his convalescence would be rather indefinite. Breakdown is from overwork, against which he has been repeatedly warned by physicians and friends.

Sobol will do his stuff tonight more or less anonymously as the NBC was instructed yesterday merely to eliminate Winchell's name, with names substituted. No other reason was given the NBC press dept, save that of "possible legal entanglements."

American Tobacco merchandizes Lucky Strike, also Cremo cigars and other nicotine ands. Sobol's contract makes him subject to shifting around to any other program under American Tobacco sponsorship.

Paul Yawitz who does regular Sunday Mirror column will pinch-hitch for Winchell save for some of the stock of stuff which Winchell had in advance.

Prior Negotiations

Sobol completed his WOR commercial contract April 10. American Tobacco had been in negotiation with him for some time but Sobol's breakdown communicated a deal yesterday (18) when Sobol was told to be ready to do his stuff for the scheduled Tuesday, Thursday and Saturday broadcasts on behalf of L. S.

Reported also that A. J. Kobbler, publisher of the New York "Daily Mirror," left suddenly for the Coast last night (Monday) to confer with Hearst on Winchell's contract. Kobbler and his columnist have had clashes.

Lucky Strike will continue patrolling the same continuity for Sobol claiming that the "magic carpet" and the "O-key" style belong 100% to the program and that they will vest them in Sobol or any other m. c.

3 Chi Burley Girls

Seeking Divorces on Hit and Run Pleas

Chicago, April 18.

Married on Valentine's Day, 1932, and separated on April Fool's Day, that's the marital tale of Mary Sunde, burlesque dancer, in her suit for divorce from Charles Lloyd Hawthorne, known professionally as Charlie Hendricks.

Suit is based on cruelty, and the claims are twisted arms, socks and miscellaneous slurs. Miss Sunde, through her attorney, Irving Eisenman, is also asking for an injunction restraining Hendricks from molesting her and marring her beauty.

Eisenman is also trying to settle the marital woes of two other local burlesque ladies. One is Margie Bartels, who wants a legal separation from Lawrence Gottlieb, known in the profession as Larry Clark. They were paired in Cleveland. As since he is reported to have taken divorce suddenly, Miss Bartels is asking for the decree on plaint of desertion.

Sudden scrambling is the basis of the divorce plea of Vivian Burney, known on the stage as Vivian Kent, against Frederick Burney. This marriage occurred in Scranton on Jan. 13, 1931, and lasted only until March 15 of the same year, when the husband is claimed to have picked up his hat and walked nonchalantly out of the house.

Eastern League's Nifters

Easton, Pa., April 18. Night baseball will start soon at Allentown. Six teams in Eastern League plan to play night games on week days, not on Saturdays or Sundays.

Fred E. Lewis, Allentown's mayor, okayed Sunday baseball, but no other kind of entertainment on the Sabbath.

NEW YORK THEATRES

SAM M. HARRIS Presents
MARY BOLAND MURRAY in
"FACE THE MUSIC"
A Musical Comedy Revue
By Irving Berlin & Moss Hart
NEW AMSTERDAM Theatre, W. 42d St.
Even. 7:30. Mat. Wed. & Sat. 2:30.
GILBERT MILLER presents
BEST MARSHALL
in
THERE'S ALWAYS JULIET
A Comedy by John Van Druten
"A rare and novel and whetting and very amusing play."
"A Good One" Joe Nathan, Judge.
HENRY MILLER Theatre, 424 W. 43d St.
Even. 8:45. Mat. Wed. Thurs. and Sat. 2:30.
LESLIE HOWARD
PHILIP BARRY'S New Comedy
THE ANIMAL KINGDOM
"The season's most gratifying adventure."
"A rare and novel and whetting and very amusing play."
Staged by Gilbert Miller.
EMPIRE Theatre, 6'way and 46th St.
Even. 8:45. Mat. Wed. Thurs. and Sat. 2:30.
8 Mats. Weekly; Wed. Thurs. & Sat., 2:30.

MAX GORDON presents
THE CAT and the FIDDLE
A Musical Love Story
By Jerome Kern and OTTO HARBARC
"A rare and novel and whetting and very amusing play."
"A Good One" Joe Nathan, Judge.
8:30. Mat. Wednesday and Saturday, 2:30.
Sole Office for All Performances from \$1 to \$5. No tax.

ALEXANDER McNAIG presents
ERNEST TRUEX in
WHISTLING IN THE DARK
By Laurence Green and Edward Child Carpenter
Directed by Frank Crown
Ethel Barrymore Theatre, W. 42d St., W. of 57
Even. 8:15. Mat. Wed. & Sat., 2:10.

LOEW'S presents
TARZAN
The Ape Man
with JOHNNY WEISSMULLER
YANDER, DR. LEVY-BLANCK & SCULLY, 8 State St., Boston & Quincy, Mass.

ROBT. MONTGOMERY in
But the Flesh Is Weak
LAURENCE OLYMPIA Comedy
MITCHELL & DURANT
Revue-Banquet Orchestra
Friday, Johnny "Tarzan" Weissmuller, in person

PKKO
MAYFAIR Broadway at 47th Street
"LOVE STARVED"
("YOUNG RIDERS")
RKO Pathé Picture, with
HELEN TWELVETRES
ERIC LINDEN, ARLINE JUDGE

PALACE 6'way & 47th St.
Even. 8:15. Mat. Wed. & Sat. 2:30.
Herman Timberg & Herman, Jr.
PAT ROONEY & PAT, 34 40
Wich 45-46. Everett Giffels—40
FIFI O'Grady—Parade
Midnight Show Every Saturday

86th ST. 86th St. & 34th Ave.
Continues Shows
Wed. to Friday, April 20 to 22
HENRY SANTREY
Roxby Theatre Ensemble
"LAW AND ORDER"
Walter Huston—Harry Carey

81st ST. On Broadway
Continues Shows
Wed. to Friday, April 20 to 22
"LAW AND ORDER"
with
WALTER HUSTON
Harry Carey

ROXY SEVENTH AVENUE at 60th Street
"CARELESS LADY"
with JOAN BENNET, JOHN BOLES
On the Stage Artists
Gay Waring and Roy Thayer Orchestra
Beginning Friday, Warner Baxter in "Anastasia Diddy" with Marian Nixon

Who Lives at The Park Central?

AMONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroad terminals.

Radio outlets... Electric refrigeration... Periodic 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

The Park Central

H. A. LANZNER, General Manager

56 St. at 7th Ave., New York City

Diary of a Stooze

By Claude Binyon

St. Paul—Thursday.
There is only one answer to everything. I am through with women. Today and yesterday I was a stooze. I was with Quantrell, and while Quantrell was with Tillie. I have my future to think about. I am now on being a stooze comes first. If this is a lie I hope I blow my brains out.

I took the plaster off my eyebrow today and it looks okay, only a little scar where it grew back. That scar will always make me the poster Scaramouche and that I own him a punch in the head.

St. Paul—Friday.
I am heartbroken. We leave tonight for Spokane but Tillie goes with us in the act.

She should be ashamed of herself. She went to Moe Bowery and told him how she and I went together back in St. Paul, and were happy and were going to get married until I got to be a stooze. Whatever got into Moe Bowery I don't know, but he thought I was a stooze for a while and then he asked her how would she like to be a stooze just like she is in real life.

So silly I could almost laugh. How can Tillie be a stooze? She has no talent for acting or nothing, only a good cool head. I said to her, "You were happy when she came running to me and told me about it, and that she is going to get \$30 a week."

Something else she told me almost killed me on the spot. She is going to room with Tillie. That was Moe Bowery's idea, too.

Something awful is going to happen to me soon. I said to her, "I have to hurry and get packed."

Saturday.
Here it is Saturday and I am on the train somewhere in Montana and I am tired of traveling already. I can see trouble coming now.

After breakfast this morning Mr. Bowery called us all together and told us how he is going to act up so Tillie is in it too. He said she is going to be my girl friend in the act just like she is in real life, and when they throw things at me and trip me she is going to fight for me.

When Mr. Bowery said that about girl friend in real life I sank into my collar. Bad as I felt I had to look at Quantrell and her. I said to her, "You are just like Scaramouche's do. She didn't say anything, just looked. I have been hiding in smoking rooms ever since."

Sunday.
We will be in Spokane tomorrow morning. After breakfast we rehearsed the act some more, just sitting and talking with Tillie. Quantrell doesn't say a word to me. She just looks that funny way. Scaramouche may pay any attention to me any more, so at least I get a break that way.

Spokane—Monday.
This is another day. The act is a bigger sensation even than it was before and I am being neglected. All my funny answers that I had with Mr. Bowery have been taken away from me and given to Tillie and people are laughing at her. I don't remember that I am an actor and she is just a home girl. I would think I was a failure. I can see what Moe Bowery is doing, he is giving Tillie all the funny answers so people won't notice that she is a nobody.

When I play my banjo now and Mr. Bowery tells Scaramouche to throw the act on the stage. Tillie comes up from the audience and yells that they better not try to treat her boy friend that way, and she says, "She throws Scaramouche and Mr. Bowery off and then yells to me: 'Go ahead and play!' After that she looks at all the funny answers to Mr. Bowery. It is enough to make a man sick."

Tillie is all excited about being a stooze, the poor little sap. She doesn't know that you have to be a real actor before you can be a good stooze, not just a stooze that has all the funny answers. She keeps asking me isn't it wonderful and I'm so mad I can't even talk to her. I'm not jealous but it makes me sore that a girl from some small town butts into a good actor and takes all the funny answers.

She should be home cooking for her folks.

Spokane—Tuesday.
It is all off with me and Tillie and it is all off with me and Quantrell. From now on I am a stooze in the country working just for my career.

I felt kind of sorry for Tillie when I told her that she bust into me and not without being asked by me and because of that I wasn't going to

Money Cheaper

Hollywood, April 18.
Couple of Hollywood artists did wall decorations for a reopening night club, then failed to get action on their bill for \$44. Finally they threw in the plea that artists get hungry like anyone.
"Well, I can give you a meal," said the club proprietor.
Thereafter the boys made it a regular supper call.
A week of that and the proprietor handed them a check in full.

marry her. She looked like a dog that you had thrown a stone at, and said she was sorry I felt that way about it. She said the only reason she joined the act was because she thought it would be nice for us to be together on account of she thought we loved each other.
"I can't love a girl who acts like you acted," I said. "Please quit bothering me." When I said that Tillie's lip started to shiver and she turned quick and ran away.
"I can't help it. Only my career matters to me now."

Quantrell was giving me some of those wild looks during the day without saying anything so I finally couldn't stand it any longer. "Don't look at me that way!" I yelled at her. "Tillie isn't my girl friend and you aren't my girl friend. I haven't got a girl friend and I don't want any."

She just kept looking at me but I'm glad I told her that I was tired of her.

It is enough to make a man crazy all this worry. I will forget about everybody and be the greatest actor in the world. I will act and work until I am wore out and bleeding. But I will be a success.

Just wait and see.

\$6,000 in Wage Claims For One Week in L. A.

Los Angeles, April 18.
New high for theatrical wage claims before the labor commission came last week and totaled \$60,000. The claims were for unpaid wages. Employers were mainly of the deadbeat variety, admitting the legality of the claims, but pleading no cash at present. Almost all of the remainder couldn't be located.

Dorothy Sebastian's \$1,475 claim against Mendez-Bernal Productions and Dwan Esper for \$1,475 salary for an indoor picture at the rate of \$1,000 weekly was the top complaint. Musicians and others raised the claims against the Municipalities Light Opera Assn., producers of "The Merry Widow" at the Carthy Circle by \$1,250.

Remainder varied from picture house theatre managers and projectionists to 13 ballet dancers, student workers, and assistant directors. All film studio complaints were against swifite indie producers.

IF AND WHEN

Sidney Franklin's Double Entendre and Then Mebbe

Dallas, April 18.
Sidney Franklin, ball singer of luxury, is gonna try the ball and chain, mebbe. Sid brought his fiancée, Edith Deutsch, Cleveland artist-singer, to Texas so she could get an eyeful of his technique. In one of those horn-hurling rambles at Eagle Pass. And to give it the flash, tenger takes on two ball time.

Whether Sid gets into the Deutsch family depends on what Edith and mamma think of ball fighting. Not announcing the altar date yet.

PIANIST TAKES POISON

Albany, N. Y., April 18.
Disappointed in love, Bernard Flisk, 27, dance band pianist, attempted suicide by taking poison in front of a downtown drug store. He is being treated at the Albany hospital for burns about the mouth.
Flisk has been playing with the Rod Allen orchestra at the Hendrick Hudson hotel, Troy. He told police his wife had obtained a divorce.

Cops Raid Unemployed Benefit as Immoral

Easton, Pa., April 18.
Eight performers were arrested and fined for participating in an alleged immoral show. Mae Dawson, of Philadelphia, manager of the troupe, paid a fine of \$50 and costs, while five other girls and two men paid \$10 each. Charge was against a performance in the American Legion hall at Holberton, near here, for the benefit of the unemployed.

State police raided and made the arrests at the close of the performance.

\$5,000 Payment Leaves One Less Action for Brown to Worry About

Syracuse, April 18.
Julian S. Brown reduced his number of legal difficulties by \$5,000 last week when he settled a \$250,000 alienation of affections action out of court. Case stricken from the Supreme Court calendar as trial impossible.

Fred Meyer, of Syracuse, accepted \$5,000 balm. Meyer had charged that Brown counted his wife. In another suit Perry C. Spencer of Akron, O., claims Brown attempted to seduce his wife, Mrs. Curtis Spencer. Spencer asks \$100,000 damages from the Syracuse theatre impresario.

There is one string to the Meyer settlement. If Brown, whose tangled financial affairs are now in Federal court as the result of an involuntary bankruptcy action, does not pay the \$5,000 within a "reasonable length of time," the \$250,000 case may be restored to the calendar.

Creditors filed the bankruptcy petition against Brown late last week, Federal Judge Frederick H. Bryant appointed A. Clymer Austin, Edwin D. Witkowski and William J. Bourke as receivers. They previously had been serving as receivers in equity for both Brown and his Dewitt Development Corporation.

CUTRATE GRAVES

Minneapolis, April 18.
They're even offering bargains in cemetery lots. A company in a suburb of Minneapolis is offering burial lots at sacrifice prices.

The Boice (and Gals) of B'way

By Harold M. Bone

Revenge.

It will seem to my love.
She would turn me simply round.
Her order gave me courage,
And she told her for her hand.
She hung her head and murmured low
And said I could never do so.
I sighed when I discovered 'twas
My verse she loved—not me.
Oh, 'twas I broken-hearted then,
And I told her my love.
And did I feel that she was lost,
And I told her my love.
And did I curse the poem that
I had told her my love.
I tell I did—I told it to
A Broadway magazine.

Young Man of Manhattan Transfer.

Portrait of a Man Talking About Himself.

I wonder if anybody ever reads those other columnists. If they do, it's just a waste of time.

Things I Never Knew Till Now.

That the method of improving broadcasting by placing a wet towel over the head of the microphone would get better results if the towel were applied to the head of the broadcaster.

Add Similes.

The strain left him limp as a Winchell-Carroll handshake. As the dog approached, the cat's tail swelled like a columnist's head when he guesses right. Miss Barrymore found her audience as hard to hold as a handful of ice cream in a blast furnace. Improbable as a Marie Dressler-Paul Whiteman duaglo.

Peignims.

Reformers would have believed the Flower of American Youth is the rumbustious.

Observation.

Izzy Konshus, our favorite clown,

Hinterland Blase Over B'way;

Street's Now Self-Supporting

Life in the West

Los Angeles, April 18.
Survey of school children in Pasadena area made by the board of education at the suggestion of Henry Monahan, general passenger agent for Southern Pacific, revealed that only 10% had ever been on a trip.
Monahan arranged an excursion to the Salton Sea, over 100 miles away, at a rate of \$1 for the round trip. Traveling in 14 sections, 2,200 kids made the trip.

Mrs. Nixon Elects to Take a Widow's Share

Philadelphia, April 18.
Mrs. Charlotte Nash Nixon, widow of Frederick G. Nixon-Nordlinger, has elected to take outright a widow's one-third share of the approximately \$1,000,000 estate under Pennsylvania intestate laws, instead of one-third of the income of the residue bequeathed to her for life under the will.

Distribution of the estate is awaiting adjudication of the executor's first and partial accounting. Mrs. Nixon's election was acknowledged in St. Louis, her native city, where she resides. She had her name changed from Nixon Nordlinger to her husband's name in the killing of her husband March 12, 1931, in Nice, France.

Under the intestate act of June 7, 1917, Mrs. Nixon is entitled to the entire estate outright, inasmuch as there is more than one child. Her children are Charles Richard Nixon, now nearly 20, and Charlotte Louise Nixon, 16 months.

The principal advantages of Mrs. Nixon's choice is that she will get her share outright, receive \$43,333 more than under a life income and will be free to marry again. The will provides for the payment of the balance of the estate to the children.

The Boice (and Gals) of B'way

By Harold M. Bone

forwards the following: Showmen consider themselves lucky these days if they own a door to keep the wolf away from.

Descriptive.

When Anita LaHott gets through with them there, she leaves them too weak to carry a torch.

Down Memory Lane.

I remember the old days when socks were only footgear instead of something that columnists take at anybody and everybody.
When ham was only 15 cents a pound—which reminds me that \$12.00 was too much to pay for that act.

I remember lots of things—in fact everything except the reason why I started to write.

Verse of Broadway.

A chorine whose name was in Me. Decided to work Macia Le. "Boice" (and Gals of Broadway) A scathily snore— Now she dwells in a castle in Sps.

Odd Bits from the Envelopes.

From an anonymous admirer: "Thought you'd like to know about the headline in our paper concerning deposition solution backed by cigarette manufacturer which sponsors a rival columnist on the line. Hearing read: 'Man-a-Block Plan: Hearing Works to Thousands of Unemployed'." And this from an Ohio schoolboy: "Dear So-and-So: In our English class we recently had an essay writing contest on the subject 'What Do You Think of the Boice (and Gals of Broadway) column?' Perhaps you will be interested to know that I won the contest with a mark of 98%. My teacher said I would have been perfect if I had a '2' in lousy."

Broadway has lost its allure for the hinterland.

New York's Main Street, once the Mecca for free spenders, holds little more than what can be found in many other metropolises. Aside from shows—with those fewer in number than ever before and complaints even then as to their quality—a nite life equal to, or more replete, obtains west of Broadway.

Where it was once too hard to find a year or two ago there were vehement denials. Today it can't be said that it's untrue.
Broadway has the same speaks the same film de luxe, burlesques, shooting galleries, bankrupt sales and 35c entertainments that are the features of all such centers. But even the street has other features. There was an influx from every corner of the world and particularly parts west. That's over.

Tourist Traffic Off

Figures relative to the traffic coming into New York take the prime indicator. Some of the decrease, which is authoritatively said to run as high as 80%, can be laid to depression, but there are now few places to go. The visiting firemen are staying away.

Much of the lost traffic to Broadway may be laid to the feet of the Broadway columnists, who, of late, they make their living off the street itself, have nevertheless contributed to its downfall.

Their very exaggerated column have been devoted to describing Broadway's fall and decline; to exposing the racketeering nite club; to spreading examples of the lack of amusement therein. Columnists have been publicizing of their abandoning the late hour rendezvous they once frequented. An obvious cause has come from the out-of-towners.

It's been no help to publicize Broadway's fancy price, speaks where it's an eye tooth for a sold of beer and the eye for hard liquor. Nor has it helped to write of Broadway's increasing midwifery.

A direct result of the big street's lost attraction, aver the hotel ticket brokers, is the serious diminishment of business, due to the disappearance of out-of-town tourists.

Broadway has become, in its own fashion, an 80% local place. The other 20% are the strangers, but it means that Broadway mainly is self-supporting.

Condition of hotels amply justifies the statement that citizens from the west are flocking to the city. Buyers for out-of-town stores have slinked down to a minimum. Comparison of figures shows that on March 21, 1932, 19 stores had merchandise buyers in New York, compared to 82 for the same day in 1929 and about 40 in 1931.
A serious over-crowding is increasing as opposed to the Great Zig One. They have their gambling casinos, while Broadway hasn't; their nite clubs, speaks, roadhouses, and native nite life—all but the shows.

Hollywood's film celebs and film columnists, constantly writing the stars, are increasingly catallaphing themselves for sightsees and spenders. It means many no look to the Pacific and not the Atlantic coast.

On Broadway the biggest cabaret on the street sells a dinner and a strip gaw show for less than the one-time cover charge costs generally involved.

Spa Hotel on Block

Saratoga, April 18.
White Sulphur Springs Hotel on Saratoga Lake, used as training headquarters by Jack Dempsey, Gene Tunney, Benny Leonard, Pancho Villa, and Frankie Moran, and known to Times Squares who visit Saratoga for the racing season, is to be sold at auction under foreclosure proceedings on May 8. Property, owned for years by Thomas C. Luther, pioneer lumberman of the Adirondacks, was sold by him to New York interests in 1931.

Baretti a Suicide

Louis Baretti, Broadway night club manager, committed suicide in New York April 17. Decreased had managed the Embassy and Atlantic Beach clubs.
His action is attributed to the loss of his positions in both clubs.

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

Armand Tokoyan, of the Metropolitan, asks the N. Y. Supreme Court to quash the suit filed in 1925 by Marie Hawthorn, concert agent, for \$2,579, claimed to be a loan. Tenor explains that it was not a loan but money advanced to bring him to this country for concert dates. Says he never got the concerts, so he filed a counterclaim for \$17,700.

Macgowan & Reed announce acquisition of the American and British rights to Simon Gantillon's 'Bifur' for next season.

Marguerite Sylva to give single performance of 'Carmen' at the Apollo April 28. One-night stand.

Henry M. Ludwig, baker's helper, who lost his right eye when struck by a ball in a Yankees-Cleveland game at the stadium in 1925, has settled his \$50,000 damage suit for \$500.

Theatre Club hands its annual gold medal to Elmer Rice for his 'Counsellor at Law' as best play of the season.

Carl Randall and Virginia Watson will be in the Municipal opera troupe at St. Louis this summer.

Jack Curly, sports promoter, going dramatic. Going to do Elmer Greenleaf's 'Broomsticks, Amen,' next fall.

'Death Straightens the Account,' by Nicholas Ross, new author, to get a tryout in Flushing April 25.

Mrs. Charlotte Nixon, in Philadelphia court, elects to take her widow's third of her late husband's estate instead of the life interest which she had, which prohibited her from marriage. Choice also gives her about \$30,000 more, and she gets it at once. Although he made a will, Miss Nirdlinger died intestate.

Ground broken for new Madison Square Garden stadium in Long Island City last week. Will seat around 85,000.

Will go to Reno to split from Fred Goldsborough, wealthy hubby.

Band Wagon Players formed to produce original plays for tryouts in town and suburbs.

David Vardi has done a Soviet drama. Now in rehearsal.

Constance Collier unable to appear in 'Hay Fever,' Boston, April 15, owing to a cinder in her eye. No show.

Robert V. Newman will produce next fall 'The World Do Move,' by Carrington A. Phelps.

RKO has signed a contract with Amkino for first run on all its pictures for the Cameo.

John Charles Thomas has been given his next year's contract by the Philadelphia opera.

Jim Barton told by Supreme Court to show why he should not be held in contempt for failure to pay alimony to Mrs. Otilia Barton, who obtained a separation from him in 1925. Claimed he is \$2,700 in arrears.

Edith King, who recently closed her stock in Columbus, is going to the Lyceum Players, East Orange, N. J.

Liner New York held 20 minutes after sailing time Wed. 10 to permit Gertrude Kappel, of the Met, to get aboard after her performance. Michael Bohnen also a passenger.

Helene Costello back from Europe last week. Still intent on a divorce from Lowell Sherman.

Rose Vallikette changes her legal name to June Knight, which she uses on the stage. By order of N. Y. Supreme Court.

Dorothy Bryan, chorus girl, swallowed poison by mistake in her apt. last Thursday. Fixed up by an ambulance surgeon and out of danger.

Ethel Barrymore tells Toronto at a luncheon she won't play there again because no one came to see her. Made the same threat to Buffalo once, but she went back.

Fay Bainter and Frank Conroy selected as leads for Wallace's 'Man Who Changed His Name.' Con-

tract with Mrs. Wallace requires that her agent here must approve the cast.

Vicki Baum and Rachel Crothers in a huddle over collaboration on a new play which John Golden will do in the fall.

Civic Rep. players will open next fall with 'Dear Jane,' a play about Jane Austen. On her return from abroad, Eva Le Gallienne announced 'Lillito,' but since then picked up what she hopes will be another 'Britia.'

Last week burglar alarm at the Metropolitan theatre, N. Y., accidentally set off and crowd blocked B'way until it could be muffled.

Evelyn Wilson, married recently and being sued by Mrs. Francis Saffran for alienation. Mrs. Saffran also claims that Miss Wilson knows more of the whereabouts of a bracelet than she does. Matter at the Polka theatre, downtown, but Miss Wilson was filing a date in Philadelphia. Represented by counsel.

Ethel Barton, former showgirl, is asking for a divorce from her husband, Douglas W. Murtha, of the Cotton Exchange. Peaved because he married Jacqueline Colbert, in Chicago, without telling her anything about it. He got his divorce with the same secrecy. Suit is to test the validity of Murtha's decree obtained in Ohio.

Girl attending a picture show in Philadelphia last week screamed and complained man sitting next to her had jabbed a hypodermic into her arm.

Maurice Schwartz, who tackled B'way early this season, is making a series of farewell performances at the Polka theatre, downtown, before going to Europe.

Phillip Barber, of Yale Drama dept., to be technical advisor to Group theatre.

'Binkysans' threatens to be one of the fall productions. It's by Len Smith and deals with a comic opera company taken over by a burlesque troupe.

Opal Powell, vaude dancer, asks court to make her husband, Alvin Powell, Jr., circus wife walker, file a bond of \$2,500 to appear in her divorce action. Powell got a divorce in Akron two years ago, but she contends it is invalid and seeks to have it determined. Powell is with the Ringling show. When Mrs. Powell went to the Garden last week to serve the summons, Powell got a divorce and stayed in the rigging until after the show, coming down only when it was apparent that she was determined to outstay him.

Theatre Guild now plans Lawson's 'The Pure in Heart' as its first production. Lawson wrote 'Processional' in July.

Alex Woolcott may be in the new Coward-Lunt play next winter. Part was designed for him by Coward.

Guy Standing will be seen in 'Gynara' on the road, replacing Henry Stephenson. Due to start out in July.

Taxi dancers in N. Y. complain that Depression and police supervision cut their earnings. Down to \$15-\$18.

Neighborhood Playhouse to have a dinner-cabaret at Vanderbilt hotel Friday (22).

Westchester Drama Assn. opens its little play tourney April 20 at the County Centre.

Reported that C. B. Cochran's visit to U. S. is to lay plans to produce on Broadway. He'll be due next October with Erlanger participation.

Adrienne Morrison, mother of the Bennett girls, is contemplating a return to the stage.

Doran, Ray and Hewes will try out two plays with the Wharf Players, Brooklyn, this summer.

Metropolitan Opera season next year will be 16 weeks instead of 22 at lesser prices. Makes it a \$7.70 top at the b. o. and \$5.50 by subscription. Season opens Nov. 21.

New motion for a bill of particulars in the suit of Jane O'Rourke, former showgirl, against Mrs. Jessie Woolworth Donahue, brings out that Miss O'Rourke is suing for \$100,000 for slander. Mrs. O'Rourke

alleges that Mrs. Donahue declared that she (Miss O'Rourke) was a person of loose morals who led the late James P. Donahue, her husband, to financial, moral and physical ruin which eventuated in his suicide. Mrs. Donahue denies making any of the claimed statements.

Suit against the city of Troy, N. Y., brought by Georgietta Urtiza, dancer, dismissed in that district. Court did not enter into the merits of the case, merely ruling that a claim should have been made within 90 days.

Theatre Guild announces road troupe of 'Mourning Becomes Electra' for two weeks at Alvin theatre, New York, headed by Judith Anderson and Florence Reed.

Peggy Fears going to California to talk over 'Saint Wench' with John Colton, its author. Helen Menken, who will play the lead next year, goes along.

'Round Up,' which opened and closed the same week at the Madison Square theatre, N. Y., is staged again, April 23. This time managed by Samuel Holman for Lexington Post of American Legion.

Sidney Harmon, producer of 'Bloodstained Hands' at C. C. Webster, actor in the production, will be labored on a play, 'Before They Marry,' which Harmon hopes to put on in the fall.

Toscanini due here next Monday (25) to lead musical benefit concert. Will return on the same ship April 23.

Pola Negri announces she will marry a wealthy Chicago man this summer.

Adolph Pollock out as pres. of Peerless Productions, with Loy Geller now assuming the title.

Eddie Golden made gen. sales mgr. of Monogram pics.

Legit theatre group to Washington to appear Monday (18) to fight proposed admiral tax.

Paul D. Cravath, Metropolitan Opera agent, announces the Met is a candidate for the \$500,000 opera house in Rockefeller Center. No action by directors yet and no contracts signed.

Irene Bordoni opens in 'Sleeping Partners' at the Wilbur, Boston, May 5.

Olivia Borden, former film actress who's Mrs. Charles Steva, parted from her husband. Plans return to B'way.

Radio Pictures buys 'Moon and Sixpence' by Somerset Maugham for John Barrymore.

Coast

Lucille Collins, actress, found not guilty on charges of drunk driving. Actress was arrested several weeks ago.

Richard and Barbara Ann Blue, son and daughter of the actor, in Hollywood hospital recovering from minor operations.

Fritz Ridgeway sued for \$2,540 by the Allen Hotel Supply Co. for groceries supplied to her Palm Springs hotel.

Mrs. Louise Bradbury, actress, to appear in a hit on charges of manslaughter. Booked on hit-run charge when she struck J. Barrett and caused his death.

Nathalie Mudge, actress, granted annulment for her marriage to Charles Morton, actor, when he failed to appear to contest the complaint. Mrs. Morton will have custody of the young daughter and \$100 monthly for her support.

Alexander Pantages sued for \$2,000 by Dr. C. P. Kalloneas for medical treatment administered. Kalloneas asserts that Pantages owes him \$2,000 for X-rays, affidavits, treatments, etc. Pantages denied the charge and cross-filed papers to retrieve \$157 that he loaned the Doc.

Oliver Morosco ordered to pay \$750 Harry Bird, theatre owner, for a note owed him since 1923.

Hoot Gibson will hold his annual rodeo May 1.

Robert Orth, actor, sued for \$20,000 by 10 children of Mr. and Mrs. Samuel McCoy. Latter were killed when their auto collided with that of the actor's last May.

Hal Mohr, cameraman, sued by his wife, Clara Mohr, for separate maintenance and for an allowance.

Fred Beeson to wed Mabel Johnson in the suit of a former showgirl against Mrs. Jessie Woolworth Donahue, brings out that Miss O'Rourke is suing for \$100,000 for slander. Mrs. O'Rourke

OBITUARY

MARTHA HAYS

Martha Hays, 53, sister of Will Hays, died at Good Samaritan hospital, Hollywood, April 13, following an abdominal operation.

Miss Hays, until two years ago, was a partner in the law firm of Will and Hinkley Hays, her brothers, in Sullivan, Ind.

She came to Hollywood a year ago and for some time has been assisting Will Hays in political matters. Burial was at Sullivan.

WILLIAM J. BLOCK

Will J. Block, 63, died in Kansas City April 12. Overwork assigned as the immediate cause of death.

Block had, in the past 35 years, managed Richard Mansfield, Mrs. Leslie Carter and Joseph Jefferson and was the first manager of the Herald Square theatre, N. Y., when that house was changed from the theatre to a hotel.

JOSEPH V. CHARLES

Joseph V. Charles, 48, president of the American Musicians' union, an unaffiliated organization, died suddenly of a heart attack at his home in Chicago, April 14. Charles has been head of the outlaws musicians' body for about 10 years.

Widow and nine children survive.

ROBERT A. KING

Robert A. King, 72, oldest active member of the ASCAP, died in New York April 13. Had just finished listening in on radio reception of his latest song, 'One Day in May.' Survived by the widow, two sons and a daughter.

ROSS DAVID

Ross David, 70, formerly an opera singer, died in New York April 12. For the past 35 years he had been a vocal teacher.

Survived by his widow, his mother, two sisters and two brothers.

CHAS. H. JOHNSON

Charles H. Johnson, 72, vaudeville and burlesque actor, died April 9 at the Metropolitan Hospital, Welfare Island, from heart disease.

Widow, Elise Leslie, former vaude actress, and a son, survive.

WM. O'DALE

William O'Dale, 73, once a star circus equestrian, died in Bellevue Hospital, New York, April 14, of pneumonia. He created the four horse act but had been unable to perform for the past 15 years.

RALPH McALEER

Ralph McAleer, 40, wner of the Orpheum theatres, Parsons, Kans., died there April 8. He fractured his skull in a fall down a stairway. Survived by the widow, mother, brother and sister.

LORING E. KELLY

Loring E. Kelly, 53, actor and owner of the Manhattan Players, died in Clayton, N. Y., April 10. His widow, a daughter and step-daughter survive.

JOHN E. DREW

John E. Drew, once a time dancer and vaudeville actor, died in Seattle March 29.

Dr. Arthur A. Woods, 71, research expert for Douglas Fairbanks, died April 11 at his home in Hollywood, from bronchial pneumonia. Woods had been associated with Fairbanks since 1920 and prepared technical research details for all the star's pictures.

Oliver Meredith, 40, died in an Albany, N. Y., hospital April 11, as

In Tender Loving Memory of

JOSEPH LEBLANG

Husband and Father

Who Passed Away April 17, 1931

Mrs. Tillie Leblang

Etta Leblang Rosenstein

Dorothy Leblang Leventhal

Adele Leblang

Mid-West

Gangland working overtime around Chicago during the primary election. Capitol Press, publishing the Chicago 'Globe,' was wrecked by hoodlums who carried away an entire edition of the paper. Sheet had been attacking the alleged gangland affiliations of a candidate.

Omaha Playhouse put on a one-act about Hollywood, 'On the Lot,' in conjunction with a performance of 'The Royal Family.' First time the theatre has put on a sketch.

Lone gunman grabbed \$100 from the boxoffice of the Warner Avalon while doorman and patrons stood by.

With 80% of last year's subscribers renewing, St. Louis Municipal Opera will start the season off June 6. Has 11 production lined up.

There will be no jury trial on the stock question of the Fawcett Publications of Minneapolis. Mrs. Antoinette Fawcett was denied her motion to decide whether she is a

the result of injuries sustained in an auto accident April 9. Was the owner of radio station WSTV, Syracuse, N. Y.

Father, 66, of Frank Newman, Fox-West Coast exec, died after an illness of three years at his home in Los Angeles, April 13. Services were held the following day.

Ray C. Berry, 42, who operated two theatres at Norman, Tex., died there April 7 of injuries received in the World War.

Winfield Blake, husband of Mabel Auber and partner with her in a theatrical costume shop in San Francisco, died there April 12.

(Continued on page 52)

Broadway

CHEATERS

London

At Boasberg back from Hollywood. Bob Sparks off to the Coast suddenly. Bill Fields in the circus press department. Al Backlin yearning heavily for the Coast.

His publishers looking for Elliott Paul's address. Sid Kent has one of the biggest gigs in town. Lin Shuster trekking to Europe in another month.

Joe Sheak back on Broadway with a full spring outfit. Norman Ringling's infected foot and Fred Bradna's barking dogs.

Plenty exclusive golf clubs will accept strangers' green fees. Gene Solo with a handage around the noodle. Nothing serious.

Helen Lynd leaves for Hollywood today (Tuesday) on prospect. Company that runs the Automats reported best year yet for 1931.

Hardy's twin Irish Setters are christened Brandy and Soda. Auditions at Erlanger's three weeks for Vincent Youmans' revue.

Stepin Fetchit will produce the negro musical at the Liberty. Sam Katz probably won't be able to shove off for Europe until after June.

Shaving of salaries reported. Erlanger office didn't touch the minor employees.

Welman's dad, after recuperating all winter in Arizona, in New York again.

Bud Gray is looking for backing of a new play around George Washington.

Eddie McEvoy is working night and day lately, with no time for social excursions.

Al Zugsmit, the Whiteman agent, wears tan shoes with his tux. It's a gag with him.

There's a bid in for the type-writing on which Val Lewton's "No Bed for Her Own" best seller.

Dan Parker, the "Mirror" sports star, buying a yacht. Denies he plans pushing anybody overboard.

Gill Bennett of the talkers is the daughter of Dave Kramer (Kramer and Boyle) and is her puppy happy!

Intended revival of Geo. M. Cohan's "Song and Dance" slated for Chicago with Donald Brian in it.

Freeman Bernstein is post-carding his friends. He doesn't know that everything's a-foxy-foxy in Japan.

Those Londonites Lynn Parnell brought back, plus the dog he picked up in Berlin that doesn't understand English.

Hal Horne, U.S.A. p.a. to the Coast via the Pres. Lincoln Saturday to stay three weeks reorganizing the Coast pub. dept.

Robert Glanville, ex-dramatic editor of the "Graphic," is back. Straus have merged forces as freelance publicists.

Ben Stein laughed when reading mail from readers. He said he'd like to see the "Black Tower."

Dave Wolf, Coast cabaret entrepreneur, vacationing in Europe. Route back to Hollywood with stop-off in Chi, his home.

Helene (Mrs. Monte New Orleans) brought back two of her oil paintings accepted for exhibition at the Grand Central Palace.

Sam H. Harris and Max Gordon the Producers for the Friers show at the Met, with Darius Fares and R. B. Burnside doing the staging.

"Death Valley" Farnum collected his first royalty, is bucks, on those trick post-cards showing the old desert explorer almost in the nude.

The Fred McIsaac will westward here a slow Panama Mail steamer in order to take in the South American ports they haven't seen.

That Lou Clayton-George Jessel tiff at the Friers was the climax of a peevy Clayton had been carrying over a remark passed by Jessel at the Palace.

"Bloodstream" at the Times Square is a heavy all-male prison drama. Sag around last week was the Fox was buying it for Janet Gaynor and Charles Farrell.

All receiving invites to Hal Horne's getaway get-together not only paid for a collect telegram but each also found himself chairman of the invitation committee. Thus were chairmen and couldn't squawk.

RKO has sent Bill Williams, who has been the circuit's exploitation manager in Cleveland, in advance of "Symphony of Six Million" to its Washington opening April 23.

Paris

Wildlife Roars in hiding. Russell Ritt back to Detroit. Peggy O'Neill on the boulevards. Mary Ellis getting a few gowns. Cliff Fischer leaving the hospital.

Mad India cropping up every day. Le Grand Vatel is beginning to flourish. Joe Zell preparing "Vagabond King."

Maxine de Vaucorbelli a Parisian again. Betty Compton driving to the Riviera. Noel Coward is coming over to see pals.

Koula Kouva has the blondest hair in Paris. Herb Howe writing he'll be back in spring. Spinely playing a dual role in new play.

Harry Pollard getting ready for new revue. Helene Costello hopes a Broadway appearance. Marcel de Sano recovering from appendicitis.

Walter Moreau not so pleased with Europe. Paul Robeson in a huddle with Sherry. Maurice Tourneur talking about sangster films.

Edw. Livingston of Ufa, cutting Ingram picture. Ivan Moussine-Pleskine a big figure at the night clubs.

Kitty Gordon is expected over for her annual rest. Marguerite d'Alvarez going to America in fall.

Ruth Gordon has not been in Paris for a long time. E. J. Brickett, in country when everybody's struck.

Pierre Billotte, novelist and journalist, dead. Norman Matson a lone figure at noon at the Select.

Rubye de Remer at opening of new Montmartre. Brickston, in country when everybody's struck.

Pierre Billotte, novelist and journalist, dead. Norman Matson a lone figure at noon at the Select.

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know what to do with her afternoons. Gustave Quinson, actor of Bouffes Parisiens and Palais Royal, resides being a local Joe Lebling, given a dinner for his 30 years in the show business.

Christine Diemer getting a year's contract with Reuters in Singapore, meaning that his creditors for the next year will have to be good and take half of 1% per month on their \$350,000 claims.

Savay declaring a year's moratorium, meaning that his creditors for the next year will have to be good and take half of 1% per month on their \$350,000 claims.

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Australia

Winter soon. Dance hall open. Howard Frank arrives. The Pullers backing reviews.

Bernie Freeman for America. Vaudeville clicks in Melbourne. "Barrets of Wimpole Street" still high.

"Blue Roses" now in 5th week and capacity. John J. Hicks leaves this month for New York.

"A" class stations may use sponsored shows. New York City bridge pageant to be greatest in history of State.

"Siddewalk of New York" slated to get back for Great Britain. Frank Thring of "Effie" Studios floats a \$50,000 company for film production.

Fan mag's to 10 cents find ready sale over here. "Savepost" retails at 25 cents.

Frank V. Kennebeck will have charge of Paramount exploitation in New Zealand.

Queensland theatre is running "Palmy Days and Transatlantic" on the one bill for 25 cents.

Wirth's theatre to town for annual show. Attraction sure to do well over the Easter holidays.

Says local law responsible for closing RKO activities over here. Williamson-Tait say that their opera season will cost them in the vicinity of \$20,000.

Seated will be scaled from 25 to 75 cents. Season 35 to eight weeks.

Ken Hall given the sole production charge of Greater Union Theatre newswear. Charlie Lawrence does the chatter for newswear along lines of Graham McNamee.

Shows playing New Zealand in "The Wizard of 1932." "The Wizard of 1932" is playing in New Zealand.

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Paul Fejos, picture director, home from Hollywood, victim of banquets. Radio performing taken up in the curriculum of State Academy of State Art.

Vicinal, magician, married Maykl Kiss, ingenue of Szeged theatre, who will go in for magic.

Week-end trains to Szeged and other provincial centers of one-quarter of usual fare.

Thirty-two Budapest and thirty-two provincial teams competed in national bridge contest at Easter. Henry Berseny, well-known composer, died here suddenly. His most popular operetta was "Chou-Chou."

Sari Taluti, actress, got five months' prison sentence for killing a man while driving her car without a license.

Edwin Jancsi, Gipsy band leader, said to have inherited 10,000,000 pengos from American uncle, Eugene Crossler, Chicago.

No more beauty contests. Magazine which sponsored "Miss Hungary" election now offers tresses to women for 10 cents.

Society women on the lookout for jobs can't establish any more bridge clubs, as the city are crowding each other off the pavement. New stunt is lending libraries.

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Society women on the

Hollywood

Al Segal here.

Sum Mitnus about to become a father again.

Russ Mitnus golfed a memorable 74 on his birthday.

Charles H. Borchers, another agency gone Beverly Hills.

Former bootlegger has turned hair-growing expert.

Shirley Gallagher back at Paramount for one picture.

Helen Twelvethrees has her mother here for a two months' visit.

Following New York, downtown is becoming popcorn conscious.

John Breeden out of hospital after six weeks' tussle with pneumonia.

Charley Murray postcards from Washington her home May 5.

Randolph Scott and Lewis Milestone guests at the Hearst ranch.

T. J. Lorraine, onetime Clara Bow sec. and stepmother, is back in town.

A. P. Waxman planning Floyd Gibbons from one luncheon to another.

Eddy Eddies in Metro publicity department handling the theatre angle.

Edward Walsh doesn't want Betty Brown to know she's gone Hollywood.

Two doctors demanded billing for the Richard Rowland appendicitis operation.

Marle Marx knitted bathing suit and hoped start a run on yarn in local shops.

Lou Schreiber brought over a cake for Virginia Zanuck's baby, aged six months.

Eddie Rabin looking out of one rose-colored glass; other optic is still broken.

John Auer now an exec with National Motion Picture Productions, Miami City.

Clark Gable is burning over John Decker's caricature of himself in a current mag.

John Stanton, Paramount fashion creator, convalescing after losing the appendix.

Murray O'Hearn, treasurer of the Curran theatre, San Francisco, said to be in town.

Heard outside the 5 and 10: "If a man only had a little cash—boy, oh boy!"

Monkey used on a Paramount set to bite off Marjorie Marx's arm. Monk doing well.

Reg Calog, formerly with Caddo, is officially associating with the McGuire Brothers.

Richard Bradshaw, Foster and Kleiser's theatrical manager in Portland, Hollywood.

Forrester Harvey, black and blue over his job in "The Killer," says he's back in the city.

Now 92 vacant stores on the boulevard between Western and Highland avenues—miles.

Pauline Frederick can shoe a horse, says Walter Cameron, vet horseman, who taught her.

John Vandenberg back in Hollywood, going places with Peter Rurie, the writer from Cannes.

Mintz went over to the comedy unit prop man's list "One picture of Custard's Last Fight."

Liernert Park theatre opens April 21 with Harry Hines' comedy unit with Fox-West Coast, as manager.

Cravata now in the jewelry class. One boulevard window displays a line of ties to help the turnover.

Perry Morgan switched from the Fulton & Marx premises to the Jesse Goldberg, off the air at K. O. R. Couldn't find a job, and account for the entire picture producer.

In a dispute over geography, Vic Shatkin told his secretary to bring a map of Sweden. In walked Ed Brenden.

Ken Calvin at Santa Cruz to write a newspaper serial of Fox's "Rebecca of Sunnybrook Farm," then on location.

Abe Sugarman, who managed the Lyons & Lyons office, and William Murphy, former Keith booker, have opened an agency.

E. D. Patterson, former assistant manager of the local Orpheum unit, is back in the city, and also acting in the Gardner and Vincent agency.

Johnny Justus, Ruth Hill, and Rollo Dix forming a one-actor repertory for picture house stages. Robert Thompson, Davis writing the sketches.

Gary Cooper's father is waiting for the 70 wild animals which have been shipped from Africa. He's also trying to figure out how much it'll cost to mount them.

In a drive to preserve the Paramount personnel support the studio eatery. Sam Jaffe has sent out an appeal to the press for the announcement of a new 30-cent plate lunch.

Liberty Party, one of those political minorities nobody ever hears about, has a candidate. He's also Marshall Field, not Chicago, is chairman; Joseph Halloran, secretary. Liberty Party is for "Coin Harvey to succeed Hoover."

Minor barn blushingly explained tardiness at the Leo Carrillo luncheon by the fact that he was in hospital for the extraction of splinters. She had tried to squeeze between a fat man and a desk in the "News" office.

Harold Lloyd claims that his

original pair of horn-rimmed lenses, the glasses are the price helms of picturedom. The specs make pair that he used when he abandoned his Lonesome Luke character for the present one, have appeared in every picture he has made in the last 15 years.

Loop

Julius Tannen becoming nativized.

Dr. Hugo Rosenfield likes an Irish stew.

L. M. Rubens browsing around town studio set.

Joe Laurie and his cap around town.

Carol Frink waiting around with her sister.

Ben Ehrlich getting ready to go somewhere.

Sam Meyers is head man on No. 10's subway.

E. M. Gluckman through here on way to coast.

Joan Davis, Silver.

Marvin Welt blew in from New York. Looks like it.

Johnny Joseph has a new car, but nobody has oiled it yet.

Dick Hoffman finally got an enclosed studio set.

Primary election last Tuesday disappointing. Only one shooting.

Joe Lewis did his bit to kill the depress by buying \$1,000 worth of duds.

Leo Morrison was in here in time to see the Vio Magician act at the Palace.

Fred Gilford waiting for spring, so he can forget about theatre operation.

Friends of Davey Miller gave him a picture set on taking over Lindy management.

Milton Feld in town for a few days to once over the F. & M. and Loew shows.

Moe Lee, Billy Rector and Phil Howard are getting together for a new vaude trio.

Johnny Jones a confirmed suburbanite, sticking close to his Highland home.

Leo Spitalny's new office in the McKinnin Agency looks like a Hollywood studio set.

Jack Danger and Jack Ferdie back in the loop after having completed selling jobs in New York.

Darrel Block celebrated the debut of his new play by responding to "cries of 'uh-huh' and 'ah-ha'—actually make a speech."

Monroe Wayne tests his patience by rounding up Mexican musicians and trying to shape them into a recordable orchestra.

Eddie Levin knows the inside of the show business world in Hollywood, going places with Peter Rurie, the writer from Cannes.

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Toronto

Lester Allen strolling.

Empire burlesque folding to poor box.

Luigi Romanelli buying saddle horses.

John Holden having passport trouble.

Frances Shelley home for the weekend.

Dorothy Tennant into the Savarin

show.

Playfair Brown match-making for the Gardens.

Second Easter parade a flop with merchants waiting.

Tivoli sends a pair of ducats to all city clergy weekly.

Bob Marks through with the stage, following wife's death.

That "All-Canadian Rodeo" is being promoted by the Calgary Stampede crowd.

Cameron Matthews assembling other stock company here after Ontario road trip.

Police raiding fraternity houses for stolen hotel tableware and getting armloads.

As big-booster, Sunnyside Amusement Park will build a free dance floor, 3,000 capacity.

Bernice Claire denies she'll play the lead in Hyman Adler's "Blue Dove." Thinks vaud is a safer bet these times.

George White dickers for one of two largest picture houses for Season 1932-33, New York-Calgary jump, but deal drops through.

Convention of United Church of Canada clergy score increased liquor consumption, but recent report of Ontario Liquor Commission shows that 400 ministers have purchased liquor permits.

Add celebs. Bee Little's father was a warider at the Don Jai here; Norma Shearer played on the banks of the Humber; James Rennie played in his grandfather's law office here; Joe Marks nearly became a minister and Walter Winchell was playing Loew's here the night war was declared.

Stevenson and Frank have hopes to call the "Haven" a new picture.

Foreign films flop at Princess, downtown, returns to American

Public-Allyn may try a bi-weekly vaudeville or presentation program.

Hartford, Eastern league baseball, opens within week, Sunday games this week.

Verry Callahan, Regal manager, former Paramount exploiter, prefers to call himself "Bill Gallagher," alias manager for Rudy Vallee, embarrassed at times.

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Robb Lewis, Palace stage manager, making money rolling his own. Jack Oldman using a new old paint for lobby displays at Capitol.

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Minneapolis

By Leo Rees

Dan Moriarty, night club owner, dead.

State Fair to have, seven days of racing.

Children under 12 to be barred from "Freaks" at State.

Ronald Woodward, style show exploiter, sports new auto.

P. E. Murphy, "Athens" publisher, subject of Liberty article.

Additional performances of "Green Pastures" ended Sunday.

Twin City Kiddie Revue again organized for Public libraries.

Critics panned "Parody," prize winning play in state contest and presented at Shubert.

John "Brantson" Public shorts' booker, sporting new brown glasses in projection room.

Nearby property owner seeks abatement of Exemption amount of park and \$4,000 damages.

Several of local film colony have sworn off hard stuff since witnessing "Wet Parade" preview.

Clyde Strick, Public personnel manager, to take over management of his house at Aberdeen, S. D.

Many local radio performers and other orchestras featured by "Home Beautiful" at the Auditorium.

Fourteen thousand warrants for collection of delinquent 1931 personal property taxes turned over to sheriff's office.

Demise of Foster & Waldo music store announced by orchestra.

Auditorium and others must find new loop box-office.

W. E. Jones' International Black and White Revue moved from Gayety, stock burlesque house, to Rock Garden ballroom, road house just outside city.

St. Mark's, city's most exclusive Episcopal church, ran new newspaper edition of "Ecclesiastical" of Richard Harrison of "Green Pastures" cast at Sunday afternoon services.

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West division exploiter, taking over his duties.

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Houston

By Lecta Rider

Town is clamoring for a cut in phone rates.

Evangelist Ritchey is rebuilding his temple, raised by day.

Borelio, the clown, has been clowning for the luncheon clubs.

The Rick Rick catereria is featuring a floor show at the luncheon hour.

Capt. Frank Hawks visited the home town a few days before his crackup.

Romance gets a break as the city, crew of stars in the parks to pare the budget.

Holden Swiger, manager of the Kirby here, moves to Public house in Chicago.

Houston's duchess at the San Antonio Flower Fiesta will be Elise Steele, society girl.

A. J. Schuller and Pierre Venne here, they will open a new amusement park in July.

Proceeds of the Houston Civic Opera Co.'s "Il Trovatore" donated to the relief of unemployment.

Beach racketeers charge \$10 to pull a car out of the sand. No benefit to Galveston's summer business.

Tax Collector T. W. Brown is adding to his wealth by selling the city's 4,000 unlicensed vending machines.

Knightliffe lost the theatre situation over beer while a guest of Mike Hogg, and departed against a fair of mystery.

Will Harvey, theatre owner, says he will sell XED, Reyno, his Mexican border station which got him into trouble with Uncle Sam on lottery charges.

Providence

By A. A. Marcello

Fred Lovett's day off.

Burlesque doing lovel.

Peggy White has pulled stakes.

Charles M. Commerce director.

Harry Storing doing nicely in the sign business.

John Storing is inseparable from his Boston terrier.

Harold H. Maloney has a car that has been in the city for a week.

Vic Plant has gone back home to sell the old homestead.

Lea Duhamel and Dick Farrell are rehearsing a picture at the Rock Garden.

General pay cuts are worrying theatre people throughout the state.

Charles M. Commerce putting up a fight for better air mail service.

Campanium has revived organ solo, with Dick Bates at the console.

Newly-minted of the newly built high schools will have up-to-date sound equipment.

"The Devil Passes" at the Carlton, added to the drawing the high hats, despite the heavy billing.

Opposition from local clergymen has caused Capt. George Cowan, police censor, to drop beauty contest at Modern theatre.

"Variety's" Providence mugs has been cut by the city.

Sullivan-Tribune, to succeed John J. Sullivan, Jr., who goes radio for sheet.

Ottawa

Don Stapleton threw party for theatre friends of E. J. King.

Harry Sedgwick has resigned from Famous Players Canadian Company.

Ray Tubman is now the manager of the Capitol, Regent and Imperial.

Paddy Nolan arranged free cab service for Avalon patrons during run of "Taxi."

Tommy Gorman is back from Caliente as secretary of the Connaught Park Hockey Club.

Chas. S. Sargent, erstwhile protectionist, survives more of the gouge and grunt matches as referee.

W. E. LaRoe back after several months in Cind.

Real Neth much improved, letters from Florida state.

Ben Arthur turn-away his in one-night stand.

When will Dinty Moore write? He won't, but doesn't say when.

Jack Tritch becomes head stuntman for the Barkers.

Jimmy Tallman joins the gang so that his pleasure.

Kay Kysar and his boys open Valley Dale for the spring.

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Real Neth much improved, letters from Florida state.

Lincoln

By Barney Oldfield

Fights being revived.
Screenings decreasing.
Benny Ross with a hair cut.
State hand-out programs.
U. of N. budget sliced \$300,000.
We have a shopper's guide, too.
Knickerbocker and bare legs in profusion.
Colonial lobby goes black and gold.
Charles DouMoulin talks of other days.
Revenues strengthen b.o. in picture houses.
Stuart ushers strutting in new regalia.
Ralph Fetterman heads mid-west musicians.
Ray Mayer and his 34-year-old baby tooth.
Howard Townsend to the AP in Sioux Falls.
Trolley cars almost replaced by motor buses.
Mac Meskimen has a mouth full of new china.
Circus crowds to Omaha for 'Green Pastures'.
Nick Paper recovering from last winter's accident.
Granger Co-op-Pub's new show case dabbler.
Giving away low priced stocks as a card here, but not there.
Prohib officers surprised with a big April Fool raid.
Kathryn Duffy's gals from Ad Avers's home town.
Humpty Humphrey dropped an Indian club in his eye.
E. S. Hawes' doublebushes out in place of Erle Brown.
Retrenchment dropped four from U. of N. athletic staff.
Ray Thomas has an art gallery effect in his dressing room.
Bunny Winlow plays golf out of town so he can fix the ground.
Apartment houses get vaude visitors in preference to hotels.
While anyone can get a split-week-second-run gets gross.
Mac Meskimen at Art Babich's drums after 18 months' absence.

Montgomery, Ala.

By Tom Hall

Cool weather helps.
Another cold wave on.
Fire destroyed City Hall.
Paramount reduces scale.
Oklahoma Cowboys big here.
Vaude at Strand going good.
Jimmie Pepper never wears a hat.
Bill Tilden in town for two days.
Baseball season opens here April 24.

Married.
Katz does not want vaude in his theatre.
Richard Kennedy, Par mgr., likes vaude hall.
Tommy McConnell making good on new job.
Boy Scouts serve as minstrels in new million-dollar post office begins.

Morgan Sweet joins Rubin & Cady shows.
W. A. Doster says Grand may open next fall.
Funds here anxious to hear from Walter Ambler.
Fire destroys City Auditorium and adjacent property.
Bill Hillier, a. for Rubin & Cady this season.
Rubin & Cady shows, ready to leave winter quarters for good.

Mayer Will Gunter returns from long stay in New York.
James Cooke, vaude formerly with 'Lasses White, in town.
John Van Arman's minstrels at Paramount March 27-29.
Boy Scouts serve as minstrels in traffic at public schools.
John Allen Wolf, radio announcer, always walks in a crowd.

Talk of Montgomery 'Advertiser' buying local afternoon daily.
War railway excursion rate from Birmingham drew big crowd here.

Detroit

By Lee Eiman

Sam Rubin writes trailers for his own amusement.
John Balaban in town for two days, but wouldn't talk.
Billy Knight putting money in circulation with a new car.
Ray Schader just got back from N. Y. and planning another trip.
Bob Christberry new publicity chief of the Book-Cadillac hotel.
Frank Smith of the 'Mirror' doesn't seem to be getting any friends.

Charlie Penman working so hard at WJR it doesn't allow him time to rest in town.
Geo. Macintosh is to wed Ann Bondi, who will play opposite him in 'Speedway Love'.
Jack Pettie will resign from the musicians' local. He merely failed to run for re-election.

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Charles Roth has decorated up his

dancing studio with a comely secretary named Mildred Harris.
Geo. Calhoun keeping in trim helping out the local Turner's minstrel show, both as an end man and as producer.
Pat Dennis, radio ed of the 'Times', took part in an unbelieved blackout at the Fox radio show last week. During the first show the light failed while he was reading his part. Suspects a plot.

Memphis

Walter D. Betto

Olga Worth mingling with friends.
Lou Hellhorn new manager RKO Orpheum.
Gene Dearth has a floor show at Kilt Kat Club.
Cecil Vogel, manager of Loew's, a home owner.
Rosemary theatre has vaudeville—only one in town.
General Motors show at Auditorium packed 'em in. Everything free.
A. S. Rittenberg, former manager of RKO, has been transferred to Dallas. The RKO has had three managers in six months.
National annual meeting of Motion Picture Theatre Owners of tri-state held here April 8 and 9, with Lightman, president, in the chair.
The Memphis 'Evening Appeal' is conducting a 'Claret' column on amusement page...about 75% of the news matter used is lifted from 'Variety', uncredited.

Louisville

Yvette held at Gavety.
Screening gets big boost in 'C' editorial column.
Marion Green, drummer dammer of 'Times', returned from ten weeks' tour of Europe.
Brown theatre now publishing weekly magazine for distribution to patrons.
N. L. Royce, editor of 'Times', returned from ten weeks' tour of Europe.
Hugh Sutton, former Brown player, made assistant stage manager at National as 30 local persons given work.
None of four closed banks open passed up in distribution of labor.
Kentucky's list of colonies, only contains 1,311 names in spite of talk. Only 4,100, says Kentucky Colonies' Association, have been heard since Gov. Isaac Shelby's time.

Walter Ambler, former manager of RKO, has been transferred to Dallas. The RKO has had three managers in six months.

Canton

By Rex McConnell

Nickle comes back.
Drugstore cowboys out in force.
None of four closed banks open passed up in distribution of labor.

Circus agents make their appearance.
R. D. Smith, Canton promoter, dicker for 'Mourning Becomes Electra' for Akron Theatre Guild, May 12 and 13.
Buck Maughman, local showman, launches unit circus for small town theatres touring in upper Ohio Valley spots.

Akron city council considering new ordinance to license road rinks within city limits. Rinks are now exempt from license charge.
'Crazy Quilt' contracted for Mansfield Canton, Akron and Columbus.

Ralph D. Smith, local promoter, is sponsoring musical in these Ohio Valley spots.

Walter Ambler Players quit Grand after more than six weeks' co-operation with the city. The show rest will open under canvas in western Ohio.

Charles Segrist, 'baddy' of circus agents with half with troupe and reëntering in Moose gym. Joins Hagenbeck-Wallace circus early next month.

Steuvenville ministers start move to hold Sunday stage shows there. The show will have been at Sunday shows from Pittsburgh for past several months and standing them up.

Phoenix

Vincent Mahoney's vocabulary.
Air-cooling system going in at Heard building.
George Hagenberg's new magazine going over nicely.
Emil, former maître de hotel at Westward Ho has resigned.
The radio papers with the Lindbergh ransom story.
The Public-Rickards-Nace group giving a car away contest prize.
Hal Jerome and wife (Gloria Gray) have gone to La Canada, Calif.
The spring lettuce deal has brought out \$1,250,000 in cash thus far. Best season in three years.
Cornelius Vanderbilt, Jr. came in from Colorado Springs, conferred with Gov. George W. P. Hunt on politics and resumed trip to California.
Wade Cunningham, thinking his new acquaintance was a buyer and a good business prospect, wines and dines (in Old Mexico), only to find he was a waiter.

Kansas City

Will R. Hughes

Walton Hall Smith here to get away from the 'Claret' column.
Rudolf King, and Mrs. King, sailing on the Deutschland, due here May 1.
Tables at Riverdale commencing to fill with horses in for the May meeting.
'Claret', the column in the Kansas City 'Journal-Post' for several years, is out. 'Ace', its original name, has been changed to 'Claret'.
During final act of 'Mourning Becomes Electra', there was a ripple of tittering in the audience. Judith Anderson turned slightly to the audience and said 'O please be quiet' and the audience resumed.
Tables at Riverdale commencing to fill with horses in for the May meeting.

Syracuse

By Chester B. Bahn
Harry Weiss, former manager of RKO, has been transferred to Dallas. The RKO has had three managers in six months.

S.P.C.A. here observing Minnie Madden 'Flake Day' Tuesday (April 19) in connection with Kindness to Animals Week.

Kathleen Clark, former 'Follies' girl, serving time for grand larceny in Auburn State Prison, must wait month for parole.

Anita Wright, former Broadway ingenue, now living here, featured last week in a 'pop' concert given by business friends of W.C.A.

Warners Strand as a promotional venture has organized a juvenile concert for 100 boys and girls. Band is to play weekly at Saturday morning children's matinees.

Perry Warner, Strand pilot, embarrassed so end. His name is the same, as the plaintiff in a \$100,000 alienation of affections action, brought against Julian S. Brown, Syracuse playboy.

Tacoma

By Harry T. Smith
Another petrol war on. Down to 9 towns and State, and laws getting two haircuts a week.
Community chest fund is expended and thanks to 100 boys and girls. Band is to play weekly at Saturday morning children's matinees.

Tax-furious people ready to make cleanup at courthouse unless cleanup is made.
Bootleggers hiring truck drivers and workers through local employment agencies.

Paderewski scaled to \$2.50 for concert. Tacamans thought \$1 good and proved it.
Seattle-Tacoma double paying highway toll this burg \$3,000,000 a year in business.

Des Moines

By Roy W. Moorhead
Curb service so popular even the laundries are doing it.
Merlin H. Aylesworth to be commissioner speaker at Drake U. June 6.

Priscilla Wayne, sobbie, writes another play put on by Princess Players.
Bernie Lowe's orchestra gets together for the summer. Bob McGrew will conduct.
Plymouth Players won second in

state's eighth annual play contest at Iowa City. Community Players, Davenport, in first place.
Atty. Gen. rules school buildings and so far as they are rented for public or private dance, whether the school boards are paid or not.
Fire destroyed the Grand theatre, RKO, Iowa, April 11. Loss estimated at \$60,000. The building was erected by L. M. Beardsley through popular subscription.

Rochester

Community Players end season.
Wave of suicides follows Eastman's self-blottling.
Strikes and lockouts mark efforts to end war wages.
Eunice Yeaw, D. & C.'s assistant, ed. out with measles.
Late April snowstorm left to nature with city snow fund gone.
Bob Mitchell bought a Cadillac at General Motors show here.
U. of R. men revive old custom of nearly musical with 'Student Quince'.

Manager Harold Raives of the Regent trying new film and subsequent run on double feature.
James F. Thompson, former newspaper man, preparing to revive 'Opinion' as 'The New Opinion', a weekly with political ideas.
Ken Whitmer and Nick Lucas renewed old friendship. A few years ago they were playing in same orchestra and Whitmer urged Lucas to go in for singing.

Indianapolis

By Gene Haynes
Charles Long has gone to Philadelphia to work.
Rumors that 'The Palace' will use stage units denied.
Camel quarter hour coming in Friday (22) at Indiana (Skouras-Public).

Leonard H. Stockman supervised six-state convention of dancing masters.
Leonard H. Stockman supervised six-state convention of dancing masters.

Charles Davis signed contract to play at the Indiana Ballroom April 22 to May 8. May later play at Lake Marquette.

For the first time in local picture houses a special show for colored persons was held at Indiana for the first time.

N. E. Beck, manager at S.P. Circle, has Everett Metzger in charge of the picture house. Metzger was assistant to Ted Nicholas, a. for all Public houses here.

Newark

By C. R. Austin
Dick Hill is a proud papa. Jean Marie.
'Money in the Air' is advertising in the Newark papers.

A. George R. Kaufman manager for RKO in suburban district here.
For the first time the Lafayette, New York, has window cards in the colored districts here.

Newark is going Broadway with a 15c museum with 'strange people' on Washington near Market.

Anthony Scallie, manager of the De Luxe, has entered a charge of malicious mischief against Robert Weiss, operator.
Scallie has hired a picture house man when Weiss refused a cut.

Salt Lake City

By Phil Lasky
Flagpole sitting contest, atop Orpheum, postponed account rain.
Fred Hamilton, ex-publicity chief, opened advertising agency of his own.

Blanche Jackson, ex-Our Gang blonde boy, played local at Wallace theatre on a 50% gate.
Maude Adams and Otis Skinner at Meridian and hired a picture house man when Weiss refused a cut.

Birmingham

By Bob Brown

Straw hats on the streets.
Paseball drawing pretty good.
John J. Sullivan's kid's doing fine.
Doubtful whether the Lyric will reopen.
Oscar Wasson is working at the ball park.

'Public advertising is back on the street cars'.
Ed Kennedy from Monterey and still no hat.
George Steale did not cut price as scheduled last week at the street cars.
John J. Sullivan has cut price on stock at Jefferson to six bits.
State of Ala. now only \$10,012,012. Taxes at the local legislature.

Vernon Reaver is getting a vacation. From work and shaving.
Neil Dutton's circus for two days, April 22-23, at Auditorium.
Dick Nichols wears the funniest blue shirts, with half pint collars.
Ben-Hur release did well at the Strand and now comes the 'Big Parade'.

George Goodale and wife are spending their afternoons at the big hat store.
Stagehands were the only ones that made money here on the Fred Stone road show.

Joe Alper installed a contraption on his car to save gas. Now he almost has to push the car up hill.
Neil Dutton's circus for two days, April 22-23, at Auditorium.
Dick Nichols wears the funniest blue shirts, with half pint collars.
Ben-Hur release did well at the Strand and now comes the 'Big Parade'.

Hogan Hancock vacated the Thomas Jefferson long enough to run down to New Orleans for the automobile show.
Babe Ruth said two local sob sisters that he had a girl in his neck asking what he thought women should wear.

Temple cut prices over the week to the last of the season with a dimmat. Two features, comedy, new reel, cup of coffee and sandwich with each ticket.
Jack Murphy spent all night putting up arrows announcing the arrival of the new season.

As he finished somebody else came along and jerked them down.

Albany

By Henry Retonda
Harry Thompson and Harry Seed were visitors.
Don Jacobs, supervisor of Skouras theatres, to California for six weeks.
Charles Sessonsky's Temple at Catharine closed two months, reopened.

Mr. and Mrs. Bob Yates are preparing to open house at Lake George.
Exhibitors up state fighting 'day' light vaudeville, which goes into effect April 24.

Jack Hart of the Starke theatre, Bennington, Vt., on the job after a long illness.
Sammy Watkins went on radio extra of 'Times-Union' from WGY during appearance.

Mr. and Mrs. A. E. Milligan, Schuylerville exhibitors, back from Indiana. Resopened their house.
John A. Hunsinger, former manager in Amsterdam and Glen Falls, now manager of Warner, Buffalo.

Anthony Scallie, manager of the De Luxe, has entered a charge of malicious mischief against Robert Weiss, operator.
Scallie has hired a picture house man when Weiss refused a cut.

Warner exchange plans trade showing of Ruth Chatterton's new picture, 'Rich As a King', with 'The Sign of the Cross'.

Mr. and Mrs. James R. Grainger attended world premiere of 'Trial of Vivienne' at the Hall as guests of C. H. Buckley.

Galveston

By George A. Seal
Belated northern crimped Splash day on the beach.
Submarine flotilla from Panama arrives in Galveston for week's stay.

Bruce Olds and orchestra leave Virginia Inn for Lamar Hotel, Houston.
Lloyd Finlay again wedding baton in Houston. Finlay, long with Ma-jestic, dropped out of show his a few months ago.

Arthur Borella, circus clown, who began his career as a choir boy in the 'Coke' Chicago Follies, including Chas. Davis, Marie Austin, Honey Gal Cobb, Harry Lorenzo and chorus.

Going Places

By Cecelia Ager

The Damita Technique

"Lucky for Lily Damita, 'This Is the Night' hasn't the faintest intimation of getting anyone to believe it. It's all very gay and light-hearted; it wants only to be amusing. If the audience will find amusement in Miss Damita's insistence upon respectability, even though it be a sardonic sort of amusement, 'This Is the Night' is a step nearer the goal.

Miss Damita is alluring, appealing, graceful and it's very quaint of her to want to be considered respectable. She has a little extra girl from Parisian picture studio, modestly clothed in sombre black relieved only by a tiny touch of color in collar and cuffs. The girl is a little black dress into fitting so enticingly, and who has the instinct to walk with such a lifting compact confidence that she knows that if she should be the star. Miss Damita, to prove to her prospective employer that she can be spectacular, takes down the heavy velvet shades and lame net curtains and winds them about her to make a gown. She gets the job, but this point is anyone who looks like Miss Damita wouldn't be looking for a job.

Later, when she can buy all the clothes she likes, Miss Damita finds a black net evening gown with a black sequin embroidered poplin jacket bewitching by means of a high round neck and smartly stiff ruffles at the shoulders, yet she is more attracted by this charming garment because it is her little girl dress simply because she is so attractive at all times. And all that despite the fact her eyes have not the wide spacing to compensate for her broad jaw, nor her raggedly coiffed hair, any distinction on the screen. It's all in knowing how. Carrying herself as if she were really glorious, the effect approximates the reality well enough.

Thelma Todd's superb legs are her chief contribution. Miss Danilta's legs do very nicely, too, but the Todd legs are peerless. Danilta wins in the long run, however, for she has the sort of confidence in herself that erases doubts in most everyone else.

Blind Date Is Not Retribution
Although Helen Twilvetrees was a little bit of a snob, she was a straight home after work, had never been to a chop suey parlor, and in the dark tunnel robe when an negligee-clad woman came in and went out once on a blind date, and what was the result: the date married. Helen Twilvetrees should have been the happy bride. No matter how exemplary a girl's conduct in pictures, "she hasn't got a chance of changing her dates, she deserves to be punished." Helen's marriage turned out very badly, therefore, thus teaching her that she was not allowed to stretch an already threadbare story to feature length.

Miss Twilvetrees' husband turned out to be a very different person. He was blind, and when he told her she was a dear, it was a deal of drooping. It wasn't long before she was ready to crumple up in a heap, slowly and steadily, and when her eyelids began to flutter indicating her return to what may be generously termed consciousness, the first thing she was going to do was to have a baby.

To her credit it may be said that though Miss Twelveteeth's walk might be mincing, her words were not. She came out flatly, when talking to her husband later, and said, "I'm a baby. Upon hearing such and such an assurance that the audience was at first stunned into silence, but immediately thereafter it realized that the situation was being treated with too much redundancy, for there could be no misinterpretation by schooled and uneducated audiences of the significance of Miss Twelveteeth's colloquy." So the audience grew audibly irreverent. By this time it was getting restless anyway.

Arline Judge, meantime, did very well as a youthfully menacing little taxi dancer, and Blanche Fredrick abandoned her customary gimlet-eyed characterization in favor of that of a well meaning friend capable of secret understanding smiles.

British Prospect
Buried under the welter of dialog in 'But the Flesh is Weak' there glimmers a new actress, Nora Gregor by name. Her debut is not nearly as auspicious as this young lady's

very real charm deserves, but she shouldn't feel badly, it is not because there is any special discrimination against her. The whole cast, and particularly Robert Montgomery, the star, share in such an abundance of static dialog duets as have not been encountered since the talkers began.

It is a very British picture, so redolent of clipped English accents, so terribly sporting, that it seems to have awed all the good American intelligences of the MGM lot into a state of non-interfering respect. Everyone in it is very nicely groomed, very well behaved, very garrulous, and very, very inactive. Miss Gregor, probably maddened by the passivity of it all, wriggles her mobile mouth into all sorts of fleeting expressions in her close-ups, just as she's seen Garbo and Crawford do, and does it very well, too.

She is a pretty blonde with interestingly made-up eyes that slant upwards at the corners, a voice that modulates in melodious nuances, and a sweet graciousness that dowagers out front will approve of. When the studio coiffeur discovers a more interesting mode for doing her hair than the routine small ringlets and waves that now con-

(Continued on page 54)

Did You Know That—

Neal Andrews is back from Europe...Radio Harris sports a good looking mink coat these days...Regis Toomey is a good looking fellow...Lovely dancing of Mitzie Mayfield and her partner...they enhanced by wearing high heels...Miriam Hopkins looks prettier every time she appears...The new look in wood...little flower jackets are too cunning with evening gowns...Lorain O'Neil wears a black velvet coat...Mrs. Charlie Morrison looks...in a black velvet coat with an ermine collar, of unusual cut, and a tiny black hat with a black veil...Lorain O'Neil, Velez and Peggy Fears are pals...Lou Holtz has a poem written for faces...Regina...Jeannette...Macedonia speaks French fluently now...what's that about Louis Hurst taking to brunettes...Harry...yacht...Max Winslow has that Thousand Island look already...Roger Grey is finally getting a play of his...Pierrette...Saturday night...Charlie Einfeld boasts of losing 35 pounds...Leo Morrison flew in from...blonde as fluffy passenger.

Uncommon Chatter

By Ruth Morris

The Garbo-Crawford Joust

There may be public speculation on whether Greta Garbo or Joan Crawford steals the honors of 'Grand Hotel,' but neither actress seems to entertain the slightest doubt. Both stars throw in enough mannerism, and to spare, to achieve the popular idea of a great star performance.

Miss Garbo is immersed in the tragedy of her part, its sombre pathos, its smoldering passion. Determined to make every moment count toward elevating her above an important cast, she wastes no effort in making the most of her pantomime. Miss Garbo's performance as the dancer shifts from blackest despair to the very gayest of that gay can be. Rendered by any other actress, it might be a slightly overdone imitation of the Swedish dancer. Miss Garbo's acutely portrayed anguish, the child-like wonder in her eyes, the relaxed grief that shadows her mouth, might stand out as over-acting. But 'Grand Hotel's' trap-
traps are so many, its plot so mysterious, its reputation for glamor and mystery so imposing, that audiences would be ungrateful indeed

if they were not impressed by them.

Pitted against so powerful a competitor, Joan Crawford overlooks no opportunity to register her own glamour. Still, doesn't see Flamingo as a chance to show off her more than cheap and shallow, but gives her the cultured English accents and air of an experienced woman of the world. Her costumes are the carefree, carelessly casual, and carelessly of a wealthy girl who condescends to become somebody's secretary. A girl with the shrewdness to select such good costumes would hardly be assigned to drift from one secretarial assignment to another. A little typist of Vicki Baum's novel could never have thought up a coiffure so chic and smartly contoured. She will probably supplant Greta Garbo's hair and set and set another style for fashions.

Miss Garbo has always been one to experiment with novel, unconventional coiffures. The several styles she displays in 'Grand Hotel,' beautifully suited to her own personality, are a bit too bizarre to be the fashion for audience ladies. But Joan Crawford's hair-comb is something worth while. It's original without being outlandish; it's not too difficult to copy and looks perfectly sane under a hat—which cannot be said for the way Miss Garbo's chic but unflattering chapeaux rest on her long, artistically disheveled tresses.

The basis of the Crawford hair comb is a deep side part, with hairline circling the brow to dip into one soft wave on either side of the face. The long ends sweep back to the base of the head and roll under—no, over, in the manner being done to death by women who can't think of any other arrangement for a lengthened bob. Miss Crawford has indicated a way that the flaps will be sure to follow.

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. A short comment is added.

Slight comment is added.

	Midtownhouse	Stetson	Max-up	Courtesy	Lighthouse	Personality	Delivery	Routine	Originality	Applause	Total	Comment.
PALACE												
Audrey Parker.... 10 (Herman Tilm- borg)	10	10	10	10	5	10	9	8	3	8	83	Sweetness, a friendly smile, youthful charm and distinction make her a valuable asset for the act.
Fifi Dorsay..... 8	9	8	9	5	10	10	7	0	8	74	An accent and a pleasingly husky voice versus vivacity and giggling without con- viction.	
Doris Eaton..... 7 (Hollywood Frolics of 1932)	8	9	8	5	6	6	6	0	6	60	Surprising and welcome wholesomeness in an act sorely in need of it.	
Miss Galla-Rini... 7 (Galla-Rini and Sister)	9	7	8	5	4	6	6	2	6	60	Determinedly versatile in- strumentalists.	
Harriet Hilliard... 7 (Hollywood Frolics)	8	0	8	5	5	6	5	0	5	58	Madam of ceremonies.	
Hollywood Frolics Chorus..... 7	8	9	9	5	4	4	5	0	5	56	Such expert cooch from such youngsters is dis- tasteful at a family vaude house.	
STATE												
Bernice & Emily. 9	10	10	8	5	3	10	9	8	9	81	Perfection of duplicate acro- batic dancing. Stair dance novelty insures applause and should be climax of act.	
Eve Sully..... 9 (Block & Sully)	10	10	10	5	10	8	9	2	8	81	Briek, chic and beautifully dumb exponent of the nit- wit school of comedy.	
Vaughn do Leath. 7	7	8	10	7	7	10	9	5	10	80	One of the few radio favor- ites whose personality is not submerged by a micro- phone. Needs new cos- tume, more carefully de- vised for stylish-stoutness.	
86TH STREET												
Rita White..... 10 (Allan Mann)	10	8	6	7	7	8	8	6	5	75	Contrasts her primitive song style with exceptionally smart and neat attire. Hot warbling unable to over- come unresponsiveness of a cool audience.	
Helen O'Shea..... 10 (Allan Mann)	10	7	7	7	6	8	8	3	5	71	Graceful dancer, delightfully costumed but hampered by the thankless opening act spot.	
Rosemarie Sennet. 8 (Wally Vernon)	10	10	8	5	5	9	5	0	7	71	Slim pulchritude in a soft blue gown thro' flatters acrobatic dancing.	
Shirley Dahl..... 8 (Raynor Lehr)	9	10	9	5	5	6	5	0	5	62	Spurrit type of song and dance completed by opti- mistically 'funny sayings.'	
Miss Lorraine.... 8 (Lorraine & Dig- by)	4	8	5	5	5	7	7	0	4	55	Able knockabout comic wastes time over poorly read chat- ter but registers in clown acrobatics. Coiffure and costume too untidy to do her justice.	

Royettes in Top Form

The Roxettes are their own best critics. On off weeks, when costumes and lighting are not up to par, the dancers perform with spiritless precision that shows they have little confidence in a poorly groomed routine. But give them a group of brisk, smart costumes and a rousing tune to march to, and show.

This week their work reflects the knowledge that 'Thirty-two Husars' is the smartest item of 'In Gay Vienna' and the very trimmest routine the Roxettes have marched through in many a day. It has neatness, verve, spick-and-span uniforms and lighting that rises dramatically from a golden glow to a precisely timed flood of incandescent white.

A beautiful special drop, blue stripes shading into white, performs tricks that provide unique entrances and exits for the parade. The cyclis of gleaming black velvet that throws blue and white costumes into high relief. Brasses bray, trumpets blare, drums beat to a military march that defies feet to keep from tapping. Knowing all this, the line steps out smart and nifty, never so intense and reciprocal as when it is asked to stage a grand show for God, for Country and for Roxy.

Lottice Howell is given more importance than most prima donnas at the Roxy. Her first entrance is on one of those versatile pit elevators that brings her and a huge jar of wisteria and a garden bench up to audience level. Her appearance is neat and attractive, her voice rings out clear and sweet through the illt of the 'Blue Danube' and later, the tender melancholy of 'Auf Wiederseh'n'.

Leona Smith shows how well poised a cornetist can be if she practices her lessons, Pat Bowman and the ballet posture against the classic background of 'Caprice Viennoise' and the coute ensemble holds a happy finale along the Prater.

Cinderella Awakens—But
When Cinema Cinderella goes to Paris to learn the ways of the world, picture audiences expect to see her transformed from a drab moth into an exotic butterfly. The anticipation of that fashion miracle in 'Careless Lady' could be Joan Bennett's only reason for appearing initially as the old-fashioned home girl who doesn't know how to comb her hair, wear her hats or straighten

(Continued on page 62)

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15 YEARS AGO

(From 'Variety' and 'Clipper')

Music Pubs' Protective Assn. formed. To stop practise of paying artists to sing the house's songs. Estimated it was costing \$200,000 yearly. Average was \$15-\$25 for one verse and two choruses. They're still doing it.

E. H. Sothorn was offering to grace vaude at \$5,000 a week.

Boyle Woodfolk, of Chicago, bought Ziegfeld's 'Polles of 1916'. He planned to split it into two tab shows.

Century theatre was in the black for \$380,000 on the Dillingham-Ziegfeld season.

White Rats quit their clubhouse. Property reported to have been sold to satisfy the mortgages. Purchaser not named but it was taken over by the N.Y.A.

Managers were getting the first news about a government tax on the gross. Proposition was a stamp to be affixed to each ticket. A change from the proposition to tax the theatre direct at 10% on the gross profit.

Ziegfeld Cinema Corp. formed to film the 'Polles'. Haven't been filmed yet.

First National Exhibitors Corp. formed. S. L. Rothafel its first president.

B'way ticket speculators were forming a combine to put cut-raters, chiefly Joe De Blang, out of business. Never got going.

Theatre lobbies were being turned into recruiting offices.

Managers were getting the first news about a government tax on the gross. Proposition was a stamp to be affixed to each ticket. A change from the proposition to tax the theatre direct at 10% on the gross profit.

50 YEARS AGO

(From 'Clipper')

'Clipper' credited W. F. Munroe as inventor of a system to make a large number of quick costume changes without leaving the stage. Prior to that changes were limited to two or three.

Abbey, Haines and Dam reported to have lost \$11,000 on the Patti tour just closed. Performances cost about \$7,000 each and seldom reached a profit even at the high admissions charged.

Deficit made up and it was decided to complete the Metropolitan Opera House at once. Planned to have a dining-room on each floor, but that went out.

'Black Crook' originally produced at Niblo's garden in 1866, revived at the same house to standees. More women in the audience his time.

Tony Pastor had done so well with his travesty on 'Patience' he put on 'The Mascot' played straight and without abridgement. Lillian Russell was unable to appear having been ordered to rest by her physician.

Sara Bernhard was married in London April 4 to Damala who had played in her support.

Announced as an 'improvement' over calcium light was a stick of colored fire capable of burning for 15 mins. Electric spots not yet developed and calcium was awkward.

Latest slang was 'too utterly utter'. Kidding an Oscar Wilde phrase. Someone wrote a song about it.

Pat Rooney (the first) and Harry C. Miner dissolved their partnership, Rooney going on his own.

Inside Stuff—Legit

The prospect of having one circuit in legit is brighter. Those close to the situation say it is now almost a certainty that the single condition will prevail next season. Meetings are continuing between Lee Shubert and Marcus Helman.

Obstacle to the actual cementing of a deal is the condition of the Shubert corporations. It is believed that if the Shuberts liquidate, the one circuit move will be made for the benefit of both circuits now existing as well as for the legit branch of show business itself. Likewise, should the Shuberts liquidate then the proposal will have a better chance of going through under a different arrangement.

Statement made by one of the legit leaders in the present combo deal laid stress on the merging of the Theatre Guild and Shubert subscription audiences out of town. Settlement is now going on as to the question of houses to be played in the various cities. Original plan to keep the audiences in the original Erlanger or Shubert theatres would thus appear to have been changed, leading to pooling in the cities affected by the subscription move. There are about 14 such cities with the pooling an obvious factor in favor of the single circuit.

Two other opinions from managers working out the deal lay stress on actuality of the combine. One producer said, 'Ask me in about a month.' Other stated that under the new deal producers would all receive better breaks than at present. Under the terms of one combination deal, on the fire about two months ago but since blown up, there would be no favoritism as to producers, thus insuring co-operation with all managers. This is stated as highly necessary as one way to insure attractions for the houses of the new line up. Legit producers working on the proposition include Sam Harris, Arthur Hopkins and Max Gordon with Helman and Lee Shubert.

There is still talk of a producing corporation of large capitalization to add to the list of shows other than those which would ordinarily be available through the normal productions of the season. It is in this connection that the deal of the last few months ago collapsed. Understood Helman and another leading showman were concerned, the latter to be treasurer of the new corp. and a figure in the financing. This circuit was to have had a nucleus of 10 Broadway houses.

It is a certainty, according to explanations of the deal, that while Broadway will remain on an even keel as an amusement under the single circuit, a large number of out of town theatres will go dark through pooling. This explains partly the giving of even breaks to all producers who, if not getting proper treatment, could book indie and wildcard their shows outside of the circuit.

Report persists that Mitchell Erlanger may step out of that organization, or the new one, next season. This is said to be of his own desire.

A chance meeting on the street in New York two weeks ago led to the Frank Wilcox stock which reopened the dark Dewitt in Syracuse last night (Monday).

Those whose pits crossed were Wilcox and Sanford Skinner, the latter a former Syracusean, but now a resident of New York. Wilcox, veteran of some nine or 10 stock seasons in the Salt City, expressed a desire to return, but told Skinner he lacked the necessary backing.

Skinner, who retired from business with a million or so seven years ago, volunteered to finance the company, so that he would have something to occupy his time during the summer.

"Whether the company is a financial success or failure, it will play through the season until Sept. 3," is Skinner's statement. "Which makes him the perfect angel."

Selection of the warehouse, which will center the production building activities of the group of seven Broadway managers combining for production costs, has been made. Leases will be signed within a fortnight, according to expectations.

The new organization is now certain, making the total of seven. With the Guild in there is assurance of six more productions.

The managers will use the place for storing their stuff in addition to building productions. Managers in addition to the Guild are Alex McKag, Dwight Wiman, Brock Pemberton, MacGowan & Reed, Roland Stubbins Guthrie McCallister. Some shows may go into preliminary stages during May in preparation for fall.

When 'Scandals' played Acca Temple, Richmond, Va., recently it was reported that before the auditorium could book the attraction, back taxes of \$15,000 had to be paid. Show grossed about \$25,000 and as the house got the smaller percentage in sharing it didn't win back the sum paid on taxes.

However, the Temple may now book and play attractions for the next year, 'Scandals' figuring in pulling the house out of a hole.

'Happy Landings', the final production this season by the Shuberts' receivers, closed at the 46th Street, New York, last Saturday (16), a three weeks' flop.

The Saturday night previous the actors were slated when the house was well tenanted and the show received six curtain calls. Later developed the theatre was papered and the deadheads were asked to give the actors a sendoff.

After an eight-week layoff 'Bridal Wise', Sigourney Thayer's first production in some time, is slated for another try, starting rehearsals again within ten days. Show played a short tryout and closed.

Play, by Frances Goodrich and Albert Hackett, has been revised by Frank Craven, who'll direct the new version. Madge Kennedy, of the original company, will again play the lead.

E. E. Clive's slated Broadway appearance in Edgar Wallace's 'The Rider' has been detoured into Chicago. Show opens at the Loop April 24 in the Adelphi.

Clive proposes a series of mysteries for CHI, other shows listed to be chosen of these six—'Creaking Chair', 'Wrecker', 'No. 17', 'Whispering Gallery', 'Murder on the Second Floor' and 'Crown Bill'.

Erlanger has fled an appeal from the decision in favor of Victor Leighton in his suit against the estate and Erlanger corporation. Action concerns salaries and commissions due the former Erlanger booking head.

Decision in Leighton's favor carried with it a judgment of slightly more than \$6,000. Appeal is unlikely to be heard before next fall.

Laurence Schwab has gone to the Coast to write the book of a musical comedy with Buddy DeSylva. Propose to produce the show themselves. Composer of the score is as not been determined. Report that Vincent Youmans would do the music is incorrect.

John McClain, ship news reporter for the New York 'Sun', is now conducting the theatre news column under his signature.

It is the department formerly handled by Ward Moorehouse who is in Hollywood and who is not expected back for six months.

Broadway ticket broker was the victim of a practical joke that landed him in the hoosegaw for a short time last week.

Ticket man left New York for a Maryland race track, taking with him a pretty fair cash reserve. Immediately after he left a pal called

Inside Stuff—Radio

Midwest thinks that the 10% reduction in national appropriations demanded by Congress will likely affect the radio supervision department of the U. S. Department of Commerce. Understood that if this reduction goes through for the Commerce department the radio supervisory substations throughout the midwest and northwest will be eliminated.

Sub-stations which would likely be forced out would be confined to the ninth general radio district and would eliminate the radio supervision spots at Kansas City, St. Paul, Denver and Dallas. These are the inland sub-stations in the country. There are other such stations but all situated along the coasts. The sub-stations in these towns are considered necessary to the safety of life and shipping.

Recent addition to KWCR, Cedar Rapids, Ia., to the NBC list of affiliates is attributed to political and good will grounds. Station not only is limited to 100 watts but shares its wave length and time with two other outlets, KFJY and KFQZ. KWCR was recently taken over by the Cole Brothers who own Iowa's most influential daily, the Des Moines 'Register'. Cole says, it is understood, are out to acquire a string of limited waters in Iowa and surrounding states.

Sidelight on the KWCR-NBC association was that no publicity was sent out by the network announcing the dedicatory program. Roster of speakers included Senator Brookhart.

When Texaco Oil goes NBC April 26 with Ed Wynn a 35 piece military band under Don Voorhes will accompany Graham McNamee will play straight man to Wynn. All broadcasts to be from the NBC Times Square studios.

Texaco will kill the Wynn billing of 'The Perfect Fool' on the air. Instead it will ether the comic as the 'Fire Chief'. This will be done to tie-in with a new brand of gasoline of the same name.

About the most complicated continuity writing job in radio is held by Avery Marks, employed by War Against Depression. Campaign organized to put people back to work was allotted 30 seconds of free air time on all programs sent out by 181 national air advertisers.

Figuring that routine announcements would only chase listeners away, Marks is showing the continuity of the preceding program then writes in 30 seconds of stuff that fits that period but puts over his point.

Restricted songs for the air are frequently held up by the publishers to orchestra leaders as the pawn whereby the publishers may obtain a plug on another ditty.

Some publishers tell the leaders that if they desire special permission on the restricted number they may have it if they will also plug a song in that publisher's popular catalog.

'Sisters of the Skillet', Procter & Gamble team on NBC, were forced to call off all announcements regarding the free giveaways of their gag paper called 'Skillet'. They got 75,000 requests for the paper after one week and the advertisers thought that sufficient. Figured the printing bill would run too high.

'Skillet' is planned as a monthly. Original intentions were to carry the announcements regularly.

When Russ Columbo played in Philadelphia last week there was much booing for the singer in connection with an announced special broadcast over WCAU. NBC advised Columbo and WCAU (affiliated with the CBS) that since the singer was exclusively NBC he couldn't broadcast elsewhere.

Col. Conring, his manager, substituted for Columbo.

Erwin-Wasey waived its contract with Vic Young, orchestra leader, for the Heinz Home NBC broadcast to permit Young to accept the berth of orchestra leader on the Mills Brothers-Crisco periods, CBS. Later periods started last week.

Heinz program was on but once a week. Crisco periods are twice a week but at the same hour.

Rose Gallo, Philadelphia songstress, was all set to go on CBS with Abe Lyman Sunday night (10) when nervousness overtook her and she was unable to go on. This despite that she had made many appearances previously and had rehearsed for this broadcast. Jackie Heller subbed for Miss Gallo.

Miss Gallo is scheduled for another spot with Lyman shortly.

Small radio station in Los Angeles conclusively demonstrated that it could sell suits of clothes over the air. Growing self-confident it undertook to boost sales for a college-kut special priced at \$27.50, a lot of money in Hickville. Sales talk urged listeners to acquire that snappy campus appearance.

Store-sold four suits and station lost account.

KNX, Los Angeles, without previous notice, gave its listeners a question and answer repetition of the day's testimony in the Hawaiian honor killing trial Thursday (14).

Station let it go as a test, waiting to obtain listeners' reaction before deciding whether to continue with the trial.

Toledo remains one of the most peculiar radio spots in the country. A town of 300,000 population with only one station, WSPD, and no network hookups.

If residents want national chain programs they've got to dial a Cleveland, Detroit or some other key source.

Mills Brothers can't figure how they will fulfill their Brunswick recording contract while on the road for Public. Act opened 18 weeks for that circuit April 15.

According to the Brunswick agreement the quartet has to be in New York at least once a month to record.

Morton Downey took unto himself a personal press agent while touring with the Camel period in vaudeville. P. A. is Barney McDermott.

Innis Harris was the advance man sent out by Erwin-Wasey ad agency to do publicity for the act as a whole.

Reason reported for the switch of WHAS, Louisville, from NBC to CBS last week is that the CBS offer included a financial angle. Louisville's 'Courier-Journal' operates WHAS.

the police, described the broker's car, gave the license numbers, and told the cops the guy in the car had a load of Lindbergh bars.

Picked up soon after in New Jersey, the broker saw bars—and red.

Willard Dashiell, actor, has his name on two theatre houseboards on Broadway, but both are closed and each played a total of a week.

First show was 'House of Doom', at the Masque, followed a few weeks later by 'Decoy' at the Royale. Both houses on 45th street and next to each other. Houseboards still up.

Shubert Receivers Warn Further Operation May Wipe Out All But New Money Loaned to Corp'n

Whether the Shubert Theatre Corporation in receivership shall be continued or liquidated is due to be decided on Friday (22) by Judge Francis C. Caffey, in the U. S. court.

Lee Shubert and the Irving Trust, co-receivers attached to the petition for continuance of a proposed liquidation, where the estate may be carried on up to Oct. 1, 1932, a span of five full months. Money for the budget expected to come from \$300,000 of receivers' certificates and a loan of \$50,000 on an insurance policy in the names of Lee and J. J. Shubert carried for the benefit of the corporation. Although the petition states that the brothers will undertake to find purchasers for the certificates, understood Lee has promised to take them.

A note of doubt and a warning concludes the petition which is called 'receivers report number three'. After stating that the show business is one of the most uncertain and speculative of all businesses and that the plan offers the possibility of keeping the enterprise in existence and preserving its value as a going concern, it goes on to say: 'Because the plan involves the borrowing of a relatively large sum of money, the proposal is hazardous and it may result in the holders of the receivers' certificates of indebtedness ultimately coming into possession of all the residue of the property, without the payment of a dividend to the general creditors.'

Have \$117,000 Cash However, based on the figures submitted, if liquidation is ordered, it is estimated that about \$150,000 would be realized which, if split up, would mean payment of four cents on the dollar to the general creditors and nothing to the debenture bondholders.

Book value of the corporation was over \$200,000, according to the report. There is \$117,000 in cash and from the receivers' certificates, \$100,000 is paid out, \$25,000 to the receivers and an equal amount to their solicitors Cravath, De Gersdorff, Swaine & Wood.

Strict economies have been practiced since the receivership started last Oct. 20 and would even be more rigidly followed over the summer. Additional theatres and properties are to be let. Theatres which are operated under leaseholds must get by on whatever revenue they are able to make. Receivers aim to return the ownership of the theatres to holders of such houses that the corporation will continue to operate the theatres, turning over all receipts, which money is to be used on the expected future payment of taxes, interest and ground rent. The receivers will not pay any such charges between now and next October, but will make any payments on corporation-owned theatres except where necessary to forestall foreclosure.

Hits Only Hope It is proposed to expend \$175,000 on new productions and it is only from expected successes that there is hope for the creditors for the time being. The receivers are already building which occurred in the period of expansion that ended in 1929, play producers competed for the theatres, so that control of the theatres was the most probable cause of the business. Now, however, with less than half the Broadway theatres open, and with many dark houses throughout the country, the theatres are in a desperate financial straits and the key to success appears to be in the production end of the business. 'As yet there is no production schedule.

That the receivers were economical in their production outlay is indicated in the report. Five dramatic shows and two musicals were put on at a total of less than \$50,000. One schedule indicated production losses such as 'Good Companions', \$20,000; 'Little Jack' \$15,000; 'Claret and Sullivan operates', \$2,000. Latterly used sets out of the storehouse. It was formed to oppose Milton Abery's light opera shows.

Trustee's charges were accomplished by the disaffirming of leases with the result that whereas there were 75 theatres in 22 cities at the start of the receivership, the corporation

Stage Stock Board

'Dulls, Bears and Ases,' Gropper comedy rehearsing at the Lyceum, will have setting in a broker's office and show the real Telegistics quotation board, first on the stage, with a Western Union man to work it and market quotations of same day as the performance.

now is concerned in 42 theatres in 19 cities.

Properties the receivers propose to abandon have a book value of \$2,399,187 and have carrying charges of \$101,600. They are the warehouse in Greenwich Village, Copley theatre, Boston, and two Philadelphia properties not used for theatricals. The loss written off the Majestic, Royale and Masque theatres were turned back was \$768,805, while the loss on the Pitt, Pittsburgh was \$431,186. Also among the theatres abandoned, but not yet hereofore is Jolson's, N. Y., which had a book value of \$513,472 and represented an equity of \$244,472. There is a bond issue guaranteed by the Shubert protecting a \$250,000 mortgage.

Data is supplied indicating how the Shubert corporation has dwindled from a giant to a midge. On books as of Feb. 29, 1932, the realizable value real estate is zero. Over \$100,000 of the \$19,000,000 in assets shown (on the books) represents real estate, which the receivers have mortgaged obligations amounting to \$63,000 leaving a net book value of \$7,886,000 but it is impossible, in view of the present depressed state of the real estate market, to assign any value to the real estate properties. Therefore in computing the realizable value of the assets it is liquidated at the present time, no value is assigned to real estate.

The Shuberts owe \$8,000,000, principally in taxes and mortgage obligations. That does not take in the debenture bonds which, with principal and interest unpaid, amount to \$6,683,000. Not included in the statistics are the red figures on the theatres poured back in the Shuberts own lapses which they built and leased to the corporation. Not estimated in the claims against the estate are those which may come from mortgages or owners of theatres, upon which the leases were disaffirmed. Not included, too, are claims from theatre pools in Philadelphia, Pittsburgh and New Orleans, all of which turned out to be costly.

Remaining Theatres

Discontinued arrangements in sharing profits concern the Booth, N. Y.; Majestic, Brooklyn; Apollo, Atlantic City; Olympia House, Detroit and Curran and Geary, San Francisco.

Theatres which the receivers will let in New York are: Barrymore, Hartford, Central, Longacre and National; Teck, Buffalo; Parsons, Hartford; Masonic Temple, Louisville and Prince's, Chicago. Also the leased houses; Majestic, Boston; Lyceum, Chicago; Shubert, Kansas City and Shubert, New Haven. However, they propose not to pay taxes on three of the out-of-town theatres with the exception of the proposed to carry on the basis of paying carrying charges only out of net income; Imperial and Chanin's 46th Street, New York; Chestnut Street Opera House and Forrest, Philadelphia and Plymouth, Boston. Already similar arrangements have been for the Grand Opera House, Chicago and the Shubert and Cox, Cincinnati. Additional leased houses to be retained in New York are: Blouin, Broadhurst, Morosco, Plymouth and Shubert.

Among dramatics against the estate is one from the Federal government of \$103,000 income tax, about the loss in 1931 was about \$200,000.

Whether overdue obligations or any substantial part of them, can be discharged by theatre and attraction profits in the 1932-33 season is entirely speculative, depending upon the general business conditions next fall, the success of the plays to be produced and the ability of the receivers to book into their theatres the successful plays of other producers.

SALKOW'S TIME OUT

Paramount Okays Six Weeks to Permit Woods Staging

Sidney Salkow will direct 'Man Who Broke His Heart' by Fred Shick for Al Woods next season.

Salkow's Paramount takes him to the Coast May 1 for six months but the young legit stage has arranged with Paramount for a six-week interim to do the Woods play.

WHITE LOSES IN CLEVELAND

Cleveland, April 18.

George White came out loser in his fight to force city officials to rent the public market for 'Scandals', but his legal reps say they will carry the battle up to the Ohio Supreme Court. Local appeals judges last week ruled that the city cannot be compelled to rent the hall of White.

They dismissed the producer's petition for writ of mandamus to force Elmer E. Adams, public hall manager, to lease it to him for a May 1 booking. Adams, who previously refused a booking to White, said he didn't want his hall to compete with private legit houses for such attractions, but court did not rule on this point.

Judges based their decision chiefly on the fact that nowhere in the local ordinance could they find any mandatory provision compelling the hall manager to enter into contracts. Decision was a victory for local showmen who have been opposed to hall booking outside legit attractions, on ground of unfair competition.

'Vagabond Producer' Now Has Ideas for Two Shows

Will Morrissey has recast his backers to the extent that his musical, 'The Crooner,' goes into rehearsal again this week and that he may follow this up by doing a dramatic show. The latter, written by Morrissey and Gene Herbert, will be of peculiar design.

Production 'bills on songs,' according to present plans, will be 'Alfred Cheney Johnston sponsors the Vagabond Producer's "The Crooner." Shuberts are said to have 50% of the show. The song again off again kibitzing radio show, will be rushed as to opening, the troupe having already been in and out of rehearsal. It's to open at a Shubert house, if it can't raise about the same, including Jean Malin, Loring Smith, Midge Miller, Gertrude Niessen.

Morrissey's drama is to be real heavy stuff, but to be done in the spoof manner.

Hopkins Doing Musical From Classical 'Candide'

Arthur Hopkins is plotting his first try at a musical to begin his next season's activities. It's a modulated opera based on 'Candide,' French classic.

Book was adapted from the original by George Anthell, composer, who also wrote the music. Hopkins built the script to Laurence Stallings for working over.

Sets will be by Robert Edmund Jones, with production date dependent on Stallings.

Mrs. H. J. Powers Sues

Chicago, April 18. Action was started by Mrs. Dorothy Powers against Harry J. Powers, son of the theatre man. She charges desertion and asks custody of three children. Couple were married in 1917 and separated last year.

Sapoliello 'Lizzie'

Los Angeles, April 18. Theatre associates of California have leased the Egan Little Theatre for co-operative repertory opening April 22 with a modified version of 'Lysistrata.' Top will be 75c.

MISS BURKE'S SECOND

San Francisco, April 18. Dillie Burke in a new play, 'Merry Mrs. Hope,' goes into Belasco & Curran's Curran sometime in May. It will be Miss Burke's second show here within a few months.

Road Famine for 1933 Season; But 11 Hit Shows Now in Sight

Road Finance

Peculiar instance of a couple of high salaried principals in the same show on the road pushing their way together to dodge a salary cut.

With business ebbing off a little a 25% salary reduction was specified and accepted by the two lead names of the cast. If the gross for the week slipped beneath a certain figure. So if trade didn't look promising by a Thursday or Friday, the leads would dig up a couple of stonks and spent two, three or even \$500 between them buying tickets for their own show to help the week's total above the deadline or cut total.

'BREADLINE FOLLIES'

Chi Show For, By and With Unemployed at Regular Legit Scale

Chicago, April 18. Group of society women in the local division of the Illinois Employment Relief commission has taken over the legit Majestic for an unemployment show to be titled, 'Breadline Follies.' Show will be of, by and with the unemployed men now housed in the municipal shelters.

Production will open on April 28 and run for three consecutive nights at the regular legit scale of \$3, top, and no cut rates.

All talent in the production will be the unemployed. There will be about 70 people in the stage show, which will be in the form of a minstrel show. Setting will be a flophouse. Deal has been arranged with Jimmy Petrillo, of the musicians' union, to allow the unemployed to form their own orchestra for the showing. Instruments have been donated by the various music houses.

It's a Season—Brady

William A. Brady has decided to call all bets off for the rest of the current season. He started work, on casting Maurice Mark 'Clay,' early last week, but changed his mind and put it off until early next fall.

Brady's idea is that it's too late to get started on a play and give it a decent break before the season ends.

Cohan at Hudson

George M. Cohan has made arrangements to play his attractions into the Hudson theatre, his first show being 'Confidential Service.' Show tried out in Philadelphia and not slated for Broadway until fall. For the past several seasons Cohan favored the Fulton, but previously his personal appearances were at the Hudson.

House passed from control of Mrs. H. B. Harris last winter through foreclosure of the mortgage. It is now owned by the Immigrant Savings Bank which will operate it.

Harry Askin former manager of the late John Philip Sousa is manager of the Hudson. Bank has spent \$50,000 in gulling up the interior.

Lewis as Dramatist

Sinclair Lewis is understood ready to try his hand at writing a play. If it comes through likelihood it will be produced early in the fall by Philip Goodman. Trill Lewis' first dramatic attempt, although several of his novels, 'Arrowsmith' for one, have been filmed.

Lewis and Goodman sailed on the Denver for France Thursday (14), enroute to Russia.

'Whoopee' Revival, Too

Following up the 'Show Boat' and 'Follies' revivals Ziegfeld is readying a revival of 'Whoopee.' Plan now is to run the show a few weeks in Chicago.

Milton Berle is set for the Eddie Cantor part in 'Whoopee,' Cantor being unavailable. Ziegfeld is planning with former players in the role.

Total of 11 shows is all that can be mustered at present time for road bookings next fall. In view of the impending consolidation of legit theatres into one circuit, the road shortage is of particular interest, but judged at least 50% short of a minimum to satisfy one circuit.

Should consolidation not develop and the two existing circuits continue in opposition the lack of production will be heavily bottlenecked. Bookers state that for one circuit 20 shows should be available to guarantee that number of weeks to start off with until new productions come into sight to fill in another similar period. With two circuits 40 shows are needed or nearly four times the number available.

Results of roadshowings the past season accentuates the financial trouble since the attractions playing to success in past months have practically all been stamped as Broadway hits. New shows sent out next year could not get off unless playing New York runs, thus sending them on the road late.

'Bway List Exception

Several current Broadway shows are out as touring possibilities next season. Listed are both of Gilbert Miller's hits, 'Always Juliet' and 'Animal Kingdom.' Former is doubtful of going due to film engagements of Edna Best in addition to its being judged a flop. The latter road show. 'Kingdom' closes in June and will be talkerized during the summer, which also goes for 'Blessed Event.' 'Mourning Becomes Women' has a long time line and is out now. 'Face the Music' is too large for other than possibly one or two key states. 'Good Fairy' is road ready, but until they can underlain thereafter. 'Devil Passes' will not be available for fall.

Of the 11 shows, Shuberts have the lead with six, Branger's getting away with five, 'The Great Show' away from both chains. Shuberts' list has 'Springtime for Henry'; 'Whistling in the Dark'; two companies of 'Counselor at Law'; Edna Best's 'The Great Show' and 'I Sing.' Wynne's tour is already mapped out. One last may not troupe.

Branger's four are Max Gordon's 'The Great Show'; 'Rumors in Vienna'; 'Riddle Me This'; 'Hot Cha.' 'Vienna' will play until November, when the Lunts' Guild contract expires, and they start in for a new road's play Max Gordon is producing.

Taylor, Collier Undo

'Hay Fever' Exchange

Pittsburgh, April 18. Patterson McNutt production of 'Hay Fever' exchanged with the Alvin tonight (18) for a week, cancelled at last minute because of Laurette Taylor's inability to get on in the next 14 days.

Laurette Taylor was called into the cast late last week in Boston when Constance Collier fell ill. Hay Fever was to have rounded out six-play season of the Players series and it will either come here late in May following other dates or last-play subscription 'money' show. The week's stand the scheduled closing date was week of April 25 with 'Rhapsody in Black' but season may now be extended.

With Miss Collier back in the lead, and Miss Taylor out of cast, 'Feet' will reopen April 28 in Wilkes-Barre, Pa., and make three one nighters in Pennsylvania before going to Washington, May 2. After several eastern week stands the show will work out to Chicago and later possibly play through to the coast.

Collier was forced out because of an eye ailment, which is mending rapidly. A misunderstanding as to the date she was to open in 'Feet' made it impossible for Miss Taylor to go in.

New Cornell Lead

Pittsburgh, April 18. Sigfried Rumann, hero last week in 'Grand Hotel,' announced that he had just been signed for a leading role next season in support of Katharine Cornell in Sidney Howard's 'Allen Corn.'

It will mark Rumann's second appearance in a Howard play, his last show previous to 'Grand Hotel' having been 'Half Gods.'

Herna Menth, Viennese pianist, gave a recital at the Garden City hotel. An interesting program was offered, her Brahms and Chopin groups being done with delicacy.

Plays Out of Town

WORLD BETWEEN

Chicago, April 19. Ambitious effort by Fritz Block, drama critic of the local Hearst "American," worth a serious look from New York producers who are something different. Block has written a play with a psychological trend, that, with some revamping and proper production, is worth a fling of anyone's money.

Too bad that this piece has been lying around for a couple of years, coming out now, when such topics as "Outward Bound," "Berkeley Square" and "Earthbound" have already assuaged in review the local "World Between" hovers between all of these, with the added and more modern twist of an air-wrecked couple of lovers, who drift out to a phantom pirate ship, where dead souls of different generations hold sway.

There is the bloodthirsty prototype of Capt. Kidd, a pair of ballet dancers of Victorian type, French opera singer, British jurist, and others. As produced and staged by the Paul Urban and Little Theatre group, headed by David Itkin, the play naturally suffered from professional interpretation and atmospheric production, but the director behind the story was still clearly definable.

A dramatic head of the college, did a good job with the staging. Lighting effects, entrances and exits, which were in line with the action, were capably handled by this director. Players, being all amateurs, did the best they knew how, but the piece was not really made for these youngsters to handle. Of the three acts, the second rings best, the high-toned, serious, and the feels to continue into the last act. That third act is what the author likes to worry about most. An overabundance of dialogue, too much philosophic, will need to be corrected before anything else.

There should be simply a try-out, with the author anxious to see his brain child on a stage. It's on a few-rank basis, three times weekly, and open to the public, although mainly for the school students.

Last year the Frohman office had taken the piece to Broadway, going as far as advancing the author a good piece of change for the operation. Theatricals, Erskine, then, with the Frohman, had his eye on it, but the deal fell through. Too bad, for in the hands of an experienced showman this thing could have better made into something. It still isn't too late.

PARODY

Minneapolis, April 19. While it is doubtful whether "Faraday" will reach Broadway, this prize-winning three-act play in the hands of the Drama League talentable acceptance to Shubert's chief patrons who witnessed its premiere at the University of Bainbridge company. Credit for the transformation of an ordinary piece of brightening into a piece of gagging melodrama goes to "Buz" Bainbridge for his showmanship and direction and to John H. Dixon for intelligent and effective acting in the lead.

Wilbert Douglas Stevenson, the author, local publicity man, has told a story of a seductive young woman, a half-caste daughter of a Texas. Through a loveless marriage she seeks to gain wealth and power and is used against the whites in revenge for the latter's betrayal and exploitation of her people. In the end, however, she finds the tables turned and her native love victims of a fate she had plotted for her American husband and others.

The fade-out scene comes in the jungle of South America after the girl and her lover are marooned in a cabin. The drink-crazed husband, a multi-millionaire rubber king, is unknown to himself and has discovered their perfidy and who has been driven to temporary near-insanity by the "jungle" and "tropical" degenerating influences, places a huge tarantula where it is possible to see the white and the lovers. One, thus, departs from theatre speculating when and where the tarantula did its fatal work.

The play leaves the audience somewhat confused. It is not entirely clear whether the author intends to make a simple or a hard study of an exotic and glamorous woman ruled entirely by the most primitive instinct, or whether he wishes to expose the injustice done by the whites to the South American Indians.

Aside from the lack of proper theme emphasis, the play has the

further faults of talkiness, insistent action, overly elegant and unnatural dialogue, absence of comedy relief, and some clumsy spots in construction. It, however, holds the interest fairly well. By virtue of the very device of the heroine's intriguing creature. A weird, effective tropical melody played on the very device of the heroine to summon her lover is a good detail. Play has terrific love scenes and the being of a lioness in the jungle and the ravings of the drink-crazed husband increase the drama's hold on small crowd—three people also in the play's favor. Each of the three acts has a different set of two interiors and one exterior. Gladys George is an attractive heroine. Others who make the most of their parts are Marie Gale, Bernard Stue, Arthur Faust, E. B. Fitzgibbon, Alice Davenport and Dewey Campbell. A fine job was done in the staging direction. Rees.

TRUTH ABOUT EVE

Hollywood, April 8. Comedy by Marjorie Stanley. Directed by James Cooley. Virginia Howell, Helene Holmes, and Jack Jackson. Presented at the Theatre Mart, Hollywood, starting April 10.

Written by Marjorie Stanley, who authored "My Son" and "Nightie Night" among others, this has little change of commercial profit, being the first of a series of plays. The respondent who tries to square his supposed misdeeds by reuniting the divorced pair in order to provide for his finance that he's no home-wrecker.

Dramaturgy of "The Truth About Eve" becomes tedious and irritating, since it occupies so much of its time with characters that in no way have the audience's sympathy. Cast is as ponderous as to plot, with Stanley Price and Doris Kemper, as the about-to-be-wed couple, only one succeeding in keeping their heads above the script's morass, and these two doing so only in a few spots.

Direction by Robert G. Vignola, from pictures, who tries without avail to make the story interesting.

LET US DIVORCE

San Francisco, April 14. The anxious to try her new play as producer and director, Ruth Chatterton selected the English comedy, "Let Us Divorce," by Gilbert Wakefield, which she had produced at the Theatre Royal, Drury Lane, London.

A fair choice of vehicles in which to conduct her husband, Ralph Forbes, with Rose Hobart. Capable cast made "Divorce" a new place of interest. Chatterton, written all over it, from the dictation and mannerisms of Forbes to the mannerisms of Forbes to the mannerisms of Forbes. But it's good. Show is slow, running about an hour, yet is slowly paced and needs speeding up to get away from the English talkiness which currently pervades.

Meaty lines and situations go to Forbes, who is a good actor, and whom did not wait. Remainder of cast includes Robert Cory, Leslie Palmer, Hugh Humber, Norman Ainslie, Lowden Adams, Fred Emmer, Sonny Ray and Mary Gordon. Book.

DILLY DALLY

Philadelphia, April 19. One of the most popular stage attractions to find its way into a local theatre in many a moon was this "vaudeville" revue, produced by Percy Oakes. It played the Locust Street theatre previously running a "vaudeville" revue, and is now offering. With daily matinees—except Saturday when Mary Wigman has a house of dance specialists to nothing except for opening night, April 11.

A range array of talent with Charlie Ray and Patsy Ruth Miller from the films, a number of familiar vaude people and a couple of new ones. Best liked feature was Harland Dixon, who did four dance routines, one of which was a "Dance of the Future." He was teamed with Peggy Cornell, personable and shapely blonde, who did a "Dance of the Future" also as a sort of m. c. in the second half of the show, introducing what Fritz Schaff, who had two dances, called a "Dance of the Future" in what purported to be a cabaret scene in the second part. Miss Schaff clicked in her first appearance when she sang a cycle of Victor Herbert numbers, but was not so successful with her selections in the last half.

Jed Dooley appeared first with

some before-the-curtain chatter in which a producer, proposed to put on a show. For five minutes there was a semblance of plot; after that none. They later slipped in skits and sketches and on several occasions got a good quota of laughs. He's a lot better than the average producer, but his performance Dooley inserted plenty of blue gaps. In fact, the whole show was given an injection of "bep."

Charles Alcott, with the familiar film and stage dialect, got his usual reception with an old vaude routine which nevertheless always funny, but was not as happy in his second act contributions. Ray struggled throughout, his main appearances being a funny boy song with the chorus and his miss being a weak playlet. Miss Miller essayed a dance in the very beginning. Scandalous, "Burnin' of Shanghai" (sometimes known as "Burnin' of Tokio"), was also present.

Ada May Kaufman Girls, the chorus, were okay, while Art Kahn and his band, who played the music in the pit, Costuming had sets are not good. Waters.

PLAYS ABROAD

GRAND GUIGNOL

Paris, April 9.

New Grand Guignol show, contrary to the habit of having three short comedies—one opening and two closing—consists this time of three dramas and two comedies, one of which is a story of a woman with one exception, are not ending with as grim tragedy as usual. With, general speaking, rather weak, but becoming more so.

Production, as usual, is simple and clever, and is staged by Jack Jouvin, manager. One-act drama, titled "Qui Ma Tue" (Who Killed Me?), by Lucien Chantal, might be adapted for an art, intimate house. It shows a police officer's office after the body of a young suicide has been discovered—body being tactically left out. Questioning of his aged mother, his best friend and his mistress discloses that suicide is due to a love affair, which they didn't seem to realize at the time.

Second playlet is a one-act comedy, "Pied Du Mon" (Foot of the Moon), by Jean Retigney. Though some what dragging at times, it is an amusing sketch, worth using in a revue. Show seems to have been in his office insisting on operation of the machine.

Third show titled "La Visite" (The Call), by Henri Duvernois, has almost closed the evening. It shows a young and progressive architect shamed by his old father for neglecting to build a house for his mother. This is followed by a two-act sketch titled "Cassez le Pointe" ("Spiked Helmet"), by Maurice Dahn, the only one which looks like a comedy. It is in two tableaux, and one would be enough. It shows German tourists in a Belgian inn next to a cemetery, with a Belgian grandfather cutting the throat of one of the tourists with the iron hook, replacing the hand which the same tourist cut off with a sword when he was years ago as an invader. Apart from last tragic moment, the building up of the tragic atmosphere is ridiculous.

Last comedy in two tableaux titled "Carambolles" is by M. S. Ramel, and is by far the best of the show. "Carambolles" is a French play, now describing a man who buys by merchandise on credit, sell it for cash and get away. Play is almost closed by a scene in which he is arrested any minute and without a cent left in the safe, has cash in his pocket. Two burglars, disappointed in the safe, are mistaken by him for a couple of dicks and get his cash, leaving their tracks by giving him just enough to get away himself. Dialog, especially the lines by the man who is arrested, is exceedingly clever, and a scathing indictment on current financial methods, and a condemnation of the police. Worth using as a sketch in a revue. Mazi.

HOLZMAN-DORFMAN SPLIT

P. A. team of Holzman and Dorfman may split temporarily again. Bennie is apt to go to the Coast in advance of "Scandals" while Nat may go with Metro as a writer.

Plays on Broadway

TAKE MY TIP

Comedy in three acts presented April 11 at the Forty-eighth Street by Mack Hildard; written by Nat Dorfman; Donald Meek, Henry Merrill, and George T. Sigani. Directed by Frank Merrill.

In recent years there hasn't been a play about the stock market that has been nearly as good as this axiomatic there is little in "Take My Tip" to make it an exception.

Nat N. Dorfman, who wrote it, is well known to the stage, being the running-mate of Ben Holzman in press agency. No doubt both lads were nicked down and perhaps that by writing a stock crash play with a silver lining Dorfman figured on getting even. But no secret that producing plays as is hazardous as buying stocks on margin. Of course, Henry Merrill, a millionaire royalties, that managers are of profits.

Henry Merrill of the play is a 50, a widower with a grown daughter, but his 80-year-old mother trains him as somewhat rattled-brained, particularly as regards his conduct of the soap factory which has afforded plenty to the Merrill family. Henry is the guy for the bank roll in buying an old stock. Of his investment of \$100,000 in the stock market, he made the 32nd vice-president. All his friends go for the oil and all believe them. Henry is the only one who doesn't.

Sudden death of the mother, old Mrs. Merrill points out, with the observation that one cannot grope by gambling. Sudden death of the mother, old Mrs. Merrill points out, with the observation that one cannot grope by gambling.

The daughter has sloped with a man, a poor fellow, and her father, Papa has been carrying on an affair with a middle-aged divorcee, which further annoys the old lady. But comes a surprise. Henry, it seems, had invented a device to inscribe names in cakes of soap, the soap would provide individuals with this also to be sanitary. Another soap house bids for the device and the play ends. So the Merrills are on the way back to affluence at the curtain—and Henry knows, even now if the invention works or not.

Helen Lowell as Mrs. Merrill and Donald Meek her bald-headed son, who she loves, despite his too obvious faults, are the featured players.

Muny Profits Higher

Minneapolis, April 18. The local municipal Auditorium was able to show a net operating profit of \$7,259 for the first three months of the year. Receipts increased from \$28,596 in 1931 to \$28,295 and expenses of \$21,035 were \$739 less than for the same period, a year ago.

Keith's Stock 'Copperhead'

San Francisco, April 18. Ed Hogarty, Oakland stock promoter, brings "Copperhead" with Ian Keith into the Geary May 2 for three weeks.

When playing the Geary for past six weeks in "Grand Hotel," Keith said he'd like to give a benefit show. He will turn over the second Monday night's take to the unemployed.

Suing for Costumes

Los Angeles, April 18. Western Costume Corporation is suing to regain possession of part of the wardrobe of LaFayette, minstrel, and held by a hotel in Fresno, Cal.

Fred LaFayette's cork troupe played several Southern California towns and left the costumes in lieu of the feed bill.

Engagements

Paul MacLean, Edna Frecker, Wm. McAdams, Coast to Coast. Roberta Beatty, Clarence Derwent, Mildred Baker, Barbara Wilson, Alvin Bruns, J. Herbert, Broadway Boy (complete cast). Grace Huff, Edw. Leiter, Alice R. Winslow, Barney, Townbridge, Phil White, Stan May, Donald Briggs, Theresa Dale, Douglas MacPherson, "That Hiltion Woman" (complete cast). Robert H. Gordon, "Merry Go Round."

FOREIGN AFFAIRS

Comedy in three acts presented at the Avon April 19; written by Paul Herby, Edw. LaFayette, George T. Sigani, Henry Hill and Osgood Perkins. Directed by Jean Aron.

Billing of several featured players provided moments of diversion but "Foreign Affairs" is quite lightweight, a disappointment. Seemed a wasted effort by new managerial team.

Short cast, one set show indicates a low operating cost despite the players. Theory okay but comedy content of half of one per cent sort. Recent entrants on Broadway have been nearly that way and despite the times there is a spot for a lively play. Hopes of first nighters are stilled.

Dorothy Gish, Henry Hill and Osgood Perkins are the leads, Miss Gish being Countess Lisa on a lark with her husband, Count Zolgen (Perkins), a millionaire Roumanian. Her husband, the count, is nearing the rendezvous. Since discovery would imperil Tito's standing in the diplomatic service, the countess carries on a flirtation with the wealthy Tito. After her husband's death, she occupies the kitchen maid. The newly paired couples wander out into the garden and the night show her support. When the count does come, it is to demand some sort of settlement from the Roumanians.

These foreign affairs are anything but political and are neither interesting nor funny. There is the innkeeper who blunts orders Anna the kitchen maid to refuse after her moment. Tito she thinks she will obey the master, for if she plays her cards right she might soon have money.

Here and there are terse comments as to the conduct or manners of the players. The performance, lightened by the always good playing of Edward La Roche as the waiter and overlooking of his role of Edward Bromberg, as Tigris the innkeeper.

"Foreign Affairs" has little chance to succeed and that would seem to let it out.

Ibec.

ers, with honors going to Miss Lowell. As for the others, the acting is in and out, which may not be all the fault of the performance. Jack Hillard, one of the better known company managers, presents "Tip." Its chances at this time are poor, because the season is nearly waned up.

ILSE MARVENGA INSTEAD

Ilse Marvenga will play the lead in "There You Are," Hyman Adler first named. Understood Miss Claire and Adler had a dispute over the number of weeks the show would play on the road before New York.

Curley as Producer

Jack Curley, the sports promoter, plans the production of a comedy called "Half-Past Heaven" by Elmer Greenleaf.

Show is due in the fall.

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Australia

By Eric H. Gorrick

Sydney, March 20.
Everywhere along the big stream of business is booming. This Lenten season is being the biggest in many years. Every theatre is open and playing to great business. The influx of visitors from all parts of the country is terrific. The openings of the Sydney Harbor Bridge is partly responsible for the huge crowds.
Managers are offering a great lineup of shows. List includes: 'Delicious', 'Mata Hari', 'East of Hanoi', 'Private Lives', 'Dracula', 'The Jekyll and Mr. Hyde', 'Possessed', 'King of Kings', 'Star Witness', 'Once a Lady', 'Chances', 'The Chance', 'Blue Roses', 'Ernest Roll's', 'revue', 'Frank Nell's', 'revue'. All attractions are getting money.

Fear Tax Slug

The industry is wondering how long it will be before the government again gets its claws into the box office.
So far as this year has gone the

entertainment field has been left alone by the government. But the tax is being how long this state of affairs will last.

Last year will be remembered as the darkest one experienced in the trade, and when one or two organizations were facing ruin, no help was forthcoming from unsympathetic political moguls. When most of the b. o.'s were very nearly empty, politicians decided the goose could not lay any more eggs. But now that the b. o.'s are again thriving, it would not be surprising were politicians to decide it was time the goose again did its work.

The nabe theatres situated close to the tin-hare tracks are experiencing a lull, but so long as the government collects the tax on the sport, the nabe exhibitor can go home.
With the opening of the underground railroad through the heart of the city, the Hoxby management has booked up plenty of advertising space at each terminal.

Equity Unmoved By British Levy On U. S. Actors

London, April 9.
According to British Actors' Equity an arrangement has been made between American and British Equity whereby any American actor coming over here must join British Equity, pay an entrance fee of five shillings, and a 5% levy on his salary, with a minimum of one pound a week.

We shall recommend to the Ministry of Labor that the principle of six months' inactivity at the end of an engagement, or leaving the country for that time, shall apply here as in the United States, the secretary of British Equity, declared.

In the case of feature artists, we shall recommend extensions if we consider them in the interests of the profession.

Plan of the British legit actors' association to make a levy on the weekly salaries of foreign players appearing in England, was no surprise to Equity. Latter, at the request of the British 'body', forwarded a copy of the regulations covering English players appearing over here. Only difference in the rules is that while 5% is also the weekly levy here, the minimum to Equity is \$10 weekly instead of about \$15 in England at current exchange.

Most recent survey of alien actors appearing in New York showed there were 12 who come within Equity's restrictions. There were 26 attractions at the time of the survey.

The total, however, does not include foreign players of the alien rating the survey showing 47 aliens in Broadway shows in all. Resident aliens are those who have played at least 100 weeks in America and are not subject to the levy; nor does the six months' interval between engagements apply. Eight foreign actors are appearing in shows outside New York.
The survey states that while the British Actors' association's proposed restrictions on aliens was in retaliation for Equity's similar rules, there is no resentment on Equity's part. Existing there are more than 20 American actors appearing in England at this time.

Black Books 60 Acts

London, April 13.
George Black, general manager of the Palladium and a director of General Theatre, is back here after a New York visit.

Understood that he arranged for some 60 acts to come over, all booked through the William Morris office.

Guitry-Robson Team

Paris, April 9.
Paul Robeson is co-authoring an Equity play with Sacha Guitry. Yvonne Printemps will be co-starred with both.

Chivalry

Paris, April 9.
Lucien Werner, ticket scalper, and also head of the professional league of the Emancipés, in jail for shooting his girl friend.
He argued in his own defense that she was well aware he had already been sentenced for carrying a gun without a permit and if she continued to hang around that was her bad judgment.

LONDON CIRCUIT SET WITH SIX WEEKS

London, April 18.
Newly-formed syndicate, which recently leased the Collins Music Hall, suburban house, from Charles Gulliver, is negotiating now for the London Pavilion. The new syndicate, the house with straight vaude.

Gulliver has arranged that attractions be booked into the Pavilion in conjunction with several Moss Empire houses, including the Victoria Palace here and the Empire in Glasgow. Means that the concern is now in a position to give acts at least a week's work. Henry Sherek has been named backer for the new chain and sails for America in a fortnight to look for material.

Gulliver is also negotiating leasing the Olympic, formerly called the Leicester Square, for vaudeville and is prepared to negotiate with General Theatre for co-operation in booking.

Purchasers paid \$11,350 on account in the deal. Understood the rental is \$1,850 weekly for 9 and a half years, which comprises the remainder of Abrahams' lease. New policy gets started May 9.

London Show World

Among the new shows of the current week is 'Cloudy With Showers', by Floyd Dell and Thea Mitchell, a piece with which the Playgoers' League, a new Sunday night venture, opened its career last Sunday. The show is a delightful mixture of bedroom comedy and gangster melodrama, while others rapped it.

Showboat for London
Clifford Whitley, the lad who brought Chevalier over here, who intends putting Marlene Dietrich on an English vaude tour after her current talkies, has developed a show boat scheme for London.

For the first time in the history of the immortal river the Thames every night this summer, serving up a perfect dinner and dance combination to 200 revellers a trip. At 11:30 a supper cruise will start off, paddling up-stream to the leafy retreats of Richmond, Teddington, and the romantic spots where the water narrows.

Joe Collins' Non-Musical
Jose Collins is to make her first appearance in a non-musical this month, under the direction of her new production by Leslie Henson, written by a new author, Paul Harvey Fox.

Angela Baddeley will also be in his cast.

British Split-ups
Godfrey Tearle sails for South Africa this week with a repertoire of three plays and his wife, who will force petition goes through, hopes to bring back a new wife.

Other matrimonial tangles getting current attention are those of Frances Doble, who is being separated from her baronet husband, and the daughter of Forbes Robertson, whose husband, the son and heir of Lord Willington, governor-general of India, and she have agreed to split.

Cochran's Cafe Show
Charles Cochran produced another song and dance show at the Trocadero April 5, very artistic in conception and production. Credit goes to Ada Peacock for scenic and costume designs and for the dances and ensembles arranged by Buddy Brandy.

'Du Barry,' Musical from Berlin, Looks Like Week's London Hit

PARIS PRICES SLIDE

All Kinds of Amusements Cut Admission Scale

Paris, April 18.
Admission scales are on the downward trail here, in practically all amusement fields.
Madeleine (pictures), Emprise (vaude), Porte Saint Martin (legit) and Galeries (legit) are the most recent theatres to reduce prices, with several other important houses said to be considering similar moves.

MOSS EMPIRE POLICY DECISION LEFT IN AIR

London, April 18.
Directors meeting of Moss Empires was held Friday (15) and lasted six hours. Circuits' future policy was the main item under discussion with nothing decided.

Understanding is that Will Evans was prepared to obtain a loan of \$113,500 from Lord Beaverbrook for the conversion of a majority of M. E. houses to pictures. Conditions covering the loan, however, are said not to be satisfactory to the remainder of the directors. Meeting was adjourned for one fortnight if Evans should resign at that meeting, as has been previously rumored. R. H. Gulliver would take over control of the chain.

June for Cook Show

London, April 18.
June has been signed by John Murray Anderson for his new Prince Edward revue 'Fanfare', in which Joe Cook will star.
Opening of the show has been set for Manchester May 15.

London, April 18.
'The Dubarry,' new operetta imported from Germany at His Majesty's looks like a hit. The two-act piece has been successful on the Continent and is presented here with Anny Ahlers, Viennese soubrette, especially imported for the title role.

Portions of the music are delightful and the English book and lyrics, by Rowland Leigh, are brilliant. Miss Ahlers sings well, although perhaps too generous for the French temperament she's supposed to portray. She dresses and poses to suggest Marlene Dietrich. scenery is excellent and the costuming as brilliant and rich as anything ever seen in London. One scene, depicting a dive will probably create comment.

Hasard Show is here looking at the show with the purpose of bringing it to New York early in the fall if okay.

'The Bodies' at the Vaudeville is an adaptation from Evelyn Waugh's novel and mildly amusing.
'Old Man Murphy' at the Savoy folded Saturday night (16), after a near-fortnight run. Another closing Saturday night was Arthur Croft's revival of 'The Chocolate Soldier' at the Shaftesbury.

Red Play, Taboo In Russia, Seeks Hearing in U. S.

Moscow, April 6.
One of the outstanding successes of the Russian theatre in recent years, 'Sonata Pathétique,' has been quietly but effectively suppressed by the censors. After its 434 performance, at the Kamerny Theatre, it failed to reappear on the bill-boards.

Rumor has it that influential persons are fighting to restore the play to the boards. Although some concessions to the heavy censor who had it suppressed are altogether likely.

To an outsider the suppression seems most illogical. 'Sonata Pathétique' (reviewed in Variety several months ago) is clearly a revolutionary play. The author, Mikolai Kulish, is a Communist who fought in the revolution and in the civil war. His whole leaning is distinctly pro-Soviet.

Kulish's misfortune is that he is an artist. For a Communist that is a disadvantage. He is also a sensitive, his artistic conscience and his political conscience do not always live in harmony. His plays deal with the revolutionary period, 1917, in Ukraine, the play who was not simply between the lowly and the exploiters. It was complicated by Ukrainian nationalism. Patriotic Ukrainians opposed Tatarism, pretty much as the Irish might oppose England. For them the revolution meant the throwing off of the Russian yoke. Kulish presents a cross-section of society at the critical moment: revolutionary workmen, Bolsheviks, middle-class nationalists, and Tsarist reactionaries.

However, his artistic skill got the better of him and the non-Bolshevik types emerged a lot better than they ought to in a Communist's play. The villainess, pretty Marina, and her father, old Stupal-Stupanenko, are so completely drawn that they evoke considerable sympathy. The clear-cut black-and-white, hero-and-villain pattern of most Soviet drama, in other words, is blurred.

Objections to the play were also raised on other grounds. The story is told in the first person, by an intellectual poet, and the whole action is colored by his romantic imagination. It was therefore considered that the play was sentimental, romantic, etc.—'Sonata Pathétique,' produced without the meddling of short-sighted censors it might have become a sort of dramatic poem of the revolution.

It has produced abroad it may still become that. It would be a curious commentary on the ways of history that the only revolutionary play to be suppressed in the U. S. (Continued on page 52)

Loans of Credit
One reason for the flood of new mag is the willingness of printers about town to furnish credit. In the cases of the majority the publishers' investments run to no more than enough to cover office rent and an assistant or two.

Print shops turning out one or more mags find it necessary to have a complete force on hand a few days a week, with the workers idle the rest of the time. To keep their working many printers are willing to grant credit, figuring it a small risk under the circumstances.

There have been some cases in which printers have made offers to editorial men to get out mags for them, just to pay for the prin: staff's idle time and perhaps to make some money. One mag under that arrangement made its first appearance this month.

Arrangements for story material involving no immediate payment can also be made currently, and the picture picture-givers can give credit. The same goes for the mag distributors, who are in many cases waiting guarantees.

Typical instance of what a mag publisher can do is a mag without money is that of a mag without the first issue of whose mag went on the stands last month. By securing part of an office, on a promise of payment out of the profits, this group got its first issue on the stands without a nickel. That included printing, editorial matter and distribution.

With a printer lined up the rest is easy. And it is difficult to get a printer, with promissory notes.

Screen Check-Up
Although the picture people are supposedly up on best-selling works of fiction, irrespective of their picture possibilities, merely because they have sold well, and novelists are accused of writing with one eye, if not both, of pictures, it is a fact that fewer works of best-selling scribblers reach the screen than those of lesser writers.

Notable instances are Warwick Deering and Willa Cather, both of whose works are in great numbers and both of whom are rather profitable, particularly the former. Only one of Deering's novels has reached the screen, 'Sorrell & Son,' despite the fact that he writes steadily. He is always up at the head of the best-selling list. Similarly, only one of Miss Cather's books has been filmed, 'Lost Lady,' and Miss Cather is invariably a best seller.

On the other hand, another best seller, has never had a book picture, his single contribution to the films, 'One Glorious Night,' having been an original.

On the other hand, lesser known scribblers have managed to have their books filmed quite consistently. Some of these are Ursula Parrott, Faith Baldwin and Mrs. Fulton Ousterly, the last named under her various pseudonyms.

Back Number Scheme
First attempt by a publishing house to utilize back numbers for other than waste paper is being made by Macfadden. The plan is to bring back the only one. Formerly, previous back issues were junked. Macfadden is now asking the newsdealers to continue the back issues on display, but to send down the unsold copies. Dealer gets the usual return credit by clipping off the date line in the upper right hand corner and returning it. Over this goes a sticker furnished by Macfadden indicating the reduced price for the back issue.

Idea behind the plan is to give the advertisers an even greater circulation figure than they are getting. It will not be taken into account whether there will be any falling off in the sale of current numbers when the previous month's issue can be produced at cut-rate prices.

More Mission Days
Gladys Malvern who was not an actress and who now spends her days writing ads and her evenings doing stories, has published her second novel, 'I Love Comes,' through Claude Kendall.

This is a story of California mission days and a heroine who is supposed to be possessed of a devil because her mother died in giving her birth. She makes three vows—

Best Sellers

Best sellers for week ending April 9, as reported by the American News Company.

Fiction	
'Magnolia Street' (\$2.50)	By Louis Golding
'Bright Skin' (\$2.50)	By Julia Peterkin
'Challenge of Love' (\$2.00)	By Warwick Deering
'Three Loves' (\$2.50)	By E. J. Condon
'Thirteen Women' (\$2.50)	By Tiffany Thayer
'Heat Lightning' (\$2.50)	By Helen Hull
Non-Fiction	
'Only Yesterday' (\$3.00)	By Frederick Lewis Allen
'Once a Grand Duke' (\$3.50)	By Grand Duke Alexander
'Story of My Life' (\$3.50)	By Clarence Darrow
'Epic of America' (\$3.75)	By John Truslow Adams
'Way of a Lancer' (\$3.00)	By Richard Boleslavski
(In collaboration with Helen Woodward)	
'U. S. in World Affairs' (\$3.00)	By Walter Lippman

to visit Spain, to win the love of a cavalier and to be kissed by a priest. She does all three.

Story is told in easy, flowing style, with not too much guide book material and with a moving finale which reveals a power little suspected from the earlier chapters. It makes agreeable reading but fans to flame only toward the close.

Brown's Sport Mag

Most pretentious sports mags ever attempted in the month to be gotten out by Ned Brown, former sports editor of the defunct New York 'World.' The mag, to be called 'International Sports,' hits the stands about May 27.

Through his former position, Brown has lined up such sports writing names as Boseman Bulger, Bill Corum, Hyde Igoe, Lester Patrick, Steve Hannagan, Vincent Richards, Earl Jenkins, Rube Goldberg, Harry Herfield and other name illustrators will also contribute.

Publication will cover every type of sports event, indoor and outdoor. Brown will exercise his former position as managing editor and Stewart L. Paton advertising manager.

Brown intends to continue his pocket boxing mag, 'Pardon My Glove,' as a separate affair apart from his forthcoming publication. New publishing offices will be on Fifth Avenue, New York.

Subscription Firm

Former circulation staff of 'Pictorial Review,' which went out when Lee Ellmaker assumed control of that mag, has formed the Publishers' Rate, Inc., subscription selling concern.

Purpose of the organization is to serve as special subscription aid for a leading mag in each field. Will Rorer will act as an adjunct to the mag's own circulation department or will take over that activity entirely.

Heading Publishers' Institute, Inc., is Alexander Graham, one of the leading magazine circulation men in the country. With him are associated Hugh Stafford and Frederick M. Erickson. Concern is establishing offices in 18 principal cities to make its coverage nation wide.

Authorship Denied Cops

Trouble caused by a girl secretary in the Los Angeles department under a taxi dancehall story which Jack Woodridge feature writer, was authoring brought about a ban by Police Chief Steckel against the magazine scribbling by members of the department.

Woodridge had collected his material through aid of the department when the girl started a fuss because she was about to write a dance hall story herself.

Woodridge was blocked from obtaining pictures of policemen on the dance hall beat, but nevertheless got story which he sold to a confession magazine.

Rewards of Fame

Henri Bergson, world wide known founder of the Bergsonian school of Philosophy and a member of the French Academy, had to guarantee his publisher that he would give his last book, contrary to usual system for well known authors of publisher printing and giving the author a royalty. Shows that high-brow stuff is just now not commercial.

Homer Crox's Next

Homer Crox's next for Harper & Bros. is 'Missouri Boy.' It will see publication in February. Crox is collecting extra revenue on his current novel, 'Heated for Hollywood,' by selling radio serialization rights.

Gibbons on Critics

Recent criticisms in the east of Floyd Gibbons' writings have had an effect on the roving war correspondent, although he's taking the jabs with a grin.

Last week in Hollywood E. G. Robinson, the actor, was complaining to Gibbons that performers are at the mercy of critics who sometimes have no knowledge of acting. 'You think that's tough, excluded Gibbons. You in the same business as my critics. How'd you like to have your performance reviewed by actors?'

Under Difficulties

Few writers work under a bigger handicap than Francis P. Keyes, wife of U. S. Senator Keyes, of New Hampshire.

Mrs. Keyes has a new book out and also writes travel articles and conducts a travel department for a magazine. For years she has suffered from a serious ailment which makes it necessary for her to wear an iron harness. It doesn't keep her from jaunting to all parts of the world, however. Too much travel recently forced her to do all her writing in a horizontal position.

Fire Policies Out

London dailies which have been adding free fire insurance to their existing free accident insurance to registered readers, are withdrawing the fire policies in June.

It has suddenly been discovered that legal difficulties would surround the collecting of claims on ordinary domestic fire policies if the household were covered by the newspaper free insurance.

A still more potent argument against this gift scheme is the expense of the stamps valued at 12 cents on every policy.

A. P.—Hearst Fireworks

At the coming convention this month the Associated Press and W. R. Hearst are expected to stage a load of fireworks. Hearst has his own news wire organization, International News Service, and is also the most extensive individual user of A.P. items.

Recently I.N.S. invaded Cuba with a direct news service in Spanish to all South American countries. This matter is anticipated to be given heavy concentration.

One-Week Suspension

'Chicago Saturday Night,' weekly rag turned out by a flock of loop newspaper men, suspended publication last week after its first issue. Suspension, however, is promised as only a one-week layoff, paper being slated to return to the stands Friday.

Several changes have been ordered for the loop weekly both in format and policy. Switches from a seven column sheet to six. Personnel setup remains the same.

Turns Quarterly

After a publication lapse of some eight months, the 'Memorah Journal' is coming out again with a spring issue. Under the revised plan of publication, the former monthly becomes a quarterly, dated seasonally. Thus the first number under the new plan is labeled 'Spring Issue, 1932.'

Henry Hurwitz again editing, but the majority of the former staff is out.

Vail-Boyle Wedding

Lawrence Vail and Kay Boyle, clients of the Montclair Hotel, and the Riviera, were married in Nice, France. Peggy Guggenheim, Vail's former wife, was not present. These presences, besides a ready-made family of four children, included Mr. and Mrs. Frank Scully, and all available members of the Riviera American literary colony.

Preview Dept. Out

Deeming it unfair to review pictures on the basis of their previews, 'New Movie' magazine is eliminating its advance reviews section. Instead, the fan mag, will give information on the cast, story, etc., but no criticism.

Fan magazines have always been handicapped in getting reviews on current pictures in print in advance of their showing, because copy must be in at least a month ahead of printing. 'New Movies' change in policy is in line with studios' desire that pictures should not be reviewed on preview showings.

'Theatre Management' Quite

'Theatre Management' hand book which suspended publication recently for reorganization and reappearance in a new form, has called it quits for good. Elithu Joseph, the editor, has retired to newspaper work and the balance of the staff has disbanded.

Publisher's idea was to line up New support as well as to cut down the cost of the book. It was to go into the pocket. New support failed to materialize.

Chi, 'American' Cuts

Chicago 'American,' evening Hearst daily, has inflicted more cuts on its staff, slicing about 20 various employees. Mabel Reinecke, conducting a civic and political column for more than a year, was one to go. Miss Reinecke was formerly Collector of Internal Revenue in Chicago.

Bill Sahud, assistant finance editor, and George Reitering, assistant radio writer, were also among those dropped.

New Groups

A couple of new literary groups formed, Robert and the Mss. Forum, latter was previously known as the Writers' Sanctum.

Rebel Arts is composed of a group of Socialist scribblers holding forth at the Rand School. Planning a program of literary lectures for money with which to aid the Kentucky miners. The Mss. Forum was organized in an attempt to aid members in their work.

Authors' League Fund

Authors' League is making a special plea for articles for its Fund Bundle Shop. Proceeds from the sale of the bundle will be used for needy fictioneers and illustrators.

Books, clothing, shoes, china, furniture, etc., are desired by the Bundle Shop, these having the resident sale. The shop, located at St. Lexington Ave., will call for articles.

London Film Columns

Cedric Belfrage, talker critic of the 'London Evening Express,' is understood to outpoint all rival critics in Sydney Bernstein's yearly circular to British film fans.

It is reckoned over there that only Louis B. Mayer has the nerve to follow the critical columns in the dailies.

Indian Gift

Mrs. Cella H. Schultz, divorced wife of James Willard Schultz, is suing her former husband in federal court on the count of royalties received from 35 Indian stories published by Houghton Mifflin.

According to her charges, Schultz gave her title to these stories, but has since collected \$3,900 in royalties, she claims.

James After 'Telegraph'

Report around here that Arthur James, former moving picture trade paper publisher, is angling for the New York 'Morning Telegraph.'

Understanding is that if the deal goes through James will dispense with all his past work in the sheet, devoting a majority of the space to amusements.

Motel Coach Mag

'Travel-Log' is a new monthly mag to be issued by Tourist Pub. Co., of New York, in the interests of travel by bus.

Plans are for a minimum distributed circulation of 25,000.

Hershfield's 98c Gags

Simon and Schuster is publishing a book of Hershfield's 98c gags next week. All Yiddish stories retelling at 98 cents.

Langel's First

William Langel's Warren Spencer, has his first novel out titled 'Forever And Eyer.'

Langel is a Hearst editor.

CHATTER

Guy 'Cramer, 58, former newspaperman, died at the county hospital in Chicago, April 14. He fell down a stairway.

Walter Norrie Burns, 59, author and ex-newspaper man, died in St. Augustana hospital, Chicago, April 15, following an emergency operation.

Maurice Dekobra in New York and the femmes gushing already.

Illustrations in the forthcoming Rhone Smith novel are bringing down the house.

Louis Bromfield's next is 'A Modern Her.'

The gadgets brought back by Joseph Lewis from abroad are nice blood-curdling things.

Margaret Deland has been scribbling for 45 years.

Charles Yale Harrison has a publicity job to keep him busy until his new book is finished.

Miriam Howell takes over Charles Beahan's job at the American Play Company.

Thyra Samter Winslow may go to Hollywood soon.

Robert E. Spiller doing a blog of James Fenimore Cooper, collabing with Philip C. Blackburn, the librarian.

Susan Erts coming over.

Alfred A. Knopf back with a heap of contracts.

Lewis Mumford feted before taking in 'hat Guggenheim Fellowship award.

The John Readers still buzzing about the Patrick Kearney-Martin Mooney incident.

That Beatrice Jean Seymour confession that youth may make a good novel, and maybe someone else will do it.

Andrew A. Freeman did his Siamese temple gone bit in his radio interview.

John Field, Jr., preparing another book of short stories.

Not a bookshop in town without its Goethe exhibit.

Adrian Jones actually racing that sub he bought.

Frances Netter will go to Carmel, Cal., this summer, having made the first payment on a shack there.

Madison Times' literary supplement actually carried a two-column book ad the other week.

Covici-Friede gets out class sex stuff as distinguished from Macaulay's.

Going Places

(Continued from page 47)
fine it, and when the necklines of her evening dresses take care to show the collarbone, Miss Gregg will be all set to fill the present gap in the MGM line-up of personable leading women.

A German Path Finder

It would be patriotic of Kaethe Von Nagy to reveal to her sister film actresses in Germany the name of the dressmaker who made their clothes, and she might disclose the identity of her milliner and coiffeur as well. German picture actresses are giving their country a new dress-bungie act. They will be all set to fill the present gap in the MGM line-up of personable leading women.

Kaethe Von Nagy, the little mixx, has somehow found out that skirts can be coaxed into snugly smoothing across the hips and continue their unbroken line up past the waist. She did it up the discovery that hats do not exist to warm the back of the head; rather are they bits of nonsense to perch on the side and hide one eye, the more cock-eyed the more triumphant. In 'Rony' (Little Carnegie) Miss Von Nagy displays all this sartorial wisdom, in each succeeding a frock demanding more and more of all her countrywomen on the screen is willing to advertise not only that she has a figure, but that it's a pretty darned good figure, too.

The chorus girls of 'Rony' won't learn from the star, but at least in one facet of femme appeal they have all more brilliance than the gal of the hour. They wear these black stockings and long skirts, and when in the fervor of their dancing their skirts are lifted, it is given the person to see that straight, satiny, garter gap between the hem of their stockings and the ruffles of their pants.

Failure to Deliver WLW, Cincy, Costs NBC \$150,000 Year Contract

Chicago, April 18. Rather than establish a precedent by paying WLW, Cincinnati, the full station rate out of the money collected, NBC let a \$2-week contract amounting to around \$150,000 slip out of its hands last week. Commercial involved, the Union Central Life Insurance Company of Cincinnati, after accusing the network of trying to renege on its promise to produce WLW at the regular chain rate, cancelled the order signed with NBC and turned the account over to the opposition. Program starts on CBS Sunday (24) with a dramatic script featuring Otto Kruger and entitled "Roses and Drums."

Insurance company contended that when the contract was signed three weeks ago the network had led it to believe that WLW, a 50,000-watter, had already been lined up for the program. In the case when NBC expressed its doubts there had been a misunderstanding and tried to induce Union Central to accept WSAI, a 500-watter and the network's other Cincy affiliate, as a substitute.

Underwriters claim they weren't apprised of the fact that the WLW account had been upset until two weeks after the contract was made. Network explained that the WLW management had advised it that there must have been some mistake about the telephone conversation claimed by the chain and that the station was demanding the full local rate for the program. Difference between the network charge for the outlet and the local rate was \$250 per broadcast.

Principle vs. Precedent. Client retorted that it wasn't interested in whatever adjustments the network made with the station as long as NBC abided by its promise and included WLW in the line-up. The network refused to accept the principle of the contract.

If once it paid a station the full local or local rate, the network rejoined, it would establish a precedent that would start other affiliates likewise strategically situated clamoring for the full local rate or an increased cut on all chain commercials. When a final decision was made, the network tried to prevail upon the insurance company to permit the program to go through the WSAI transmitter, which happens to be operated by the WLW management, but at no increased rate for chain commercials; the account ordered its agency to call off the deal with NBC and to switch the business to Columbia.

Radio Station Threatens Paper with Slander Suit

Los Angeles, April 18. One of the first cases of a radio station threatening suit against a newspaper, claiming slander, is current here.

Station is KNX, Los Angeles, and the newspaper the "Chico" (Cal.) "Record." Trouble is over a box printed in the paper last week in which it was stated that the station falsely broadcast return of the Lindbergh baby and further claimed that the broadcasters were getting their news from the papers.

Shilkrut Air Bandsmen Squabble; Aired Double

Nat Shilkrut has given a two weeks' notice to his entire Chesterfield, CBS, orchestra. Notice was reported given because of dissatisfaction among two or three members. Shilkrut will replace the majority of his present band with the exception of the offending members.

Wants to Doc Again

Dallas, April 18. First break in his battle to retain the M. D. rating in Texas went to Dr. J. R. Brinkley, the radio medic. The higher tribunal overruled state's motion to discontinue his appeal against local court's ruling that case must be tried in Dallas. Action to revoke Brinkley's license was started by state medical examiners' board, following the doc's ether goat gland bally from his Mexican border station, XPR.

Fired Wrong Ed.

San Francisco, April 18. Discharged radio editor handed himself a left-handed laugh before he picked up his hat.

Getting out 14 men, the paper told the radio editor response to his column hadn't been satisfactory. When the editor went on the air that p. m. for his daily broadcast he told listeners he had been fired and why.

So 1,700 fans wrote in and protested.

Toronto Cooled to CBS \$9,000 All-Star Radio Show, Net Holds Bag

The Toronto radio show at the Maple Leaf Gardens April 15, which CBS booked, got poor response with CBS left holding the bag. CBS booked Jean Harlow, Col. Stoopnagle and Budd, Arthur ("Street Singer") Tracy and Ted Rusing in the affair, with the salaries totaling about \$9,000. This was in addition to Luigi Romanelli and an orchestra of 110 pieces, locally booked. All the show grossed was about \$9,000, or about the same figure if not less, than was guaranteed to the CBS artists.

Two shows were given at \$250 for the matinee and \$350 for the night. The steep admission fee is held to explain low attendance. Show drew less than 2,000 persons in the afternoon and about 5,000 at night. The Maple Leaf Gardens seats 11,000. The show was given by a group of Canadian mercantile companies which plastered the town with advertising. On the CBS side, arrived in Toronto, they were met at the depot by an enormous mob and the mayor of the city and other officials.

1,000 JOURNALISTS VS. ONE ANNOUNCER

Los Angeles, April 18. A suggestion from the Olympic committee that local radio stations get their news reports on the games from one announcer who would serve them all brought a sarcastic rejoinder from the radio people. Broadcasters want to know if the Olympic committee intended that one newspaper reporter should serve the entire press. Broadcasters want the question of how and by whom they shall report the Olympiad left to themselves.

Newspapers are credited with the Machiavellian maneuver to get radio limited to one announcer. A similar suggestion was made to radio, but rejected on football broadcasts last fall.

Meanwhile neither NBC nor the Olympic committee are commenting on whether or not NBC will have a monopoly.

Old Gold's Week Test

Old Gold took over the Little Jack Little CBS morning periods for this week only, starting yesterday (Monday).

The big firm is sponsoring the Little periods to tie-up with the air with a contest which it is conducting in the newspapers. It is also testing the morning audience.

B'CASTS WHILE TRAVELING

Fraser Hunt, conducting a personality series on NBC for the New York Life Insurance Company for a number of months, departed for San Francisco last week, from where he will embark for a six months' trip around the world. Before leaving he signed with NBC for several broadcasts from various points.

Ennis Harris On, in the radio publicity department of the Erwin-Kassan agency, goes out the end of this month.

Harris recently returned from the road with the Camel unit, for which he acted as advance man.

NEW HEAD SPIELER

Ted Jewett Succeeds Sherris as Chief of NBC Announcers

Ted Jewett is the new supervisor of NBC announcing staff. Succeeds Marjory Sherris, who has been made assistant chief by Hil Carlin in the program department.

Previous to Sherris, Neel B. Enslin was supervisor of announcers. The berth was taken from Enslin in an incident during the Lindbergh kidnapping affair.

Twin Broadcasting and Recording in Chi Tests Point to Coming Trend

Chicago, April 18. Possibility of a regular system of 'piping' programs direct from the broadcasting studios to the recording studios for simultaneous broadcasting and waxing rising steadily as the result of successful attempts at the process.

Long Wolf Tribe series is being pumped at each broadcast from the Chicago house to the Wright building to the Brunswick recording lab about two miles away and being waxed. Wrigley gum company which pays for the Long Wolf series on the RCA-Victor has local recording lab in Camden, N. J., where the programs are being made into saucers for sale throughout the smaller stations in the eastern territory.

Over on the west coast a similar arrangement has been 'piping' the 'Skippy' serial from the local broadcasting rooms all the way east to the RCA-Victor recording lab in Camden, N. J., where the programs are being made into saucers for sale throughout the smaller stations in the eastern territory. Wheaties, on the NBC west coast hookup, known as the gold network, RCA-Victor has no local recording station, which is the primary reason for the long wire to the east. Situation represents one of the extremely few instances in which NBC whose policy has been versus radio diskings, has itself been a party to the promotion of the platter programs.

Advertisers' Angles This simultaneous broadcasting and recording figure for advertisers as an aid in several items, primarily in the saving on the cost of talent, since by the dual work the advertiser gets his talent on the broadcast and on the recording. Musicians unions, however, are already getting hep and are starting to formulate charges for a double pay-check in these simultaneous jobs.

Line charges for small distances figures at peanuts; the wire in the Long Wolf recordings costing \$70 per hour. On the other hand, such as the 'Skippy' piping to the west coast where the advertiser names certain other advantages which surmount the cost of the line charges. In this deal the advertiser gets the same performers on platters as on the air, without the cost of shipping the cast all the way east involving transportation costs besides extra performance charges.

Regular advertisers on the networks and stations through live talent, are now figuring on this means of the simultaneous action in their efforts to increase their coverage into the small-waters beyond the networks. Several local recording labs are now negotiating with both networks and with the large independent stations to run permanent wires from the broadcasting studios to the recording offices.

NBC'S THEATRE P. A.

Chicago, April 18. NBC is following CBS' innovation of assigning a special exploitation man to handle artists booked into theatre dates out of the network's talent bureau here. First to be ticketed for the job locally is Tom Fizdale, previously in charge of picture placements in the Chicago NBC press department.

Fizdale last week worked with the Balaban & Katz exploiters on the Irene Taylor engagement at the Oriental and is currently with the Earl Hines unit in the same house.

PORTO RICAN'S SERIES

Porto Rican Tobacco company will go on the air shortly for a series of popular spots. The series is being handled by the Federal Advertising Agency. Agency is now attempting to line-up time.

NBC-CBS Chill World's Fair Execs' \$160,000 Exhibition Studio Idea

Radio Prayer

Chicago, April 18. Keep the clients out of the studios during rehearsals. That's the prayer of the stations and networks since they've discovered clients go into faints and prima-donna temperaments displays when they witness rehearsals. Advertisers, knowing nothing about the workings in manner of show business and the peculiar twists of program production, think that a rehearsal is an exact copy of what the regular broadcast is going to be.

Shoestring Agencies Juggling Funds L. A. Broadcasters

Los Angeles, April 18. Local broadcasters' association has instituted a campaign against a number of small advertising agencies, handling radio accounts who have been victimizing both the stations and the advertisers by the manner in which they handle funds on their clients.

Checking up the station owners found that in numerous instances the agencies have collected from their clients and have withheld the money from the broadcasters. Agencies have used this money for six months and more before settling and in some instances agencies have folded with no chance of the stations ever recovering their funds. In cases where the contracts were signed by the client 'per the agency' the stations have been able to collect from the advertiser but in instances where contracts were signed direct by the agencies the broadcasters found they had no come back.

Bad Boys Unified campaign against these glimmering agencies will be in the form of exchange of experiences and mutual future to do business with any of them that haven't played on the level.

Similar complaints against disreputable and shoestring advertising agencies have been heard in the past around Chicago.

KFWB TRIES % PLAN AND REAPS WITH IT

Los Angeles, April 18.

First instance of a local radio station switching advertiser from a flat fee to a percentage contract was KFWB and James Cantrell, bridge expert.

Cantrell was on the air daily giving expert instruction on bridge and selling his 200-page book, "Golden Rules of Bridge," through the mail for \$2. Card expert was paying the regular station rate for 30 minutes of time.

Sales started off brisk, with Cantrell making personal appearances daily at various department stores. Station figured that with the bridge expert's popularity the number of books he was selling it would be a better proposition to disregard the regular air fee and cut in on the book sales.

Arrangements were made for the station to get 40% of the book sales and write off the broadcasting fee. In 40 days 12,000 books were mailed out of the station, with the latter getting close to \$10,000 for its broadcasting time, which is about 75% higher than the commercial rate.

A. P. Slices Air News

A.P. issued orders to Charlie Butterfield, its radio editor, to cut down on all radio news during a.m. hours. P.M. wire on radio news is holding up, with no cuts ordered. Station order to cut on radio news during the mornings marks the third since the A.P. has issued on radio news during the past few weeks.

Chicago, April 18.

Grand moguls of the Chicago World's Fair were handed a jolt last week when NBC and Columbia jointly notified them that the networks had decided not to go in for any extensive operations on the exposition's grounds if the chains had to do their own bankrolling. As a result of the rebuff, it is expected that the fair's pilots, Chicago's big coin men, headed by Gen. Rufus Dawes, will take the proposition direct to the RCA board of directors.

Without taking the networks into consultation, the fair directors had their architect draw up plans for a Hall of Radio Broadcasting. Finished blueprint included two large studios with plate glass windows running all around the building, a promenade surrounding the studios with seating arrangements for the public, a control room for each studio and a central control room. Architect and engineers who worked out the plans figured the structure, equipment and furnishings would cost around \$160,000. Networks were asked to get together and foot this bill. In the fair offered to toss in gratis was the ground.

After a series of huddles between the two networks, the proposition's directors were advised by letter that although the chains were lukewarm about the whole idea of broadcasting from studios on the fair grounds, they would come in if the fair put up the coin for the structure. Networks' reps figured the operation of the studios, exclusive of talent, would mean between \$10,000 and \$15,000 a week. The fair averred that this was about all the outlay the exposition could expect from the NBC-CBS end.

Not Enough Interest

Letter also expressed the opinion that the fair visitors wouldn't find as much interest in watching the broadcasts of the better known radio stars as they would in the pickup of special events taking place on the fair grounds. If the latter counter-proposal proved acceptable to the exposition directors, the fair would be willing to take care of the installation of all technical equipment and telephone lines to and from the grounds.

In considering the fair's proposition on the networks were said to have contemplated the effect the counter-attraction at the exposition would have upon the visitor influx to their own radio facilities. Equipment was being installed, particularly had looked forward to the fair attendance as rich publicity meat for its \$2,500,000 plant in the Merchandise Mart.

Another angle was the attitude that the musicians' union here would take toward the orchestra units used for the fair studio broadcasts. Networks anticipate that the union, particularly the Petrillo, Jaume class such appearances as special engagements and insist on outside units of standby men, which would double the musicians' payroll for each of the chains.

1-Lung Stations' \$5 Rate on Commercials

Los Angeles, April 18.

Smaller stations are currently waging a price cutting war to get business.

Solicitors are attempting to sell accounts on rates of 10 to 15 percent below the card figures, while in some cases the cut rate price is even more drastic. Revenue loss of an outfit controlling three of the stations recently sold hour periods over the three stations for \$5 an hour each, although the price is listed at \$15.

KFI's Increase

Commercial hours sold over the five major Los Angeles stations show a drop off during the first three months of this year as against the closing three months of 1931. Only one of the five KFI shows an increase. However, a big pickup has been experienced during the present month.

KXN sold 730 hours as against 735; KFI 745 as against 725; KFIJ, 528, as against 602; KFWB, 387 as against 469, and KECA, 191, a drop of 30 hours. Major studios are maintaining their prices.

RADIO CHATTER

Artie Dunn (Reis and Dunn) has a new cast. Reis still rules the harmony. Boswell still rules the harmony.

Morton Downey handing out laugh ash trays.

Phil Cook broadcasts perched on top of a high stool.

Phillips Lord back to the Bowery for NBC broadcasts.

Fred Wade, WTIC announcer, back from honeymoon.

Don Voorhees and Mark Warnow use pencils for batons.

Howard Lanin commutes daily to NBC from Philadelphia.

Morton Downey presented with new topcoat by Brokaw.

Employees at WAPI, Birmingham, voted to take a cut.

"Sun-Tele," Pittsburgh, no longer believes in radio column.

George Hicks, NBC announcer, worrying over income tax.

Mark Warnow, CBS orchestra leader, practices hypnotism.

Arthur Allen's (Stebbins Boys), NBC, new pitch is dunking.

Fred Wade, WTIC announcer, engaged to Rita Halle, non-pro.

Freddy Rich and Joe Venuti week end together at Briar Cliff Lodge.

Artie Dunn has a giggle named Nemo and a Jap butler named Eno.

Ludwig Laurier, NBC orchestra leader, checks time on four clocks.

Ed Lyons, CBS guitarist, accompanying Bing Crosby to the coast.

M. D. Smith, Jr., of WRCB, Birmingham, in Florida taking it easy.

James Melton, NBC set for concert box in Town Hall Friday (22).

Ed Lyons, NBC, has a jar of pumpkin seeds, an old Russian custom.

Norman Ralchick, WISN, Milwaukee, off the personal appearance stuff.

Doc pronounced four Mills Brothers okay after four tonal examinations.

WAPI, Birmingham, is now on the air an hour longer three days a week.

Al and Pete, Chicago's harmony and comedy team, like in New York June 25.

Charlie Correll likes car tricks, particularly when he can get an audience.

Agnes Ayres, former screen actress, now trying out for radio in New York.

The radio snub the Broadway resorts and patronize the red ink hideaways.

It's a boy at the Glenn Rigges. Father's an announcer for KDKA, Pittsburgh.

Fred Shawn, legit, has joined WLW, Cincy, as announcer and bandleader.

Della Dean Orr, program director and organist of WKFC, Birmingham, is out.

Lanny Ross, CBS, former Yale track star, getting his wind in shape again.

Just before each broadcast Dr. L. L. Cross plays a music box to warm up his soul.

Roy Robert, Atlanta, "Constitution" news-caster, has published a book of poems.

Hi Henry, the old-time minstrel, was at the Arthur Allen, radio character actor.

Graham Harris-busy carrying musical settings for O. Henry tales, soon to be aired.

Gold fish are poison to Julia Sanson. Regarding them the worst form of bad luck.

B. A. Rolfe forsaking the concert style and is swinging back to modern dance tempo.

Countess Olga Albani faces the music. NBC, April 19, like a Park avenue reception.

Elliott Metcalf, local sport alert, will go on Tacoma air again for wrestling.

Gunnar Wrig back on the job announcing Rochester Red Wings games for WHCC.

Charley Olcott made his network debut over NBC last week from KDKA, Pittsburgh.

Billy Jones and Ernie Hare have been on the air for 11 years, but only four programs.

Hank Keene and Connecticut Hillbillies, WTIC, Hartford, playing local Warner houses.

Col. Stoenpagnie and Budd go on the air June 9 for the Hillwood Athletic Club's affair.

Katherine Glenn of the Glenn Sisters, married to Hubert Ames Kay, WRCB, N.Y., is out.

Victor Young rehearses in shirt sleeves and dons a coat during his first number for luck.

Fan said Bob De Haven, WTIC, announcer, was so interesting he stopped her headache.

Atlanta's "Journal" flashes its radio station (WBSN) on big spot news the moment it breaks.

Studio talent from KVI and KMO, Tacoma, playing dates at civic club luncheons for goodwill.

Van Hise and Van Hise, a hanger from the days when Gus was a baseball catcher.

George Hall smokes cigar down until they sing. Says they get stronger at the end.

Chick Wilson, announcer for WGBS, was song salesman and band leader before singing.

Darrell Martin, former radio editor of "Sun-Tele," Pittsburgh, has turned free-lance writer.

Russ Winnie again slated for WTIC, Milwaukee "Journal" station's baseball broadcasts.

More fan mail received by Uncle Don and John B. Gambling than any other performers on WOR.

Ernie Holst is back in New York after four seasons in Florida and on the Simons period.

Kate Smith celebrates her first anniversary with CBS April 18 and her 24th birthday on May 1.

Frank Hazard on the WJCA, Wyrk six times weekly from the Hollywood restaurant, New York.

Stephanie Diamond, ex-stock actress, making commercial announcements for WCAE, Pittsburgh.

Irene Carrier and Kemp Reed spotted every Monday night over Station WJAR, Fall River, Mass.

James Sheehy, Boston and Indianapolis, engaged for several commercials over WHAS, Louisville.

Collin Driggs gets up with the milk man to play the organ at seven a.m. over WTIC, Hartford.

Henry Fillmore and his concert band, with the Mike, the rhythmic barking coon hound, back at WLW.

Bernard Prockter, assistant program director of CBS, showing his Chicago relatives around the WABC studios.

Bob White, "Old Philosopher" on WHAS, Louisville, invited to address student body of Asbury College.

Madame Juliette Chumbley of WAPI warbles in both English and French for the natives of Eummin'ham.

Jess Butcher, CBS publicity headman, in and around Chicago, preparing for the political conventions.

Lowell Thomas, the mouthpiece of the "Lit Digest," won't allow anyone to stand behind him while he broadcasts.

Mrs. Guy Lombardo pinch hits for her husband at orchestra openings when his prevents hubby from attending.

Jean Sargent, in "Face the Music" and on Ziegfeld's CBS broadcasts, wears a dress in heavy for creamers' spinach.

Ferris Boys, Tom Rockwell's newest finds, write songs, words and music one day and sing them the next.

Joe Eaton, WHAS chief announcer, making a series of personal appearances in Kentucky Theatres.

Bill Carlisle, three years ago director of WAPI orchestra, back at Milwaukee with his band at the Schroeder.

Radio comedies are as keen for publicity as any lecturer. They never let up on the press departments of the studios.

Richardson Wright, who lectures on radio, says he and Tony Wons says needle beer has him in stitches.

Morgan L. Eastman of the Chicago Tribune, will pick the queen of the cherry festival at Michigan City.

Sound technicians have found only one perfect way to simulate a kiss on the air. They reproduce the genuine article.

WRCB is using a new dynamic microphone, one that program manager doesn't dare even wear in the sign language.

Choral groups from all over the State pulled into WHAS studios, Louisville, during K. E. A. Convention for auditions.

Edna X. Nott, author and supervisor of half hour dramas, directing high school dramatics for WRCB, N.Y.

Tom Red Manning, who announced the opening baseball game for NBC, may become the network's ace sports announcer.

KHJ, celebrating tenth anniversary of live talent broadcasting on the coast, has KFI's like celebration by several days.

Gene Carroll, of Gene and Glenn, began his career as a Shakespearean actor, playing "Cobweb" in "A Midsummer Night's Dream."

Fred Ibbett, formerly on the NBC staff, is now at the Chicago office with the Critchfield agency in Chicago as dramatic director.

Laurence H. Harty, Mary Brian's brother, starts a daily half-hour band broadcast on KTMF, Hollywood, on Coto soloist.

Lambdin Kay, of WBS, Atlanta, whose southern drawl was one of the standouts of early broadcasting, has been back in Brooklyn.

Bob Taplinger, CBS publicity, says in spring a young man's fiancée lightly turns to other loves. Joe Miller's book "come in handy."

Foster Brooks and Jim Henry, WHAS staff singers, doing a prolog for Haden Reed's organizer this week at Loew's State, Louisville.

Ford Bonde, NBC announcer, plugs more products regarding vitamins than any other announcer but pays no attention to them at the table.

Two girls' musicals at Crosley studios, Cincinnati, fill gaps between programs and rehearsals as telephone operators and hostesses.

Play Ruffner, Ervin Waynes agency, lends his bass voice to Lanny Ross' tenor during the signature songs on the new House periods.

Milton J. Cross, one of NBC's announcers, and Theodore Webb, baritone, both singing in the choir at a New York undertaker's funeral chapel.

Kolt Hager of WGY, Schenectady, gave to radio Jimmy Wallington, Col Stoenpagnie and Bud, Frank Singler, Louis Dean and Rosaline Green.

WKBG, Birmingham, has added some office space in the Athletic Club building, with the office converted into a lounge for performers.

Nellie Revelly put a quietus on a critic who called her attention to a fumbled word by telling him, "I make more air breaks than Westinghouse."

"The Seattleite" is local broadcast there covering theatre, book reviews and occasional interviews with prominent visitors. Joe Roberts handles it.

Ethelwyn Koepke from the professional stage, new director of woman's features for WHCC, Rochester, and takes dramatic parts in studio plays.

Farker Fennelly, one of the Stebbins Boys, is a genuine Down Easter, born and raised on Mount Desert Island, the coast of Maine, near Bar Harbor.

WKY "Night Club of the Air," with Paul Christensen, his orchestra and full floor cast, leaves April 11 for two-week tour in Oklahoma, Texas and Kansas.

Wam Heeskes, Dutch cartoonist, makes successful debut as a radio humorist and imitator. More than 40,000 letters came from fans to the AVRO station in Amsterdam.

Ziegfeld acorns the regular Columbia projections rooms and broadcasts from his own elaborately decorated studio in Steinway Hall. Even the Mike is Urbanized.

Sarah Haden, daughter of Charlotte Walker, in the cast of Lulu Vollmer's "Moonshine and Honey" sketches over NBC. Mother's nickname for her is "Queenie."

Radio in Holland is helping cinema exhibitors. Popular songs and pictures are broadcast daily by the two radio stations, Huizen and Hilversum (second deb wave).

Sophie Tucker had a tough time getting into WCAE, Pittsburgh, for her broadcast with Rudy Vallee because songs to be broadcast put her name on the studio pass list.

Nearby Tacoma farm owner has a loud speaker in outdoor plumbing. Latus better than the Sears-Robuck catalog pictures and says it will scare bees away this summer.

Radio chatters who refer to the radio as the Fifth Avenue Air Castle better watch out. The vice-president in charge of words, music and synonyms doesn't fancy it.

Two radio gags, both terrible, Ben Bernie says he would like to run for President but his wind isn't as strong as it used to be, and Tony Wons says needle beer has him in stitches.

Gerda Brainard, NBC program director, was the first newspaper columnist to go on the air. Did a column called "Broadcasting Broadway" on WJZ when that station was located in Newark, N. J.

The Dutch broadcaster, AVRO, has existed to broadcast from Hilversum, Holland, the second installment of the radio-thriller by Kenneth M. Ellis, "Guilty or Innocent?"

Hugo Mariani, NBC orchestra conductor, called the Beau Brummel of the New York studios by the press department. Wears the greatest shirts ever seen on any conductor—or non-conductor, for that matter.

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FAMILY AIR MEDDLING KILLS ANOTHER ACC'T

Chicago, April 18.

Family dissension and criticism among radio commercial sponsors is spreading more and more, with agencies in the middle. Most recent instance is that of the Kellogg Food Town Pops, which goes off the air around May 15, in favor of a change of program because members of the Kellogg family didn't like the type of shows presented by H. Leopold Spitalny.

John L. Kellogg, head of the cereal concern, was frank in admitting the situation in a letter to the agency handling the disc account. In referring to one of the programs he cautioned, Kellogg said he considered it the best one to date and liked it better than the others on the air, although certain members of his family didn't think so.

Understood that Mrs. Kellogg's contention is that a children's program would do more to promote business than an adult or even mixed one. Kellogg is bowing to his wife's acumen in permitting her to put on her own kind of show this summer, which will be a kid layout with some juvenile settlement theme. However, Kellogg, it's understood, will take back the program next fall after his wife's experiment is over. The change, which is scheduled to go network at that time.

RAJPUT ON DISCS

Chicago, April 18.

Strasska's toothpaste returns to WBBM here on April 26. Will again use Rajput, the Hindu story teller, but this time the tales will be on disks instead of in person.

Toothpaste had been figuring to go on the station about two months ago, but was held up because of wrangles over time-spotting. Switch to daylight-saving time on April 24 revises the schedule of the station sufficiently to give the advertiser the time it had been angling for.

Tord RUSH W L W

COMMERCIAL BROADCASTING

OLD MAN

SUNSHINE

PROGRAMS

With TOY BAND

6 P.M. Daily, E.S.T.

Radio's First Lady

VAUGHN DE LEATH

MANAGEMENT

Columbia Broadcasting System

Personal Direction

ED WOLF

RUSS COLUMBO

NBC and

Victor Record Artist

Management ED. W. SCHEUING

Hearst to Form Own Air Network Or on Time Exchange with NBC-CBS

W. R. Hearst has definitely decided upon forming his own chain of radio station or, if impossible, to trade for time on the networks.

Hearst has been playing with radio for five years, but never in a serious vein until recently. Meanwhile his company, through Walter Howey, has taken control of a short wave chop sending and receiving machine with which any one of his dailies can receive and send news without anyone else getting in. The Hearst company has a machine which makes it possible to send cuts via radio.

There are now about 26 stations which Hearst is affiliating with, either through arrangements to operate, block time buys, or stations which the publisher owns outright. Those owned outright are WINS, New York; WCAE, Philadelphia; WINIS, Milwaukee, and WJR, Detroit. This is in addition to those which Hearst operates under long-term agreements.

During the past year Hearst put on his pay roll a crew of engineers to work on the possibility of a hook-up of stations on one channel. He has an application on file before the Federal Radio Commission for WINS to broadcast on 50,000 watts as the outlet for his network if it is mechanically possible. He now wants a clear channel for broadcasting, which at this time is a mechanical impossibility.

May Take WOR

Hearst expects to clear up all his radio details by September. "It is impossible for him to get a clear channel for a network with WINS, he plans to take over WOR and use the latter stations for his outlet. If all this fails, it is understood that Hearst, through his subsidiaries and tremendous newspaper standing, will comb Europe for the

ten biggest names. These twenty names—ten European and ten American—he will present to NBC and CBS with the plan that for each name used by NBC or CBS, Hearst is to get one full day's time on that network. The full use of the network for one day will be Hearst's pay for turning one of his names over to the network for broadcasting.

Hearst's broadcasting committee now comprises Joseph V. Connelly, J. D. Gorski, Johnny Martin and Emilie Goff.

CBS AFTER 50-50 DATE WITH CAMEL UNIT ACTS

CBS Artists' Bureau negotiating with Fred Shamberger for the Auditorium in Washington for the Camel unit for the week of May 14, after the present vaude tour for Public. All that is now necessary is the approval of Morton Downey, said to be against the date, because the terms are not satisfactory to him.

Auditorium seats 5,500 and can gross \$40,000 a week. It is the same spot where White's 'Scandals' played in Washington. If the deal goes through, CBS will take over the auditorium at a rental of \$2,000 for the week. CBS would operate the spot for the week, with profits to be split between CBS and the Camel acts.

Reported the Camel program goes off the air on June 1 after 26 weeks with CBS. Account was subject to renewal through the Erwin-Wasey agency six weeks in advance of the date of expiration which was last week, and option was not taken up, according to reports.

Whether or not the ciggie company will stay off the air entirely for the summer or switch to a new series of broadcasts is not known yet.

40% Sustaining Cut

Salaries of all NBC sustaining artists were cut on an average of 40% last week.

Cut is in keeping with NBC's budget since for sustaining programs, ordered about a month ago. Another cut is expected around the first part of May. Slashes go down to the date of expiration, and for salary per broadcast. It is reported.

Coast's Revue Fad

Los Angeles, April 18. Popularity on the coast for the revue-frotic type of program, with currently the Blue Monday Jam-boree and KPWB's Sunday frolics leading, has prompted KFI to resume its former 'Midnight Frolic' to go on Wednesday starting April 27 as 'Midweek Frolic'.

Charlie Hamp will be starred with Homer Croy, the novelist, m.c'ing.

Austin's Gratis Job

Chicago, April 18. Gene Austin goes on WGN locally for three weekly broadcasts starting April 26 on a no-pay proposition. Austin offered his services gratis and was accepted by NBC.

Austin has been on both NBC and CBS commercials. Recently he's been playing some vaude dates.

Yardley Off

Chicago, April 18. Yardley program, classed as the ultra-snooty of commercials on the network, given up its Sunday ether career on NBC May 8. Just finishes its minimum 13-week contract.

Toney affair, outside of featuring the concert pianist, Mischia Levitski, has carried Beatrice Herford and Leslie Howard.

CBS' Jersey Wire.

CBS is installing wire in the Villa Remand, New Jersey, for use, for Paul Tremaine's bard. Tremaine, CBS band, moved in after Harold Stern's band was originally set.

4-Yr.-Old Audition Winner Piloted by Julia Rooney

Paul Whiteman will forego his radio auditions for amateur talent this week, but next week will resume in Philadelphia. Whiteman band goes into the Madison Square (22) and the week following shifts to Pittsburgh.

Last week's auditions for kiddie radio talent was won by Geraldine Doyle, 10, an old, aging 460 contestants. The youngster was placed on Whiteman's Pontiac NBC broadcast Friday (15). Julia Rooney, sister of Pat Rooney, is the child's guardian.

CONGRESSMEN IN RUSH ACT FOR TACOMA CREDIT

Tacoma, April 18.

With two Tacoma stations, KVI and KMO, granted full time on the ether by the Radio Commission within five days, there was considerable rejoicing here. The old home town loyalty spirit was evident, but no politicians were given any credit. The funny part about the whole thing was that two senators and three congressmen rushed wires to the local stations that had been done, and apparently wanting to register their act. It was boloney to not only the yokels, but the station managers. Of course the latter did not say what they thought.

It was two weeks before the full time period becomes effective, it was said, but when the boys at the mikes begin to come out in the dark, after apparently wanting sunglasses from daylight spels, a celebration will be held and local talent and other good acts will have the center of the stage.

CBS and KVI will now have a local outlet through KVI. It is reported KMO is flirting with the NBC.

Chi Script Tussle Now 3-Sided as NBC Enters

Chicago, April 18.

Three-sided action may eventuate from the slated addition of the 'Painted Dreams' script show to the CBS and WGN line-up. The work is on the verge of coming with a commercial for the program, while litigation brought by Ira Phillips, who claims the script's copyright, is pending against WGN in the courts here.

Miss Phillips filed a petition against the 'Trib' multipurpose after the station, where the program had originated, had dropped her from its writing assignment and cast. Show is currently released daily over WGN as a sustaining feature under the title of 'Painted Dreams'. With such a large set of characters and story content, the program will be heard over NBC under the revised label of 'Today's Children'.

WGN, former NBC affiliate, is now using CBS programs.

Chesterfield's 'Newspaper'

Chesterfield cigarettes is set for a new radio half hour which will be along the lines of an Mr. newspaper with recognized newspaper men on the 'air'.

Neal O'Hara is city editor, Burns Mantle dramatic editor and Sam Taub, sports.

Zieggy's Air Plug

Flo Ziegfeld's fifth Chrysler period on CBS, May 1, will exploit 'Show Boat' which Zieggy is receiving for legit.

Artists on the program, Helen Morgan, Paul Robeson and Charles Winninger, will also be in the revival. Aunt Jemima is a possibility for both.

'Road Show' Resumes

San Francisco, April 18. NBC revives its 'Road Show' April 25, expanding the sustaining to 90 minutes with Monroe Upton producing.

Cast includes John and Ned, Charlie Marshall, June de Roche, Jimmy Miro, Monna Lowe, Mary Wood and Elston Kent.

Gilman Back

San Francisco, April 18. Don E. Gilman, NBC v. p. is back from a month in New York.

Air Discarding High Hat Accent; Informal Drama in Sales Spiels

Chicago, April 18.

Radio is switching its conception of announcers both for program and sales spiels. T-end is toward the informal. Day of the strictly formal and Boston-accent announcements is sinking fast, and the air is getting back to the 'howdy folks' of the pioneer radio days.

Straight sales spiels and straightforward reading of sales copy are also vanishing. The new notion is the dramatized sales talk, either by way of producer or implied dialog. More programs are switching to the dialog presentation of their selling point. Recent additions to the increasing string were Lint, Carnation Milk, Household Finance, Lyon Family and Wallace Silver-Smith.

Advertisers are finding the dialog sales notion is proving more effective than the straight spiel. The crossfire talk makes the time devoted to the sales portion appear less long. Several advertisers when switching to the dialog method have doubled the number of minutes for the plug. But insuring to being not used by the listeners, the reaction has been that the plugging time appeared shorter than under the straight talk system.

Of equal importance is the fact that the crossfire spiel knits in easily and dovetails with the rest of the program. Where the straight spiel brought a sharp break to the session, so that there was a let-down in listener interest, the dialog sales plug flowed right in with the program, so that there was no slump-off of listeners.

Such progress has been made in the dialog spiels that many advertisers are putting the program feature performers in the sales dialog, thus still further wiping out the line between show and plug. Lint uses one person for its selling drama; in particular program spotting, a man at a telephone, simulating dialog. In the Lint show the company agent is dramatized answering a phone query from some woman. He asks himself questions and answers them.

Using the feature performers in the announcements is spreading fast, and it evidences the rapid reformation of the informal manner. Everything that denotes stiff-collars and stiff-backed chairs is being discarded. The new manner of the announcers is to consider themselves part of the family.

In this new trend, the interrupted-sales announcement is the hottest line. The straight announcer starts to make his talk only to be interrupted by the performers, who add points, get into arguments and generally build up the drama interest in their discussion over the product.

Network announcers are beginning to use a no-descript intonation that can pass as familiar in any section of the country. Station announcers in each territory are stopping their former efforts to appear very British. Now, midwest station spellers sound midwestern; southern announcers remember that their listeners are southern and are most likely to feel friendly with someone with a similar accent. Advertisers have found that if the announcer's accent was too haughty and strange that the listeners were so fixed on the intonation that they completely ignored the argument of the sales spiel.

Given credit for the reversion to the friendly announcements are such national successes as Tony Woods, whose entire character is built on the 'home folk' flavor on

the Camel show, and James Wallington for the Chase & Sanborn hour. Norman Brokenshire has remained in the first string of announcers for his consistent use of the informal and familiar muller manner.

WHEELER AND WOOLSEY WOULD NOT AIR GRATIS

After arrangements had practically been completed for the broadcast of scenes from Radio's 'Girl Crazy' talker on the Lucky Strike hour Saturday (16), the broadcast was called off, due to Bert Wheeler, Robert Woolsey and Dorothy Lee refusing to go on gratis. Lord, Thomas & Logan, agency handling the cigs, had already sent out publicity on the film-air tie-up. Agency attempted to arrange for the broadcast in the same manner as it did with Far's 'One Hour With You'. In the latter, none of the film players were paid.

In New York, Lord, Thomas & Logan ascribed the cancellation to too much stalling on the Coast end.

WCOO'S PLANS

Minneapolis, April 18. Excavation has started for the new building program of radio station WCOO, owned by CBS. A fire-proof transmitting building and new and higher aerials are included in the plans. The new transmitter, of 50,000-watt capacity, will be ready for use by the latter part of August.

DETROIT'S FAVORITE
RUSS MORGAN
MICHIGAN INDUSTRIAL BANKERS
MON-WED 6-5-5:30 PM
LEE CADAY
QUAKER COFFEE
TUE & THUR 6:30-6:45

VICTOR YOUNG
Musical Director
American and European Records
Harold Schaffner
Blind's Honey
Almond Cream
Cigaro and Goodbye Time Broadcasts
MANAGER: THOMAS G. ROCKWELL

MILLS BROTHERS
4 BOYS AND A GUITAR
COLUMBIA BROADCASTING SYSTEM
PERSONAL REPRESENTATIVE
THOMAS G. ROCKWELL
1776 BROADWAY
NEW YORK CITY
7-36 TUESDAY

RUTHETING
GLORIFYING THE POPULAR SONG
ON
CHESTERFIELD Program
COLUMBIA-COAST-TO-COAST NETWORK
WED. SAT. 10 TO 10:15 E.S.T.
PERSONAL DIRECTION
THOMAS G. ROCKWELL

PIERRE ANDRE
"Little Orphan Annie"
DAILY
WGN, WFLA, CBS, NBC
WCAE, Philadelphia
WINIS, Milwaukee
WJR, Detroit
DON BECKER PROGRAM
WGN, 4:45 P.M. C.S.T., Sunday, C.B.S.

SEYMOUR SIMMONS ORCHESTRA
NBC RED NETWORK
WGN, WFLA, CBS, NBC
WCAE, Philadelphia
WINIS, Milwaukee
WJR, Detroit

Ralph Kirby
"The Dream Singer"
MONDAY TO SATURDAY
12 MIDNIGHT
WJLA
Management
N.B.C. Artists Service

RAYMOND PAIGE
Musical Director and Program Manager
KHJ, Los Angeles
Don Lee Columbia Network

BENNY KYTE
And His Golden Tower Orchestra
N.B.C. Network-WJR
Detroit—Wed., 11:30-1 P. M., E.S.T.
Hi-Speed
Loose Wife Biscuit Co.
R. G. DUNN CIGAR

DON PEDRO AND HIS ORCH.
Tennyson Gardens
Hotel Morrison, Chicago
WGN, WFLA, CBS, NBC
WCAE, Philadelphia
WINIS, Milwaukee
WJR, Detroit

Wanted-Radio Artists
to take advantage of super photo reproductions (50¢ each), prices reduced to 25¢. Note the low cost: Postcard, \$2.50 for 25; \$12.50 for 100. 10¢ at \$7 per dozen. Our policy: Reproduced or better than the originals or we make 'em over.
BARDEAU REPRO STUDIOS
OSWEGO, N. Y.

The Air Advertising Angle

(Commentaries on radio advertising methods and continuities. Recorded here from the commercial and not an entertainment viewpoint.)

BARBASOL (Singer Sam) (WABC)—Too much of a plugging prelude "Singer Sam, the Barbasol Man." His doggerels for fully two minutes devote too much time to plugging the shaving cream to insure the nervous dialer's consistent attention.

By the time Sam goes into his novelty lyrics he may have lost much of the attention held upon first ringing up the ethereal curtain on the Barbasol period.

CHIPSO (Blatant of the Skillet) (WJZ)—Procter & Gamble need more radio showmanship with this presentation on behalf of Chipso. Here, too, the plug stuff isn't skillfully sandwiched in to guarantee concentrated attention. It's a cold, advertising sales talk, lacking the lightness and charm of a specialized advertising, which must be consistent with the audience entertainment appeal and is the sole reason for commercial radio.

IVORY SOAP (Stoopnagle and Bud) (WABC)—This comedy team, also enlisted by Procter & Gamble, but plugging another P&G brand—ivory soap—knows how to ring in a plausible and appealing ad for the commercial employing them. Sales approach is so primed as to fall in an anti-climatic spot, with

their own material topping everything off, thus further insuring audience interest.

LEON BELASCO (Woodbury's Toilet Preparations) (WABC)—Leon Belasco's orchestra, with its "Beautiful Lady" theme song for the Woodbury toilet preparations, and an unadorned and unaffected sales delivery must be preferred to the P&G's delivery on the competitive WEAF network on the same day and hour. Belasco's music, in simple and effective, with the "skin you love to touch" slogan mildly gotten over. While lacking any marked skill in continuity treatment, it at least manages to hold the interest. David Ross does the announcing.

POND'S COLD CREAM (Leo Reisman) (WEAF)—Pond's cold cream half hour on WEAF, with the Reisman Leo Reisman orchestra as the feature, runs a poor second to Leon Belasco's half hour on WABC, but for obvious continuity reasons. Talk about being kind to your day's hour, perhaps no harsher oral irritant than the wrong kind of woman's voice.

The female speaker for Pond's, in trying to sell a female Pond's cream with a soft spoken and mildly Dixie dialect delivery, mainly irritates. Her mumble, her fast on the air delivery is the general ineptness of the continuity. Repeatedly she says "Pond's cold cream" and "Pond's cold cream" for this or that purpose. No amount of rhythmic Reisman skill can quite offset that.

JOCUR (Victor Arden) (WJZ)—With Tom Brown assisting vocalizing, Victor Arden and his Broadway orchestra (sans Phil Ohman, his twin pianist) relies on the "Over the Waves" theme song to get across the commercial sponsor. Jocur is the advertiser. It is a curling and waving preparation for women's hair, hence "Over the Waves," old Viennese waltz played by Arden in fox-trot tempo, is a fitting enough signature song. There is an accompanying sales spiel which is mild enough to be effective.

WHITMAN SAMPLER (Andy Sanelia) (WEAF)—The delicious theme song for the Whitman Sampler candy brand starts it off right. The old New England candy sampler idea is propagated throughout Sanelia's orchestra's dance program in its variety of dance renditions.

GERARDINE (Edna Wallace Hopper) (CBS)—Merman, guest star (CBS) a room full of sophisticated women after hearing the plug for Gerardine, which sets forth that it makes straight hair wavy and isn't greasy or sticky (just spray it on), almost unanimously stated they never heard of the product, but that the ballyhoo sounded all right. They were further impressed with the now popular giveaway concert in this case concerning itself with the mailing in of a label from Gerardine to exchange for a free advertisement.

Coupled with this, or rather predominating the Gerardine 15 minutes, was the favorable comment on Edna Merman's ethereal impression as the guest star of the program. Deduction to be made is that Gerardine is making its air period count.

BLUE RIBBON MALT (Ben Bernie) (CBS). Blue Ribbon should take a life mortgage on Bernie for its fetching and presumably all the commentaries on the product. For otherwise it's doubtful that a malt product could have the same appeal under any other ethereal treatment. Whether an lib purveyed by a carefully studied method of extemporaneousness, Bernie gets over the B. R. trademark time and again and makes the like. He also, does much more talking than would be suspected from an orchestra leader who has a 30-minute musical program to get across. But what's more, many don't miss the jazzlike and prefer his chatter. On a certain number of psychological occasions Bernie seems to it that his commercial sponsor is ad libbed into his other light patter. For example, Pat Kennedy, who is now recovering from one of those one night haircuts, with the result this intimacy is of such refreshing contrast to the studious continuity of his commemorations past was around for the Bernie period. (This program was picked up from Terre Haute on the Bennetts' barnstorming tour.) Unfortunately, the savvy of Bernie's cosmopolitan delivery doesn't

Hanging Around

Orchestra leaders, anxious for an opportunity at that radio build-up, are hanging around New York over the summer.

Seeing it that road-houses and nite clubs, which in the past paid up to \$3,500 and \$4,000 a week for their dance music, can get the same bands for 50% and less.

L. A. CONCERT SEASON ENDS SHOWING RED INK

Los Angeles, April 18. Southern California concert season wound up in red ink.

Two final concert presentations were NBC's Paderewski recital at the Shrine Auditorium two weeks ago, grossing \$11,000 and Yehudi Menuhin's \$4,500 take at the Philharmonic, Tuesday (12).

Kid violinist take disappointed in some \$15,000 hoped last year, with the reason given that most concertgoers could afford only one recital this late in the season and some \$15,000, figuring it his last local appearance.

Paderewski did as well in his one concert at the 6,700-seater as he drew in two capacity houses at the 3,600-seat Philharmonic last year. Southern California's season, managed by Ruth Cowan, did about an even break business but the L. E. Behrmer office, representative for Columbia and other bureaus, had an overbalance of poor houses. Both managers lost heavily in their battle over Long Beach, where they held rival series.

BOLTON'S ASSOCIATES

New music pub firm is the Bolton Co., financed by Ralph Bolton, son of the late John Bolton, and Phil Schwartz, formerly with Miller Music, as general manager, and Alan Goldsmith in charge of sales.

Later for past 12 years has been head of the music dept. of the F. & W. Grand-Silvers stores. He is the son of the late Henry J. Goldsmith, theatrical agent, and nephew of Judge Frederick E. Goldsmith.

SPASMODIC 4 WEEKS

Guy Lombardo's band, at the Brooklyn Paramount this week, moves to the New York Paramount week of April 20. Lombardo is playing the dates under his original contract with Publick which he started six weeks ago.

That contract called for four weeks at the convenience of the band.

Wallace's Starter

Buddy Wallace went on the Bibbo-Lang payroll yesterday (Monday) as radio cop, but none the less compelling evidence.

Wallace hails from Salem, Mass. His Bibbo-Lang connection is his first music publishing berth. quite match up with the vaguely obscure identity of the Blue Ribbon malt product. Big city folks don't home brew too many speaks handy. On the other hand, B. R. can't very well dwell on the malt situation under existing legislation, so if anybody can be expected to be malt and hops-minded, probably none could better center attention on the B. R. brand than Bernie.

EDNA WALLACE HOPPER'S DEBUT PREPARATIONS (Edna Wallace Hopper with vocal acts and orchestra) (WABC). The a. k. a. flapper rates as the Floyd Gibbons of the ether with her fast style and a no reminder of the Walter Winchellian accentuation of the "O-KAY Los Angeles" address. It makes for an artificial but none the less compelling other delivery. The program is smartly plotted for her talk finale, and built up with accompanying specialty acts plus Don Donny's orchestra (nee Abe Lyman, who must resort to a non-de-ether because of his multiple radio activities).

While Miss Hopper's talk is in a thoroughly exaggerated style, it's obviously primed to appeal to those who would be inherently inclined to believe the sales spiel that "minutes will take off 10 years." This refers to the sundry beauty salves and creams the Hopper firm merchandises. At times her extravagant claims remind of a sideshow Barker. The Lyman (Donny) ore is ok, but some of the "Donny & B. ore" acts in the tie-up sound just like what they probably are—i. e., donating their services gratis for the ether opportunity.

LONE WOLF ON VACATION

Daylight Saving and Baseball Season Chases Wrigley Series Of CBS

Chicago, April 18. Lone Wolf Tribe, one of the three Wrigley gum series on the networks, will drop off the Columbia web on April 24 after having been on the chain since last October. Show-off coincides with the opening date of daylight saving and the program's absence is strictly for the summer, the series being slated to return in September.

While the Lone Wolf tribe will be off the network, it will nevertheless still be on the air during the summer, through radio discs now being placed with several stations in the east and midwest.

Kodak's 2-Way Broadcast East and Coast, 20 Weeks

Kodak returns to the air on CBS April 23 for a series of 20 Friday night two-way broadcasts with but a half hour difference in time. Eastern book-up will originate from WABC, New York, from 9 to 9:30 and extend as far as Denver. From 9:30 to 10, Kodak will hook-up for the Pacific coast only via the Don Lee chain, with the Coast broadcasts to originate from KHJ, Los Angeles.

Camera company is a seasonal advertiser, coming on each spring and going off in the fall. Last year Kodak was on the NBC network.

Artists engaged for the eastern broadcasts are Nat Shilkret's orchestra, Jack Parker, Willard Amson, Vernon Kauffman, James Stanley and Thelma Kessler. A different guest artist will be featured in each WABC period, with Paul Robeson, colored baritone, engaged to lead off.

Artists for the western division includes Raymond Paige's orchestra, Ruth Hallaway and a male quartet.

GIRL ASKS \$100,000

Albany, N. Y., April 18. Betty Lee Taylor, WGY organist, has filed a claim for \$100,000 for injuries caused, she says, when her automobile skidded into the pillars of the New York Central overhead crossing at Albany Feb. 4 last. She claims the injuries incapacitated her and would prevent her from pursuing her profession.

ROSE WITH MILLS

Herman Rose starts with the Irving Mills office this week in charge of all Mills' recordings. Rose was formerly recording manager for Columbia phonograph.

COLUMBO AT INN

Russ Columbo goes into the Woodmanstein Inn, Pelham Road, with a band May 5. Booking was through NBC and is for 10 weeks.

KAHN CASTING

Roger Wolfe Kahn, back in New York, is organizing a 15-piece band. He expects to stage his musical come-back in about five weeks. Young Kahn dropped his baton waving two years ago.

'Barber' Script Dropped

Chicago, April 18. "Bill the Barber," the script show that the makers of Jucor Wave Set handle for four weeks before giving it a commercial tag, goes off WMAQ April 23. Program will get another text in some other midwest station, says the agency handling the account, and may eventually go disc.

Wons' Column

Tony Wons negotiating to syndicate a newspaper column titled "Are You Listening?" Reilly & Lee, publisher of Wons' "Scrapbook," is arranging the newspaper lineup.

PORTER GETS JOB BACK; CANNED FOR NBC PAN

Mike Porter resumed as radio columnist for the New York Journal (Hearst) under the name of "Aircrater" Saturday (16), after being ousted on Nov. 12 for paning the NBC. Bide Dudley filled the post after Porter went out. Porter's last column was devoted to a slam at the NBC outfit. On the same day Porter was given his notice.

The affair caused a stir in radio and newspaper circles, with NBC blamed by the newspaper crowd for the Porter ousting.


NBC since then has been reported as making efforts to have Porter restored to his job.

Jerry Wald, New York "Graphic" radio columnist, last week ran into difficulties through placing radio execs on the pan and writing personal gossip about them. For two days his by-line was omitted and his stuff censored.

SHAFFER-SPITALNY RENEW


Chicago, April 18. Shaffer Pen is picking up its option on H. Leopold Spitalny and the "Lifetime Review," after the present 13-week contract expires May 15.

Shaffer plans an entirely new program layout, on which Spitalny is now working, with the probability it will go from blue to red NBC network and switch from "Week" afternoons to Sunday nights.



CLIFF SOUTHER
as
'OL PAPPY'

(Hearst Characterization)
"Radio here has something to offer the most ethereal listener. This is the art of this position, that it has the appeal just as much for the child, the adult and the veteran of varied degrees of intelligence."—Variety.
MON., TUES., WED. 10:30 P.M. ON NBC BLUE NETWORK



Bette Baker

WABC
Sunday Night 9 to 9:30 P.M.
Ever-Ready
Safety Razor Program
Sponsored by
American Safety Razor Co.

"Hello Everybody!!!"



Kate Smith

Columbia 1549-1230 P.M.
ON LA PALM PROGRAM
CENTRAL PARK CASINO
Personal Management—Ted Collins

AL COLUMBO

THE "CLASS IN ORCHESTRATIONS!"
Still Carrying On in the
Palace Theatre Building
NEW YORK
On the Seventh Floor
Formerly RKO
NOW ON MY OWN

LITTLE JACK LITTLE

WABC
Every Day
Except Sunday
9 to 9:15 A. M., E.S.T.

TED FIO-RITO
AND HIS ORCHESTRA
Frolic's Cafe

CULVER CITY, CALIF.
Broadcasting Nightly Over
KFWB
Warner Bros. Station, Hollywood
Management
MUSIC CORP. OF AMERICA

ED CONNIE
Presents
Aileen Stanley

With a SMILE
in Her VOICE

OLDSMOBILE'S
MELODY SPEEDWAY
WOR and 50 Associate Stations

SUPREME SAXOPHONE SOLOIST

CLYDE DOERS

CHESTERFIELD CITY SERVICE
NEW YORK LIFE
NEW YORK LIFE
HOWARD CLOTHES
CHESEBROUGH
Beecher Instruments Exclusively

Frank CRUMIT AND SANDERSON Julia

BLACKSTONE PLANTATIONS
Tues., 8 P. M.
W.E.A.F.

BOND BREAD
Fri., 10:15 A. M.
WABC

10 Years in St. Louis
**MILTON
SLOSSER**
SOLO ORGANIST
Publix-Ambassador Theatre
ST. LOUIS, MO.

\$4,000,000 FROM RADIO

N. Y. Sheets Off, Chi Up, Coast Fair

New York, April 18. March brought no change in sheet music conditions. Sales remained at a low ebb.

Joe Morris' 'Somebody Loves You' ran away with sales, leadership rating No. 1 by a big margin. Only other catalogs which showed life were Ager, Yellen & Bernstein's, with 'Auf Wiedersehen', No. 2, and Felix. Latter had two tunes among the six best, 'Snuggled on Your Shoulder', in the trey spot, and 'Paradise', No. 6. Latter looks set for a climb.

'Wiedersehen' and 'Snuggled' were listed among the top six for February and both climbed up two notches during March. Two other repeaters were Robbins' 'Just Friends', No. 4, which slipped from second place in the preceding survey, and 'Was That the Human Thing to Do' (Witmark), No. 5. Latter was February's No. 1.

Runners-up for six best honors were Famous' 'When We're Alone', DeSiva's 'Kiss Me Goodnight',

(Continued on page 62)

Chamber Music

Hollywood, April 18. Coming back from New York, where his wife has been handling a series of chamber music concerts for the benefit of unemployed musicians, Sydney Howard told Alfred Newman, head of the UA music department, that if he ever had to listen to 'Andante Cantabile' or 'Londonderry Air' again, he would not be responsible.

Several days later, at Newman's home for dinner, Howard rose to his feet with a shriek. From the bathroom, where Newman had planted a small orchestra, floated the strains of 'Andante Cantabile'.

Newsboys Fined on Song Sheet Charges

Minneapolis, April 18. Five Minneapolis newsboys who sold bootleg song sheets on the streets in alleged violation of the copyright laws were fined \$100 each in Federal district court.

George Helsey, assistant U. S. district attorney, informed the court that his office had been instructed by the attorney-general to prosecute such cases.

In sentencing the boys, the court granted a stay of two years on the fines.

Artists Now Value Discs Mostly for Broadcasting Plugging and Coverage

Phonograph records are regarded by artists nowadays as having worth solely through whatever broadcasting territory these discs can cover. There are some 600 lesser stations which rely chiefly on records for etherealizing.

That the disc companies themselves deem this an advantage may be gathered from Durium, which mails two of each release to every such station for the purpose of facilitating the etherealizing of a phonograph record, with or without credit.

In that wise, the artist figures he gets a certain form of name exploitation in small towns and hamlets which couldn't be had otherwise whether on Victor or Durium records, regardless of the sales price, since the sales of discs are at a minimum these days. But with the air broadcasting, it is a plug if nothing else.

WELLS LOSES ROLL

Sioux City, April 18. Lloyd Wells, orchestra leader with dance hall interests here, was relieved of \$1,000 by armed bandits who, surprising Wells and his wife in their place of business, forced him to open a safe and hand over the cash.

Duo disappeared up at alley.

Rare Gesture

Musicians have offered to play auditions free of charge for Milton Schwartzwald on any radio proposal which he may want to undertake.

Gesture is on special dispensation of the musicians' union in appreciation of Schwartzwald's past efforts in their behalf. He was recently deposed as head of RKO's music department and also had charge of the instrumental end of that circuit's weekly radio period. Both the department and air program were eliminated at the same time as Schwartzwald.

Union Asks Opposition Parks to Employ Locals

Denver, April 18. Whether Elitch and Lakeside amusement parks will wage a battle of dance orchestras this year as they did last has not been decided. The local musicians union is trying to get both to agree to use local bands all summer. Local bands opened and closed the parks last year, with name bands for the best part of the season.

Elitch park opens May 7, while Lakeside opens this month for two or three week-ends before remaining open all week.

Elitch theatre will open June 11 for 12 weeks. Harry Wilson is organizing the band to open in the Trocadero dance pavilion at Elitch's.

300% INCREASE IN MUSIC FEES

New Radio License Rates Effective June 1 Give Publishers Long Sought Boost in Radio Income—\$900,000 Last Year—Networks to Carry Biggest Burden—Fee Lightened for Smaller Stations

5% ON COMMERCIALS

All radio stations in the U. S. have been notified by the American Society of Composers, Authors and Publishers that the new 'radio license fees of the American Society become effective June 1. The new rates for the use of music on the air call for a surcharge of 5% on the station's income from commercials for the use of its facilities, plus a small rate for sustaining programs.

On the basis of 5% of \$80,000, which sum the American Society claims radio grossed last year, the new license fees will hereafter bring \$4,000,000 per year from radio, plus nearly \$1,000,000 from the sustaining music licenses, totaling about \$4,000,000. This will be more than four times as much as the American Society's gross from radio last year, a little over \$900,000.

The major burden of the 5% surcharge on all commercial programs will fall on the shoulders of the networks. They will be expected to pay this 5% for all broadcasts going out on their hook-up, with the individual affiliated stations carrying the same program exempt from the surcharge as far as network cost is concerned.

This means that if an advertiser pays a network \$10,000 per hook-up, 5%, or \$500, goes to the American Society for the use of music by the network. The Society does not care whether the network tacks this 5% charge on the advertiser's bill as an additional expenditure, or pays out of its own pocket.

The sustaining rate for each station in addition to the 5% surcharge for commercials will be fixed according to power, wave length, location and the number of listeners within radius.

340 Pay Less

A lower sustaining rate will be inaugurated for 340 stations after June 1, while 140 stations will pay the same sustaining rate as at present. The sustaining rates of both NBC and CBS will be lowered. NBC's WJZ, New York, pays about \$25,000 per year currently to the Society. The new sustaining rate may be \$25,000 or \$20,000. This will be in addition to the 5% surcharge on commercial programs.

It is expected the American Society's new rates will lighten the license fee for small stations. The new contracts may be entered into from June 1, 1932, up to December, 1935, or at any point during this period. December, 1935, was set as the time limit for contracts because contracts between publishers and the American Society of Composers, Authors and Publishers expire at that time.

Board of directors of National Association of Broadcasters were in session today (18) at the Hotel Commodore regarding action towards the ASCAP's 5% tax on gross commercial business from radio stations.

William Hedges, WMAQ, Chicago, presided.

FORCED DELAY

Some radio disc companies are having their product delayed through failure to get in line for the use of copyright music proposed by the M.P.P.A. Scott Howe, Brown, Shuman, passed on how the M.P.P.A. \$1,700 due on it's records were paid on two weeks or until the disc paid.

MARCH MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING MARCH BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
No. 1—SONG	'Somebody Loves You'	'Somebody Loves You'	'Was That the Human Thing to Do'
No. 2—SONG	'Auf Wiedersehen'	'Paradise'	'Auf Wiedersehen'
No. 3—SONG	'Snuggled on Your Shoulder'	'Auf Wiedersehen'	'Home'
No. 4—SONG	'Just Friends'	'Snuggled on Your Shoulder'	'Can't We Talk It Over'
No. 5—SONG	'Was That the Human Thing to Do'	'By the Fireside'	'Just Friends'
No. 6—SONG	'Paradise'	'Was That the Human Thing to Do'	'All of Me'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Too Many Tears' (Love, You Funny Thing) (Guy Lombardo Orch.)	'Too Many Tears' (Guy Lombardo Orch.)	'Too Many Tears' (Guy Lombardo Orch.)
BRUNSWICK—No. 2	'I Heard' (How Am I Doing?) (Mills Bros.)	'I Heard' (Miss Bros.)	'I Heard' (Don Redmond Orch.)
BRUNSWICK—No. 3	'Skat Song' (There's a Cabin in the Cotton) (Cab Calloway Orch.)	'It Don't Mean a Thing' (Duke Ellington Orch.)	'Auf Wiedersehen' (Abe Lyman Orch.)
BRUNSWICK—No. 4	'It Don't Mean a Thing' (Rose Room) (Ellington Orch.)	'Nobody's Sweetheart' (Mills Bros.)	'Was That the Human Thing to Do'
BRUNSWICK—No. 5	'Love, You Funny Thing' (My Woman) (Bing Crosby)	'Strangers' (Isham Jones Orch.)	'Rose Room' (Duke Ellington Orch.)
BRUNSWICK—No. 6	'What That the Human Thing to Do' (Boswell Sis.)	'Was That the Human Thing to Do'	'I Heard' (Mills Bros.)
COLUMBIA—No. 1	'Love, You Funny Thing' (Tiger Rag) (Louis Armstrong Orch.)	'All of Me' (Louis Armstrong Orch.)	'All of Me' (Louis Armstrong Orch.)
COLUMBIA—No. 2	'Snuggled on Your Shoulder' (Love, You Funny Thing) (Kate Smith)	'Between the Devil and the Deep Blue Sea' (Louis Armstrong Orch.)	'Auf Wiedersehen' (Mickie Albert Orch.)
COLUMBIA—No. 3	'Snuggled on Your Shoulder' (Can't We Talk It Over?) (Eddy Duchin Orch.)	'Snuggled on Your Shoulder' (Eddie Duchin Orch.)	'Kicking the Gong Around' (Louis Armstrong Orch.)
COLUMBIA—No. 4	'Too Many Tears' (My Moon) (Ben Selvin Orch.)	'You Can Depend on Me' (Louis Armstrong Orch.)	'Starlight' (Ted Wallace Orch.)
COLUMBIA—No. 5	'When We're Alone' (Kiss Me Goodnight) (Ruth Zitting)	'Twenty-One Years' (Kate Smith)	'You're My Everything' (Ben Selvin Orch.)
COLUMBIA—No. 6	'Rain on the Roof' (Auf Wiedersehen) (Mickey Albert Orch.)	'River, Stay Way From My Door' (Guy Lombardo Orch.)	'You Can Depend on Me' (Louis Armstrong Orch.)
VICTOR—No. 1	'When We're Alone' (Ardent-Ghman Orch.) (How Long Will It Last?) (Leo Reisman Orch.)	'Jealousie' (Leo Reisman Orch.)	'Auf Wiedersehen' (Jack Denny Orch.)
VICTOR—No. 2	'Kiss Me Kiss' (Leo Reisman Orch.)	'Let's Have a Cup of Coffee' (Fred Warburton Orch.)	'Paradise' (Leo Reisman Orch.)
VICTOR—No. 3	'Auf Wiedersehen' (Jack Denny Orch.)	'Sing a New Song' (Coun-Sanders Orch.)	'Wooden Soldier and the China Doll' (Nat Shilkret Orch.)
VICTOR—No. 4	'Dancing on the Ceiling' (Jack Hyton Orch.)	'On a Roof in Manhattan' (Fred Warburton Orch.)	'Dancing on the Ceiling' (Jack Hyton Orch.)
VICTOR—No. 5	'Was That the Human Thing to Do' (Abe Lyman Orch.)	'What a Life' (Coun-Sanders Orch.)	'Of Thee I Sing' (Ardent-Ghman Orch.)
VICTOR—No. 6	'Snuggled on Your Shoulder' (Jack Denny Orch.)	'Somebody Loves You' (Peter Van Steeden Orch.)	'Creole Rhapsody' (Duke Ellington Orch.)

Circus Openings

SELLS-FLOTO

This, the 13th annual Chicago show, for the Sells-Floto circus, shows an advantage and a disadvantage over last year's local booking, which also marks the season's opening date for the show. The advantage lies in the fact that Sells-Floto circus has been able to travel. Last year it suffered from the competition of the day-and-dated indie Olympia-European circus at the Stadium. Some effort was made again this year by the stadium officials to repeat the indie circus, especially when Sells-Floto decided to book into the Stadium and signed a lease for the Coliseum. But the bondholders of the Stadium called the competition circus deal off at the last minute.

That's the advantage. The handicap is the state of the times. It's going to take a long time to bring in the show in this engagement. Show is in for 16 days, which will take it up to May 1, at which time it takes to the canvas. Scale here runs as high as \$2 for the boxes and \$1.50 for the grandstand. On the opening night, the \$1.50 seats at the Coliseum were slightly better than three-fourths filled. However, the show is getting a good break here since next week brings the spring school vacation.

The show has the makings. As presently set up, there's hardly anything on the show that can be billed as a safe b. o. puller. At present getting the headline billing is the Sells-Floto circus. That is just for this engagement, the Hannaford troupe moving over to the Hagenbeck-Wallace show at the close of this Chicago run. Replacing as the feature attraction will be the Loyal-Repenkski family, now with the Ringling-Bros. & Bailey show at the Garden in New York.

Only sensational turn in the show, even according to the billing, is Mme. Loretta, who is to slide down the length of the arena, while hanging by her hair. While a good enough stunt, it hardly has the glamor of a sensational thriller. This absence of an outstanding freak daredevil episode is a weakness in the lineup.

Show as arranged on the opening brings several letdowns in the pace, so that the show has to start all over from scratch two or three times. The circus reveals an underlying weakness of solid attractions, not really getting started through some 30 minutes of quiet opening. It's key to figure that the show must reserve its main punches for the final sessions, but that's no reason to leave the entire opening stretch without a single smacking interlude.

After the opening parade, the actual circus got underway with leapers. There has been much talk this year of reviving the leapers. But from this sample it's evident that the old sock in the jumpers is no more.

There were no wild animal acts, the only cats around were in the cages. And that goes for the bears, too. Only animal acts were the uxor horse, seal and elephant turns, standard and okay. The five ele-

phant acts were headed by Chonny, Wentz, Johnson, Ledgett and Tucker. Three seal turns; Hebel, McCabe and Orton, and three horse acts: Schwarz, Ledgett and Orton. All repeat material.

In the riding sessions were the Hannaford troupe, the Shwartz Troupe and the Clark Brothers. The Hannafords have the arena to themselves for their turn. Their riding act remains standard both indoors and out, circus or vaude.

One other act, besides the occasional novelty bits, drew the attention of the entire arena. That's the high wire troupe, the Grefonns, the one stand-out turn in the show, and the act that deserves the top billing on work, sensationalism and repeats. Here is a wire troupe that is not merely repeating what dozens of other turns have done before. They have everything to make a sock routine.

They do stunts on a high wire that other acts don't accomplish on the ground. They manage somersaults, pyramiding, tumbling, bike riding and flip-flops on a wire some 100 feet in the air. It's a troupe of six, evidently Mexican. They have been around in circuses, but while other acts have merely been repeating themselves, this turn has carefully and earnestly sought for new stunts, new stunts and better performance.

The other wire acts were Rosina Nelson in the cat on her somersaulting and vaulting stunts, Merced Nacías, Patrick and Retta, Raymond Jackson and the Filmorens. Flying acrobats and the show for the regular performers. They are the Bertons, the Clarknians and Sieglert-Silversons. There are three real performers and added the finesse to the final portions of the circus. On the perches were the Whites, the Younes, Victorio and Frank, the Wright Duo and the Les Jardys. The Wright pair still retain a novelty angle on the perch by working on a center-balanced and revolving ladder, and working to the climax by the stunt in which Wright balances on a chair while his partner swings the ladder from horizontal to perpendicular. The Les Jardys have a nice dash show.

Other numbers in the air were Agnes Doss, Viola Hauser, Ernest White and Ben Beno. Miss Doss does an endurance twist but on the perch. Ben Beno does a neat chair balancing stunt on his high-perch. Beno, like a number of other acts, are in merely for the Chicago engagement. Show is slated to clip act about 10 acts when it opens under canvas.

Acrobatics were confined to the Picchiani troupe, the Nelson Family and the Six American Belfords. Added to the show were the cowboy riders and ropers, headed by Weaver Gray. Subbilled was Lucille Roberts for her broncho-busting ride. The riders add flash to the show. End the show suddenly on the racing; out no Roman chariots are visible.

On the clown end were Bumpy Anthony, Jimmy Davidson, Paul Jerome, Earl Shipley, Mickey McCona, Walter Walcott, Chester Barnett, Ab Johnson, Reno McCre, Fred Gregory, Arthur Borella. Show is weak on its clown turn. The Sells-Floto circus must offer. The runaway flivver is still around but not a laugh in it.

CLASH OF RAIL, MOTOR SHOWS LOOMS IN OHIO

Canton, April 18. Lively competition between truck and railroad shows looms here again this spring with agents of the former having somewhat the advantage so far.

Downie Bros. will invade the Buckeye state early in May, playing several of the larger cities which Sells-Floto and Hagenbeck-Wallace have made regularly for several years.

Agents for this show have been contacting several stands, while it is reported no overtures have as yet been made for any of the railroad shows which usually spend most of May in eastern Ohio territory.

City officials in many cities hereabouts are said to favor the Downie show because it promises a street parade, a feature long absent with the railroad outfits.

Birmingham, April 18. Downie Brothers circus opened at Macon, Ga., Monday (18). Show wintered at Macon. Following the Macon opening show, plays Griffin and then jumps to Atlanta.

Gentry Brothers, which wintered at Mobile, has been on the road for about two weeks in Alabama and Mississippi. Show sticks in Alabama a few weeks more because of the state law giving circuses wintering in Alabama five weeks without license.

The Dutton Circus, owned and operated by Mrs. Nell Dutton, is in Birmingham for two days at the Auditorium April 22 and 23.

Show Sisters' Reunion

Toledo, April 18.

Three sisters known in the circus world were reunited here last week, not having seen each other for 20 years. The union took place in the home of Mrs. Raymond Keesbury, better known as Hettie McCree.

The other two are Mrs. Harriett Muth, known as Madame Harriett, and her sister, Mrs. Charles Rooney, one of the Ma Sisters, aerialists.

Hettie McCree's circus career was ended about 10 years ago when as a bareback rider with Hagenbeck-Wallace circus, she was injured in a train wreck.

FRANKLIN'S BIG DAY

Galveston, April 18.

Sidney Franklin, Brooklyn's ace matador, dispatched two hostile bulls in the bull ring at Piedras Negras, across the Rio Grande from Del Rio, beginning his eighth year with the sword and cape.

Spectators included Edith Deutsch, Cleveland artist whose engagement with Franklin has been rumored and denied.

The flivver, wrongly, is given a solo spot in the running of show.

Every other form of the amusement business is hustling for new stunts to get that public interest. The Sells-Floto circus must offer the same thing. It needs a solid sock sensation. Gold.

Lions and Licorice

Los Angeles, April 18. Unusual economy sample of the traditional "doubling in brass" is Capt. Roberts with Al G. Barnes Circus. He's a lion tamer in charge of a group of males. Ordinarily the job would be one of the better ones with any show.

Roberts is also peddling candy before the show.

MRS. G. W. CHRISTIE KILLED

Circus Owner injured, Wife Dead In Auto Accident

Galveston, April 18.

Mrs. G. W. Christie, wife of the owner of Christy Brothers circus, was killed in automobile accident Friday (18), near Alamo, Texas.

Christy is in a hospital at Houston suffering serious injuries. Mishap occurred while car overturned.

WIRTH CLOWN HURT

Binghamton, N. Y., April 18.

Bluch Landorf, veteran clown, and uncle of the late Lillian Leitze, was clowned by a lion during a performance of the Frank Wirth Circus here.

Landorf, leaving the arena, ventured too close to the animal cage, and "clowning" performing. He reached out with a paw and caught the clown by the leg.

CARNIVALS

(For week April 18-23, when not otherwise indicated)

Alamo: San Antonio, Tex. American Barn Showers, W. Va. Barlow: Trenton, Mo. Beckmann & Gentry: St. Louis, Mo. Bernard: Garner, Ia. Bismuth: Bloomington, Ind. Brodbeck: Guthrie, Okla. Bruce: Hagerstown, Md. Canam: Newark, N. J. Cettin & Wilson: Martinsville, Va. Coppin: Painsville, Pa., 23-29. Davis: Wilkes-Barre, Pa. Decker Bros.: Chicopee, Mass., 23-29. Dodson: San Antonio, Tex. Fairly: Little Rock, Ark. Fleming: Princeton, Ky. Gibbs: Parsons, Kan., 23-28. Golden: Delphi, Ind. Glick: Richmond, Va. Golden Rule: Covington, Ky., 23-29. Great Princeton: Newark, N. J. Independent: Portland, Ind., 23-30. International: Louisville, Ky. Ketchum No. 1: Garfield, N. J. Ketchum No. 2: Clifton, N. J. Lewis: Bridgeport, Conn., 21-30. McLaughlin: Wilkes-Barre, Pa. Model Shows: Augusta, Ga. Monroch: Wisconsin, N. Y. Page: Bristol, Va. Rock City: Mayfield, Ky. Sole Liberty: Centralia, Ill. Stealand Bros.: Atlantic, Ia., 23-28. Sutton: Orono, Me. Sweeney: Silerfield, Ill., 23-28. West: Chichester, Okla.

CIRCUSES

Barnett Bros. April 20, Kingsport, Tenn., 21, Appaloosa, Va., 22, Jenkins, Ky., 23, Hazard, Ky. Ringling-Barnum April 8-30, Madison Square Garden, New York, N. Y. Sells-Sterling April 20, Greensburg, Ind.; 21, Rushville, 22, Brookville, 23, Liberty. Sells-Floto April 10-30, Coliseum, Chicago, Ill.

Barnes Spreads On Billing; No Coast Opposish

Los Angeles, April 18. Barnes Circus is going heavy on billing this year with the billposter spreading more paper than has any other. For the local nine days played on three lots, close to 70,000 sheets of paper have been used. In former years, the trick never used more than 30,000 sheets on Los Angeles.

Over half the paper used is on the Ubangai big flip, feature with the show. Buster Cronin, manager, figures the duck billed gals are the circus' big selling point.

None of the other Ringling shows will visit the coast this year. In past seasons it has been the custom to alternate the Sells-Floto and Hagenbeck-Wallace outfits on the loop from the middle west to the Pacific then back through the southwest. This year, the Barnes show will have it all to itself, doubling back here in the fall.

While the show is pretty well set several acts are coming on from the east after the Ringling show opens in New York. Scherita Family, German riding act, is due next week.

Clara Codona Hurt

Clara Codona divorced wife of Alfredo Codona was badly injured last Friday (18) morning while practicing on a high trapeze at Madison Square Garden. After testing a rope with a sandbag more than her weight, she attempted a breakaway drop. Rope snapped and she fell to the stage, a wooden platform used by the group acrobats. Miss Codona was carried to the Polyclinic hospital where was said the pelvis arch was fractured. She was riding menage in the Ringling show and was slated to go into one of the trap displays.

Codona was also the husband of the late Lillian Leitze.

FIVE-DAY PARK WEEK

Springfield, Mass., April 18. A five-day week is the experiment to be tackled this year by Riverside park, opening May 28. Five-day week to stand except Memorial day, July 4 and Labor Day. Twenty-first season under management of L. J. Zipp.

Hanover Fair For Sale

Hanover, Pa., April 18. The Hanover Fair here, established in 1864 and conducted for 47 years with occasional lapses, is about to pass out. At one time it annually attracts marks of 30,000 people were not exceptional. The association will sell plant.

FIRST AMERICAN APPEARANCE—THE QUEEN OF THE TRAPEZE

THE BEAUTIFUL DAREDEVIL

WOW MADISON SQUARE GARDEN, N. Y., RINGLING BROS., BARNUM & BAILEY, 1932

KAICHI KOBAN

The Only Artist to Climb 11 Steps on His Head Without the Assistance of Hands or Feet

MADISON SQUARE GARDEN, N. Y., NOW RINGLING BROS., BARNUM & BAILEY, SEASON 1932

Representative, JACK MANDEL

WORLD'S GREATEST WHIPCRACKERS

THE AUSTRALIAN WAITES

CENTRE RING SOLO

1932 Feature, Second Year Ringling Bros., Barnum & Bailey At Conclusion of Season to Play RKO Route

Booked by NICK AGNETA

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America's Foremost Equestrians

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CENTRE RING FEATURE

RUBIO SISTERS

RINGLING BROS., BARNUM & BAILEY, 1932

Just Concluded Vaudeville Tour Principal Theatres of the U. S.


THE DRUNK ON THE WIRE

MAXIMO

FEATURED CENTRE RING

RINGLING BROS., BARNUM & BAILEY, 1932

Just Concluded Tour of Leading Vaudeville Theatres of the U. S.



NEW YORK
B.F. Keith's Palace
WILL MAHONEY

PALACE

PALACE

WEEK APRIL 16th

NEW YORK "AMERICAN"
"A little later Will Mahoney comes along on the Palace stage and entertains superbly, dancing so energetically and amusingly and revealing the wonders of his Mahoneyphone, the xylophone on which he dances tunes. And there you have all that is fine on the bill."

...

"WORLD-TELEGRAM"
"Of course, Mr. Mahoney is amusing.—Mr. Mahoney will make you laugh—"

PALACE NOW

NEW YORK "TIMES"
"The reliable and hard-working Will Mahoney is at the Palace this week, making those frantic and for the most part unsuccessful efforts to maintain his equilibrium as he careens wildly across the stage, dancing on the xylophone (an original routine, which he invented), and, in general, disporting himself as he has done on previous occasions at the First Music Hall and more recently in the 'Vanities.' His umble clowning is customarily the high spot of any show which holds it, and at the Palace he is the outstanding single contributor to a bill which tries its best to make up in quantity what it lacks in quality."

DIRECTION
RALPH G. FARNUM

1560 BROADWAY
NEW YORK CITY

PALACE

WEEK APRIL 16th

"DAILY NEWS"
"Topping the bill is the reliable Will Mahoney, with his machine gun sole taps and a dance upon the xylophone."

...

"HERALD TRIBUNE"
"First among the comics is Will Mahoney, star of the late 'Vanities,' who does his famed xylophone dance. He has no trouble, in maintaining the good cheer promoted earlier—"

VARIETY

PRICE

15¢

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56 PAGES

SHOW A MONTH FOR ROAD

Radio Now A. T. & T.'s Best Customer, Paying \$10,000,000 Phone Bill Yearly

Chicago, April 25. Radio division of American Telephone and Telegraph is grossing approximately \$10,000,000 annually, primarily from its line charges. This includes income from networks and individual stations.

So important has the radio department become to A. T. & T. that at present radio is listed as the first call in case of any emergency. Which means that in case of a storm disrupting communication service, the emergency crew will devote its efforts in getting the radio transmission in working order before it attempts to straighten out the regular telephone service. The new credo is the "program must go on."

This fact has been demonstrated in the Midwest throughout the winter when weather quirks and accidents have split cables. The radio telephonic wires were first repaired. The reason for this first-call for radio emergency work is not only (Continued on page 52)

OLD COLO. MINING TOWN GALA THEATRE REVIVAL

Denver, April 25. The Central City opera house will be reopened in July for three or five days. The reopening has been made possible by residents of Denver wanting a recreation center. The money is being raised by chair (Continued on page 32)

Reno Wiser and Tougher As Spring Influx Starts

Reno, April 25. Influx of promoters, gyp artists of all kinds and flivver tourists has begun, indicating opening of summer carnival season is near at hand. During the past two weeks three \$1,000,000 hotels and three or four modest enterprises have been projected on paper by new arrivals with beautiful books filled with ideas but with temporarily short of cash. Locals are cold to all proposals and are even refusing now to cash bouncing checks for promoters putting on a front. Plenty of rubber checks were accumulated by locals during the heyday of carnival last year and they are much smarter now. Six-month jail sentences are being passed out daily to check artists by local judges whether money was lost gambling or spent for liquor.

Capone's Hotel

Mexico City, April 23. Mrs. Al Capone, wife of the racketeer, told reporters at Guaymas, Sonora state, about half a day from the border, that her husband plans to establish a tourist hotel and casino at that place. Proposition will be under way soon, she said.

'Way Down South

Birmingham, April 25. A local dentist located on one of the busiest streets in the downtown section is fighting for patients with show business tactics. He has installed a Barker downstairs in front of his office.

LONDON SALOONS JOIN THEATRE STRIKE TALK

London, April 25. London is agitating a one-day theatre shutdown like that recently in Paris. To go Paris one better. London's saloons will close down simultaneously with the vaude, legit and picture theatres.

Move is planned as a protest against taxes, and is inspired by the Cinematograph Exhibitors' Ass'n. Heads of the group are going to Paris in a few days to discuss with the French exhibitors the effects of the recent French closing. They are determined to close down British picture houses, at least, and would like to profit by the French experience.

Tax protested is about 17% of gross receipts. In industrial cities theatre owners have carried the burden rather than pass the buck to customers but with warm weather ahead it's felt to be too tough a nick. Feeling had been that the tax would be lightened in the recently concluded budget, but no action was taken.

Estimates that unless the tax is changed about 500 picture houses will be forced to fold for the summer.

Exhibitors' Association is urging vaude and legit managers to join up and the likelihood is strong that the breweries also will line up.

Enters Contest When Jobless, Wins a Piano

Milwaukee, April 25. Howard Lambert, 22, won the grand prize, a piano, in the contest jointly sponsored by the Wisconsin theatre and WTMM, Milwaukee Journal station. Lambert entered the contest at the last minute, mainly because he had just lost his job and wanted to do something.

Brainy Critic

Minneapolis, April 25. Harlow Gale, former music critic on one of the local dailies, has willed his brain to Dr. K. D. Lashley, of the University of Chicago, for scientific experimentation. Gale, 70-years-old, is regarded as one of the city's brainiest men.

COMEBACK LOOKS HOPELESS, JOLSON

'Wonder Bar' Star Thinks Auditoriums Can't Help—Bunched Shows Ruinous and Dirt Fatal—System Could Bring Road Back, but Showmen Won't Cooperate

FREAK OPPOSITION

Los Angeles, April 25. Not over one legit show a month can successfully be toured through the territory west of Chicago. Al Jolson is of that opinion now that his trek with "Wonder Bar" is over. Because there is no power that can regulate and space touring companies, permanent recovery of the road is doomed to perpetual postponement in Jolson's judgment. What now happens is that the sticks neglected for one, two, three years and then a flock of shows, tumbling on each other's heels, gang in and milk the towns.

Jolson refused to comment on reports that Billy Rose's "Crazy Quid" (Continued on page 34)

2 FILMS AND A FACIAL OR SHAMPOO FOR 35C

Syracuse, N. Y., April 25. Two feature pictures and a make-up facial or a shampoo for 35c is what the Paramount, local Public show window, is offering females this week. Films are "Misleading Lady" and "Tabu."

Make-up facial and shampoo included in the price of admission is a tie-up with the Syracuse Beauty Parlor which is demonstrating a non-mechanical permanent wave on the Paramount's mezzanine. Facials at the parlor are priced \$1 and up.

Palace Audition

Use of RKO's ace vaudeville theatre, the Palace, New York, for an audition took place last week with the insertion of an act at the regular Wednesday matinee for a "showing." Turn was Billie Grey, formerly half of a sister team, introduced by Pat Rooney as an importation from France and opening intermission. Miss Grey was restricted to one number.

As half of Billie and Dollie, Miss Grey played the Palace as a regular turn in 1925. Later she has been doing a single on the Continent. The Palace gets \$150 for week day matinees.

Janitor, Organist and Stooze Supply Tragi-Comedy of Theatre Operation

Not a Dream

Floyd Gibbons, war correspondent and fast talking radio commentator, recently was tendered an offer from a picture company. Going into consultation with his advisor, the latter recommended that he turn it down.

A couple of days later Gibbons realized his consultant had talked himself out of \$1,500 commission—so wrote out check for that amount and gave it to him for the advice to dodge the job. This is not an agent's dream.

TO MIKE OR NOT NOW A BIG STAGE QUESTION

New miniature microphones which can be worn under a boutonniere or carried in a handkerchief are being taken up by radio names making personal appearances. Complaints have been that the large mikes mask the mouth and personality too much. The miniatures necessitate a series of plates along the stage (with shoes properly cleated) to facilitate the electrical contacts, but thus permit movement.

Mayor James J. Walker uses these Vincent Lopez, now on tour, is using them all with the wires running down his sleeves to metal cleated shoes. It's an undersized public address system. His Honor has long advocated free movement and thus relies on the two miniature mikes under his lapels for transmission purposes.

To mike or not to mike is becoming the big question of radio artists in general on their stage appearances. Paul Whiteman argues that he puts his specialists behind a mike on stage because the audience expects to hear them as they sound via radio.

Syracuse Diet

Syracuse, April 25. Employees of the Mastbaum theatre, Philadelphia, may adopt the so-called "Syracuse diet," devised by the municipal administration here to reduce the costs of depression relief.

L. E. Graver, of the Mastbaum, today requested city administration for full details. The diet costs a fraction over 10 cents per person per day.

LESS BIBLES

Troy, N. Y., April 25. Conditions have even affected the distribution of bibles. At the annual convention of the (Union) held here, the president reported that 76,000 bibles were given away in the U. S. during 1931 as against 100,000 in previous years.

Los Angeles, April 25.

To retain its lease on the Carthy Circle theatre, Fox-West Coast cannot allow the theatre to remain closed for more than 13 consecutive days. Carthy Holding Co., owners of the property, are on the job to see that the house gives some sort of a performance.

For some time, whenever the 14th day popped up the theatre would run a newwired, charge a dime admission, admit a stooze who had bought a ticket and the requirements of the lease were fulfilled.

However, that procedure necessitated the maintaining of an operator. This expense was a sore spot to Norman Sproul, manager of the house. Sproul, noising around, discovered that the janitor could sing. From this came a great thought.

Operator Out

Sproul dispensed with the operator, called for future trick shows and decided to charge a dime admission for the stooze to sit through one vocal number sung by the janitor. (Continued on page 35)

DRINK SPOTS MIGRATE UP WESTCHESTER WAY

Harassed by new enforcement moves, believed to be in line with political maneuvers, New York speakeasy proprietors are packing their belongings and moving to Westchester County. They're going up there to escape New York City jurisdiction. Numerous New York drinkeries, closed down through raids, have transferred operation to Westchester inland as well as along Long Island Sound. Retaining their (Continued on page 32)

CBS' Gratis Tele Acts' 8,000 N. Y. Listeners

In a survey by CBS the network estimates between 3,000 and 5,000 television moving in and Greater New York listen in on its nightly television broadcasts. CBS is now on the sound and sight waves seven hours daily. Two more hours will be added during the summer.

Currently the network is using about 94 acts weekly for its television broadcasts, averaging between 150 and 200 persons weekly. All work gratis, their psychology being that when television does show itself from around that corner they will grow with the new amusement phase because of their experience.

First series of mystery dramas to be televised starts this Saturday (30) on CBS' television stations. Series is the London Crime Club. Programs will go on once weekly for 15 minutes. None of the cast of five will be paid.

Money Couldn't Buy Old Bill's Cart, But Outdoor Booth Won His Heart

Santa Cruz, Cal., April 25. Old Bill Hunsacker, out Glen Canyon way, is a smart as a buggy whip and when the Fox production unit came around to borrow his old wagon for a picture he just wouldn't let 'em have it at their price. No siree, he heard all about Hollywood and its moguls of wealth and he'd get his or there'd be no trade.

Film men offered a fair price and a new wagon thrown in but Bill wasn't interested. Finally, Ben Wurtzel, business manager of the company, made a deal that was to old man Hunsacker's liking and the wagon became, for the time being, the property of the Fox picture crowd.

No Specialist

And here's how it happened: Wurtzel asked for the bathroom and there wasn't any. Not even outside.

'Say, said Wurtzel, 'Haven't you got a specialist around these parts? Seems to be there'd be a job for him here.'

'Well,' says Bill, 'there ain't a man around these parts can do a good job any more. I was quite a hand at it myself one time, but you see I'm not so young a fella to be 'Just as I thought,' came back Wurtzel. 'Why, I've got a half dozen specialists with me. Any one of 'em could give cards and spades to the best specialist alive today.'

'Didn't know you had use for 'em in Hollywood. Thought you used all the new fangled contraptions,' grunted Bill.

'That's right but we have to have specialists in the picture business, for without them we never could make those old fashioned pictures,' explained Wurtzel. 'Tell you what we'll do. If you let us have the wagon we'll build you a nice new one, with a crescent on the door, and guarantee it against all weather.'

'The will you supply the lumber?' 'Certainly.'

'It's a trade.'

But it isn't a crescent that adorns the door. It's a five pointed star. Bill said crescents made him think of Turks and he never liked heathens.

U's Columnists

Universal will release the eastern produced Bill Rowland and Monte Brice shorts featuring two New York newspaper columnists, Louis Sobel and Nick Kennedy.

The deal is for six shows by Sobel and seven by Kennedy, with options for 13 more apiece. Sobel ('Journal') will work with stage names and Kennedy ('Mirror') with radio people.

Madge Evans' \$250

Culver City, April 25. Madge Evans' refusal to continue at Metro with the stipulated option tilt brought the boost to \$1,000 called for by contract.

Previous figure was \$750 and Metro had asked her to let it go at that.

GARGAN'S 2 CHANCES

Hollywood, April 25. William Gargan, in 'Animal Kingdom' in New York, comes west July 15 for Radio.

Before that Lewis Milestone wants him for 'Rain,' but Gilbert Miller must okay a release.

Oland's Chance

Hollywood, April 25. Warner Oland has wonched himself out of oriental type classification.

Part is a German in 'Burnt Offering' (Fox) with Elissa Landi.

Anita Louise Again Leaned

Hollywood, April 25. Anita Louise who, in 18 months as a Radio contract player hasn't worked on her own lot, has been loaned again for the lead in Laurel and Hardy feature at Roach's.

24-Shooting Polo

Hollywood, April 25. Metro's polo crew, consisting of Edward Fitzgerald, Dick Campbell, Lou Smith, Al Jennings, Wally Wallace and Chip Gaither, all employees of the studio, is being billed as 'Metro-Goldwyn-Mayer's All-Star Team.'

Barnett's End as Ribber Looms in Par's \$400 Wk.

Hollywood, April 25. As a professional ribber, Vince Barnett earned a top of \$200 per night. On his pending contract as an actor with Paramount, Barnett will get \$400 per week, which makes ribbing better paid than acting in Hollywood.

Barnett better performed his farewell appearance at B. P. Schulberg's party last Saturday (16) when he posed as the scenery of Ufa. He had a good part in 'Scarface' and most of Hollywood will recognize Barnett hereafter if he should try any more ribbing.

At the Schulberg party, Barnett was seated at the table with Rouben Mamoulian, Merion Gering, Tallulah Bankhead, Sylvia Sydney, Genevieve Tobin and Adrienne Allen and other stars. Although he had been on the Paramount lot for 'Horsefeathers' he wasn't recognized and kept everybody on edge with caustic comments.

EXTRAS' BUSY WEEK

Boom Follows Year's Worst For Coast Mob

Hollywood, April 25. Extras did fairly well last week with the daily jobs averaging 745, but considering the previous week was the year's low to date at 435 daily, the average hasn't been helped. Features in production still around 30, mostly under. Biggest aid to last week's average was a run on the bank for Columbia's 'Faltin'. Mob used on it by Frank Capra ranged from 300 to 400 for three days.

Next nearest to a mob in two weeks was 223 in a prison scene for 'Hold 'Em Jail' at Radio one day, and 167 in the New York Winter Garden Marriage' at Warners on another. Other sets have been small on numbers.

Laurel-Hardy Peg Value For Personals \$10,000

Culver City, April 25. Starting June 15, on a leave of absence from Radio, Laurel and Hardy will try to sell themselves abroad for personal appearances at \$10,000 weekly.

With this figure rated high, the boys' alternative will be to try a European tour on percentage. Before the team leaves for Europe it has a feature to make for Roach.

Last year, Laurel and Hardy wanted to do vaudeville in the east but Roach protested, saying it would interfere with his production schedule.

\$20,000 for 'Trick'-Fox

Fox has bought 'Trick for Trick,' mystery film by Vivian Cosby, featuring Ward and Harry Grribble. Price reported \$20,000.

Robert V. Newman produced it on Broadway. Original deal for the show by Columbia did not materialize.

LUKAS' 1ST AT U

Hollywood, April 25. First starrer for Paul Lukas at Universal will be 'No. 55,' new novel by Louis Bromfield.

Story will be published in a magazine this fall.

Banks Into 'Game'

Hollywood, April 25. Leslie Banks, from legit, goes into 'Most Dangerous Game' at Radio. This is the Laurel Connell story to be produced by Merlan C. Cooper.



WILL MAHONEY

The New York 'American' said, 'Will Mahoney comes along on the Palace stage and entertains superbly, dancing energetically and amusingly and revealing the wonders of his Mahoneyphone, the xylophone on which he dances.'

Direction

RALPH G. FARNUM
1550 Broadway

MOORE TURNS DOWN METRO'S RED HEADED'

Hollywood, April 25.

Three years out of pictures hasn't made Colleen Moore more amenable to studio contracts. Actress is a holdout on Metro's offer to star in 'Red Headed Woman' because she doesn't like the role. It's still likely that Jean Harlow will do the part.

Miss Moore finished her contract at First National in 1929 getting what was about the top salary in pictures at that time—\$12,500 a week. She received other offers immediately following but her price was 'always two to three grand above the bid. She is now in the legit 'Church Mouse' at the El Capitan.

Miss Moore is reported to have other offers besides that from Metro but will probably go with that studio for at least one picture.

Return Fare in Girl's Universal Contract

Los Angeles, April 25.

Diane Sinclair's contract with Metro, signed in New York by J. Robert Rubin, is up for court approval here. Miss Sinclair is starting a period of three months at \$100 a week. Options run to six years with a final \$750.

Contract gives her and her mother a compartment to New York if the first option is passed and they start east within two weeks after expiration.

Clara Bow Literary

Hollywood, April 25. 'Hollywood on Parade' theme song for Louis Lewyn's series of novelty shorts for Paramount of the same name, features Clara Bow as a lyricist. Miss Bow wrote the words.

Music is by Harold Grayson and Malcolm Beesby. Song is introduced in the first issue by Maurice Chevalier and Eddie Cantor.

Dempsey Willing

Hollywood, April 25. Jack Dempsey has been visiting the studios for the past week and has developed a yen to return to pictures. Former champion has made it known that he's open for offers.

Dempsey has been away from the screen since 1925 when he produced and starred in 'Manhattan Madness.'

FELL-LASTFELGEL WEST

Murray Fell, Hollywood branch office manager of the William Morris agency, returns there the end of this week after looking over New York plays.

Abe Lastfogel, gen. mgr. of Morris enterprises, goes to the Coast in three weeks on his maiden voyage for a general look-see.

Glenda Farrell Repeats

Hollywood, April 25. Glenda Farrell arrived Saturday (23), for First National. Actress is from legit and was here before for FN.

Thinks Hollywood Gagged to Death; Afraid of New Things, Says Eisenstein

Behind the Clouds

Beverly Hills, April 25. Owners of vacant lots, who have done nothing but pay 'taxes' and assessments on their property since the real estate market froze, are realizing their first profit.

Tall grass on the plots has been harvested for hay.

Says Collection Agency Tricked Him for Plaster

Los Angeles, April 25. Charges that a collection agency promoted a fake deal to buy a \$25,000 interest in the Major School of Acting solely to get some of the school's funds in a spot where they could be attached on an old debt are made by Robert W. Major in a fraud suit naming H. R. Harrison, Lyman Titus, and the Bittleson Collection Agency as defendants.

Titus was the supposed investor, Harrison was to take a commission for promoting the capital. Major says he paid Harrison \$500 cash and placed \$1,200 in escrow to cover the balance of commission when the deal went through. Collection plaster went on the escrow, but Major paid it off or showing that the obligation was an old one that had been cancelled by bankruptcy proceedings.

Damages of \$25,300 for the alleged fraud were asked, including \$10,000 assertedly spent in arranging to expand the acting school before the investment deal was discovered to be a blind.

NORMA TALMADGE'S FILM

If Demands Are Met, Will Do One For Monogram

Hollywood, April 25. Norma Talmadge will make a feature for E. E. Chadwick, or Monogram, if final stipulations are accepted.

Miss Talmadge has already been given supervisory power on story, director, cast and cameraman but also demands power to order retakes.

Winchell Seeing Hearst

Hollywood, April 25. It is believed Walter Winchell when returning east coast will see Hearst on his 'Mirror' contract.

Winchell has been ordered to rest for three months.

Brown Flies East

Hollywood, April 25. Flying his own plane, Clarence Brown left here for New York Saturday (23) on his way to Europe for an annual vacation.

Director took with him the first out of 'Little Lynton,' his latest Metro picture.

Cline with Oakie

Hollywood, April 27. Edward Cline is back at Paramount to direct the comedy 'Mystery Pic' game story, starring Jack Oakie.

He was recently with Paramount at Astoria.

SAILINGS

May 4 (New York to London) George Arliss (Berengaria).

April 30 (New York to London) Mr. and Mrs. Norman McLeod, Cedric Beirgrave, Eric Maschwitz (Ile de France).

April 29 (New York to Paris), Mr. and Mrs. Marc Connelly, Mr. and Mrs. Robert Sherwood (Ile de France).

April 28 (London to New York) M. B. Shanberg (Bremen).

April 26 (New York to London) W. R. Sheehan (Leviathan).

April 25 (London to Cairo) Vera Oldham (Saurinus).

April 23 (Paris to New York) Frank Borzage (Berengaria).

April 23 (London to New York) Mr. and Mrs. Ernest Torrence (Berengaria).

April 22 (New York to London) George Jessel (Majestic).

April 22 (London to South Africa) Odlé Carro, Max Miller (Balmoral Castle).

'There's too much laughter, and burlesquing, and gassing about Hollywood. It is to laugh, people say. It should be the reverse. It is to weep. Because the most important cultural and art center of the world is being gagged to death. The word gag goes for both its meanings.'

Such is the belief of Sergei Mikaelievitch Eisenstein, leading Russian director, expressed just before sailing for his home after two years' absence.

'My experiences in Hollywood, working for an American company,' Eisenstein explained, 'may have been laughable to you. They were certainly amusing. But they are, said, very sad, when looked at as portraying a trend.'

'I have no complaints to make. Everyone treated me with the greatest of respect. But there was such an aura of fear cast around me. Everyone seemed frightened to death of what I might do. And it wasn't that I was a Russian, or a Bolshevik. It was that I might want to do something new, or in a different way. They seemed to be afraid of new things.'

Only a few years back, the Hollywood crowd that it was only new things that keep an art alive. Some years back people in picture business asked what the other fellow was doing and then did something different. Today, those who they find out that the opposition company is making a gangster picture, or a doctor picture, or a lawyer picture, they rush into an imitation or similar thing.

Laemmle-Nealberg

'The only two new things I can think of in the past two years are "All Quiet" and "Grand Hotel" Laemmle, one of the old guard, had courage enough to try "All Quiet" It made him money. Thalberg, the only young man of importance to be produced by the picture business in America in the past few years, has that same kind of courage. He had nerve enough to throw a number of big stars into "Grand Hotel".'

But it's the 'mad gestures,' Eisenstein insists, that make for the progress of an art. And pictures, he insists, is not a business. It's an art.

'When I tell you,' he says, 'that I think Russian moving pictures are the most promising in the world, it is not because I am Russian, or because I am a Soviet. It is because they attempt, in Russia, to contribute to the picture business. They teach and educate young men as actors, directors, technicians, etcetera. There just be a constantly turning wheel of new faces and new people and new thoughts. America hasn't got that and doesn't attempt to get that. That's why America has lost its golden opportunity.'

Where Is Youth?

'Hollywood doesn't know where to turn' for youth. It goes to Broadway. And Broadway has little or nothing to offer. Hollywood used to be a sort of mecca for youth. Today the bars are up. People are told on all sides how to live. They are told to be wise and vital, while and when they were. That's the mistake. Encourage them. Bring them on. What is the difference whether the result is a watermelon or a watermelon. It's broken hearts that make up a great art. It's the broken hearts that have failed as painters, or writers, or sculptors, that have made those great art works. It's almost impossible to make the grade. That's the mistake. Encourage them. Bring them on. What is the difference whether the result is a watermelon or a watermelon. It's broken hearts that make up a great art. It's the broken hearts that have failed as painters, or writers, or sculptors, that have made those great art works. It's almost impossible to make the grade. That's the mistake. Encourage them. 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Film People Finally Crash Western Society by Polo and Semi-Pro Legit

Hollywood, April 25. High hat attitude of society toward picture people is disappearing, and in recent months those who earn a living from films have been chastened and have broken bread with social leaders. Never, until recently, had Hollywood been accepted with any regularity by southern California's big time society.

Two immediate reasons for the film crowd's edging into blue book portals is its new interest in polo, a society pastime, because of the leisure and money required to play, and the concentration of both picture and society people on the semi-professional dramas at the Pasadena Playhouse.

Pasadena Nucleus
Elbow rubbing of the two groups began mostly in Pasadena. Town has always stood for its long list of social registries, many of them from the east who have winter homes in Pasadena. Los Angeles society hasn't fallen in line, but it is felt that it is only a matter of time before the L. A.'s best families will have to do likewise.

Pasadena Community Playhouse is supported by the town's social leaders, who, in turn, have been sending their sons and daughters to the theatre for dramatic training. A school run by Gilmore Brown, theatre's director, includes many of them, as well as some of the polo and mamas who want to develop that long latent flair for acting.

Studies have been sending their own inexperienced youngsters to work gratis in the little theatre's productions for training. In addition at least a dozen Playhouse players have been given studio contracts. Many more have been given screen tests, or interviews. This has been a natural tie between Hollywood and Pasadena leaders, with inter-theatre get-togethers at Pasadena homes including film players, agents, and other studio people.

STUNT CRAFT DISAPPEARING

Hollywood, April 25. Stunt men and stunt doubles are fast disappearing as a studio craft group, due both to deflated conditions and the increasing absence of hazardous feats in all types of picture except westerns.

Old-time body-riskers are looking to other fields, many becoming real estate salesmen, and others working as professional locally. They claim that where a stunt formerly brought from \$35 to \$100, there are plenty of unemployed willing to risk their necks for a \$15 check.

Most of the cliff-hanging boys sailed along alright last year due to the gangster cycle, since they bore the marks of their professions on their face and could pass easily as rod-carriers, but with the throttling of boom-boom sagas, they've fallen back to the old hit and miss existence.

Couple of the best known men are still sure of steady jobs since they are in demand by directors who have used them continually.

Main complaint of the stuntmen is that writers no longer think up elaborate or difficult tricks for them to do. Also, when used in westerns, there aren't the long location trips of a month or more, which meant checks that would keep them going for a long time afterward.

BILLY WEST RESUMES

Hollywood, April 25. Billy West, former short comic star, is making comeback in talkers. Just finished a part in "Competition."

Text is a role in "The Crooner," both pictures at Warners.

Hunting Thrills

Hollywood, April 25. Vera Oldham, one of the authors of "Chandu, The Magician," radio said to be made by Fox in August, left for Mexico on Saturday from San Pedro Saturday (23) to gather more materials and local color for the thriller.

She will be gone three months.

OVERNIGHT Weismuller In One Film Rates Bigtime Fan Mail

Hollywood, April 25. Johnny Weismuller, in one picture, has jumped into a leader in fan mail at Metro. He is receiving around 1,500 letters weekly. That's sensational nowadays. The women have gone for the Weismuller manly torso as exposed in "Tarzan." Weismuller's fan mail is not far behind Ramon Novarro's in volume. Novarro is Metro's fan mail barometer.

Known for years as a champ swimmer, Weismuller has burst upon the scene recently as a new discovery, although frequently photographed and a newsreel favorite for several seasons. He is the husband of Bobbe Arnst, musical comedy graduate.

Dressler Reports Daily At M-G Despite Illness

Hollywood, April 25. Marie Dressler's illness, reported in the industry and serious, is discounted by Metro. While it has been necessary for Miss Dressler to conserve her strength she is reporting daily at the studio.

Schedule has been arranged so that Miss Dressler does not have to spend over six hours in the studio daily. She is finishing "Prosperity" with Polly Moran.

When the picture winds up week after next Miss Dressler goes east for three or four weeks' vacation. Assignment on return is "The Old Gal," Frances Marion original.

Cricket and Casting

Hollywood, April 25. English actors on arrival here, after locating a place to live, make a bee-line for the cricket club.

It's the first social obligation of every genuine Englishman. Also proficiency in front of the wickets is a guarantee of accent to conscientious casters.

But not for long at the rate the native talent is going for cricket.

Seclusion and Mystery Buildup for Ex-Model

Hollywood, April 25. Radio is endeavoring to exploit Gwilt Andre, recently imported "perfect" cloth modeler, by emulating the Metro-Greta Garbo routine. Exes have forbidden her to talk to interviewers and are trying to surround the girl with an air of mystery.

Although not having as yet done any picture work she will be femme lead with Richard Dix in "Roar of the Dragon," now in production.

MARY PICKFORD RETURNS

Mary Pickford will return to the Coast in a week or so, giving up original intentions of producing "Happy Ending" in the east.

Illness-prevented scheduled trip to New York of Frances Marion, who was to come on several weeks ago to confer on story preparation with a view to making picture at one of the eastern studios.

MORRIS AT M-G-M

Hollywood, April 25. Chester Morris has been borrowed from Paramount for "Red Headed Woman" at Metro.

Picture will start as soon as studio finds a woman for the title role. It's been a long search.

DON COOK INJURED

Hollywood, April 25. Don Cook was painfully cut about the head Friday (23) when his auto crashed into a parked car.

After emergency treatment he was removed to his home.

Par Re-signs Scott

Hollywood, April 25. Randolph Scott has been given a new term contract at Paramount.

It will be the policy of the studio to groom him along fiery Cooper lines.

Jolson Wants Rent
Hollywood, April 25. Having collected in advance for his United Artists picture and lost the money in the market, Jolson is working grails.

"He thinks United Artists should allow him \$5 a day for room rent."

5,000 APPLYING WEEKLY FOR WB SHORTS

Some 5,000 weekly talent applicants formerly divided between the Paramount and Warner studios, in New York, have now drifted to the WB Flatbush shop since the shutdown of Par's Astoria plant. They stand a 25-1 chance of securing work with only an average of three days available weekly. This Warner studio is dedicated to the production of shorts.

Of the army applying, chorus girls and boys stand the best chance of employment. That's because WB is preparing to mostly produce musical shorts. Hence the jobbers have a 13-1 ratio over the dramatic people. WB aims to produce 160 shorts this year on a 52-week schedule of three shorts weekly. Only around 12 of these are calculated to be dramatic. The shorts are classified into three types—monolog, comedy and musical.

Warner is using something like 1,500 people before the camera weekly, or around 200-250 daily. Chorus girls from major Broadway shows get the first break in casting. Among the class "B" dancers are those who come from dancing schools.

PAR. PREPARES SUIT VS. VON STERNBERG

Hollywood, April 25. Given until today to obey Paramount's order to start "Blonde Venus" with the treatment the studio demanded, Marlene Dietrich, and Josef von Sternberg didn't show up at the lot.

Paramount is drawing up suit for damages totaling considerably over \$100,000 against director for salary and expenses devoted to the "Venus" story. No suit is contemplated against Miss Dietrich unless she refuses future assignment without "Von Sternberg."

Miss Dietrich wrote "Blonde Venus" with Von Sternberg approving, if not collaborating, but E. P. Schulberg ordered a new treatment to be written direct objected. Von Sternberg called in Jules Furthman for another treatment, which Fred Schulberg and started the row. Miss Dietrich then aligned with Von Sternberg.

Believed Von Sternberg left for New York Saturday (23), as he announced both his mother and father were ill there.

Garbo Won't Bite

Hollywood, April 25. Looks like negotiations between Warner and Garbo definitely cold, star refusing to consider all stories held out thus far as bait.

Foreign girl evidently intends to go through with her plan to return to Sweden next month.

Wheeler-Woolsey % Picture Waits at Col.

Hollywood, April 25. Columbia is hunting a story for Wheeler and Woolsey which move over on that lot upon completion of "Hold 'Em Jail" at Radio.

Comics' Col. deal is on a percentage basis with the town receiving nothing until after the picture's production cost has been returned.

AHERNE REFUSES

Hollywood, April 25. Brian Aherne, who was cast in "Barretts of Wimpole Street," has turned down a second Metro contract offer.

Coast Solvent but Less Serene As Payroll Fears Germinate

REQUESTS WB RELEASE Evalyn Knapp Leaves After Two Years

Evalyn Knapp has been released by Warners at her request by mutual arrangement. Agreement was made last week about a month before expiration of Miss Knapp's two-year term with Warners.

Miss Knapp was reported dissatisfied over slow progress with Warners. She started with WB in shorts at opposite end of the scale and was transferred to Hollywood for feature work.

Miss Knapp will go into the cast of "Sporting Widow" at Paramount. Placed by Bill Woolfenden.

Bow-Fox Deal Hinges On Rex Bell as Lead

Hollywood, April 25. Rex Bell, hubby of Clara Bow, may play opposite the redhead at Fox providing the deal by which Sam Rork hopes to bring Miss Bow to Fox goes through. Contract for Bell is reported one of the conditions under which the actress will go Fox.

Matter awaits arrival here of Sidney R. Kent. Fox heads like the Bow-Bell angle, figuring on exploitation possibilities of the couple.

Miss Bow would do two pictures on a guarantee of around \$100,000 each plus percentage. First is to be "Her Savage," by Tiffany Thayer.

Cagney Only Salary Insurgent, Says WB

Hollywood, April 25. Warners claims James Cagney is its only claimant to Holshovich with his demand of a jump from \$1,400 to \$3,000 weekly.

Studio says there's nothing to the claim. Marsh reported stand out for \$1,500 instead of \$400. She's said to be ailing; but to be okay when her next picture is called in about a month. Her elder sister is supposed to be urging the boost strike.

Joan Blondell, reported a third insurgent, is due shortly for \$750 instead of her present \$500, and according to the studio end has made no money kick.

Vivienne Osborne is off the contract list but WB indicates it will use her as a free lance.

No Westerns and Bonus Arlen's New Par Deal

Hollywood, April 25. Richard Arlen's new Paramount contract, signed last week, stipulates no westerns. That's what Arlen was after.

Actor and his wife cancelled their European trip and instead he's loaned to Warners for "Tiger Shark." Fanned price is considerably over his Paramount salary and Arlen gets it all as a bonus.

Mrs. Day Bankrupt

Los Angeles, April 25. Irene Day, mother of Alice and Marceline Day, former picture leads, has taken bankruptcy status for \$1,025 liabilities. Assets zero.

Mrs. Day's debts are mostly bills at Hollywood shops, led by Mag-nin's with \$397.

A RADIO SOCK

Hollywood, April 25. In altercation at Radio last Friday afternoon, Roland Brown, director, punched James K. McGuiness, supervisor.

Reported Brown objected to something McGuiness told Seznick.

Swanson's New Collegian

Hollywood, April 25. Second college man to obtain a writing berth at Radio, under the H. N. Swanson scheme to build an ex-collegiate studio crew, is Francis M. Cockrell arriving within a few days from New York.

He carries diplomas from Tulane and Columbia.

Hollywood, April 25. General situation has been daily pushed his way into Hollywood drawing rooms. And the film colony, which has been receiving salary checks with a regularity that would drive a New Yorker back to expensive drink, is casting apprehensive eyes at a gentleman who previously was writhed in a pleasant fog mythological.

Here's one of the reasons why Hollywood wouldn't believe anything: If a clerk is drawing \$18 weekly, a 20% cut moves him down to \$14.40 and takes bread out of his mouth. The same percentage cut on a \$1,000 picture salary leaves \$800 weekly and doesn't mar a fairly perfect climate.

Salaries—quite respectable salaries—pour into Hollywood, but uneasy lies the town. Some day somebody will become tired of mailing those payroll checks west every week.

And then what? What, indeed!

Social Strata Most Apparent In Mob Workers

Hollywood, April 25. Class distinction among the extras is more marked than among the big shots, although these days a mob worker is in the gravy if he can average a New York salary. Let an extra graduate into bit parts, even though for spots few and far between, it's daggers if he is referred to as an extra. He rates himself a real actor and if he takes any succeeding parts in the mob it's because of "the toughness of the times."

Indicative of this was an incident the past week when a studio publicity department lined up a number of mobbers for a still to be captioned "perfect extras." Picture couldn't be taken because those the p.a.'s considered perfect had occasionally played bit roles and they wouldn't go for the "extra" label.

Same thing on the day check angle. Those who get \$10 for their work will be found clubbed together on the sets between camera shots, disdaining the \$7.50 a day rate. In turn won't associate with the \$5 and the \$3.50 atmosphere.

It's a real "Cabot and Lowell" proposition all around, even though equalling a shopgirl's wages these days is a feat.

Helen Meinardi's Play
Hollywood, April 25. Helen Meinardi, writer, has left Metro. She is eastbound with new play.

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No Opportunity to Develop Garbos or Chaplins Worries Producers in Dickstein Bill

Hollywood, April 25.
Passing of the Dickstein bill in the House which would bar alien actors unless they have shown unusual talent, is now occasioning concern not only among foreign born players who fear they might be sent back, but also among producers who would be denied an opportunity to grab potential talent that might be overlooked by European producers.

While introduction of the bill brought about agitation among the foreign-borns it wasn't taken very seriously by the producers, who felt the bill wouldn't get by the House. Now the fear is that the bill will pass the Senate and eventually become a law.

Worries of the producers are based on the fact that many in the present crop of popular names are foreign born, and had such a law been in effect these stars would have never been permitted to reach their present b. o. standing.

It pointed out that among the foreign money makers only Maurice Chevalier could have had a chance of getting into the country on the "exceptional" basis, while such a ruling probably would have kept out such present outsiders as Charles Chaplin, Marlene Dietrich, Greta Garbo, Ronald Colman, Clive Brook, Victor McLaglen, Josh Herscholt and others now in the money, who were strictly developed in America.

Preparing for the possible passing of the Dickstein bill to bar all but "exceptional" foreign players, Metro and Fox are reported to have started a European talent hunt for foreign versions to be made here during the year.

George Kahn, in Europe on Metro's foreign production for six months, will not return until getting sufficient players to use in the studio's head-bubbling scheme. Kahn was ready to leave for home when receiving the new reports. Among the players wanted is an actress to talk for Greta Garbo in German version.

John Stone, former Fox foreign head, is said to have left for Europe with Sol Wurtzel to collect a stock company for foreigners to be made by Fox this year.

It is pointed out that if Hollywood studios should want to go in heavily for foreign production it would be difficult to get enough players locally. Most of the earlier imports have returned home, or left Hollywood.

HAYS OPPOSES FILMS' EXHIBITS AT CHI FAIR

Will Hays is advising against the film industry participating in the World's Fair next year. Despite this, however, some of the major companies have had the matter under consideration for the past three weeks. One concern is considering taking an entire company to Chicago to shoot a picture there.

Hays' view is that the industry cannot afford extravaganzas just now and that an exhibition at the fair on any large scale would mean little and cost the industry much.

Independent of the film industry, a Chicago group, is promoting a Hollywood exhibit for the World's Fair. Calling themselves the Chicago-Hollywood Corp., these men have announced a \$100,000 potential investment including a replica of Hollywood, even an exhibition at the fair on any large scale would mean little and cost the industry much.

The officers are Roy Woods, president; Sperman Lewis, v. p.; Judie John Shabara, treasurer; A. R. Shaffer, secretary; Milton E. Kilne, second v. p.

PEMBERTON IN, AUSTER OUT
Macabre Pemberton, playwright and art critic, is set to replace the enigmatic writer in the department, charged with watching local play production.

Idlin Auster left the Radio story dept. last week.

A Supervisor

Hollywood, April 25.
Slight resemblance of the leading character in "Faith" to A. P. Giannini, dominant figure of the Bank of America, caused Columbia to submit the script of the story to the banker for comment. Studio has announced that he was the inspiration for the bank film, which takes in the present economic situation.

Giannini only asked for a few changes. One of them was a request to Walter Huston, who plays the character, to add to a line reading: "People are hoarding their money in banks" the words "and tin cans, socks and other places."

AYLESWORTH IN FAVOR OF MORE ADV.

First intent of M. H. Aylesworth as president of Radio picture and theatre interests is to increase all advertising. Aylesworth is credited with the belief that show business to him is a combination of good entertainment and enough advertising to get the world know it is good. Instead of ordering further cuts in Radio's advertising, Aylesworth thinks that it is now insufficient and that it will be increased. It is known, however, that in some phases Radio's advertising could not be further reduced.

PAR TO DEFER A VOTE ON STOCK REVALUATION

Paramount-Public stockholders are slated to meet today (Tuesday) on postponement from last Tuesday. The directors do not meet until May 9.

In addition to passing on a stock purchase plan for six executives, in lieu of bonuses under their contracts, a profit-sharing scheme for Paramount-Public employees will be submitted.

There's a chance that the stockholders' meeting may be postponed a second time owing to the difficulty experienced by the company in securing the required quorum of 51% of the stock necessary to hold the meeting. Up to Monday, proxies for 47% were received. Meeting, originally scheduled for April 19, was postponed at that time for the same reason.

Regardless of conditions, "it is most certain that the matter of reducing the stated value of common stock of par to \$10 per share will not be taken up today, even if the meeting is held."

John Hertz and Sam Katz leave for the Coast respectively, Wednesday and Thursday (28) to look over the studio and attend the convention. Hertz, chairman of the company's finance committee, will be gone around three weeks.

'Robot' Owner Restrains Inventor's New Version

Los Angeles, April 25.
Permanent injunction against a wheel-spinning plot-finding device put out by Wycliffe A. Hill for \$1 has been granted Ernest E. Gagnon, who has the rights on Hill's more elaborate "plot robot" selling for \$1. Hill is restrained from making or selling "Robot" or anything else imitating the "Plot Robot," or from communicating with any of Gagnon's actual or prospective customers anywhere in the world.

Hill and Gagnon are still in litigation on other aspects of the mechanical device to story plots. Original device calls for spinning a disk to find key numbers giving various situation and character combinations.

TWO-WAY TRIM

Skouras Installs Gym to Keep Fit for Trimming

Hollywood, April 25.
Charles Skouras is keeping in trimming shape with the aid of a private gymnasium that has been built in an office adjoining his own at Fox West Coast headquarters. Cost of installing exercising apparatus and value of space occupied for the gymnasium not reported.

First official act of Skouras upon taking over Fox theatres was a 10% wage trim for all employees.

Radio's Indie Plan Will Be Launched With 3 Producers

Radio's independent production plan will be launched with three producers. Final negotiations are expected to be closed this week for Joe Schmitzer, Harry Darnour, and J. G. Bachmann to inaugurate the idea.

Matter of J. J. McCarthy assuming direct charge of this indie scheme for Radio also comes up for decision early this week. It favorably passed upon McCarthy will probably leave for the Coast immediately. Appointment rests with R. B. Kahane, president of RKO-Radio Pictures.

With Radio's indie disciples to be spotted at the Pathe studio in Culver City, McCarthy's duties would include selection and sanctioning of these producers, passing upon stories, casts and generally guiding the venture for the company. Radio will split costs and profits with these individual units.

Pettijohn Will Clarify Film Board Statement

As two men can live under the same roof and not be related as can one organization receive mail at the headquarters of another, retain the same lawyers, and be maintained by some, if not all, of the same members. That, according to Charlie Pettijohn is how the Film Boards of Trade are related to the Motion Picture Producers and Distributors of America, Inc.

Gabriel Heas, Pettijohn's assistant, was the first to testify that the Film Boards and the MPPDA are not related. He made this statement in a deposition taken last week in the York Bar Association building for the action brought in Cleveland by the Cleveland Motion Picture Theatre Owners' Association. This suit charges discriminatory practices on the part of the Hays organization and features an allegation that the film boards and the Hays body are one and the same.

Pettijohn was scheduled to make his statement yesterday (Monday). He announced before the hearing that he would justify his position as head of the Film Boards and chief counsel for Hays on the basis that a lawyer has the right to take as many clients as he can handle. Pettijohn admits that the Film Board in New York is registered in his own name while half of the 31 other boards in as many exchange centers are incorporated under different titles.

Metro-Guild-Earth

Metro is dickering with the Theatre Guild to back the latter's legit production next fall of "Good Earth" as dramatized by Owen Davis and his son Donald, from Pearl S. Buck's best seller.

In so doing Metro would acquire the film rights to the play as was done with "Grand Hotel." Nothing has been closed on the Metro deal.

DROPPING LOU MAREN

Hollywood, April 25.
Lou Maren, ZKO theatre contact man at the studio, will go out in two weeks to study for a house. Advertising department of RKO will make its studio contacts through the regular publicity department.

Govt. Control, as Distribution Bugaboo, Now Officially Ended

Dowagers' Inning

Pasadena, April 25.
Wealthy Pasadena family in the social blue book accidentally witnessed a stag picture when some joker from Hollywood substituted the reel in place of one showing the head of the family on a bear hunting trip. Before a gathering of friends, the host ordered the home projector turned on. It took only a few feet to show the society audience what kind of picture it was seeing.

When the host stopped the showing, his friends let out plenty of complaints. They wanted to see the film through. So the host asked the ladies to step out, showed the picture to the gentlemen, and later had a second showing for the dowagers.

Filmdom's big distribution worry during the past four years, government control, is officially declared ended. The Brookhart bill, which realized its inception then, and which since, has been the only measure embodying this legislative dictatorship, is seen as killed automatically with knowledge of the government's refusal to appeal from the Federal Court decisions unanimously legalizing block booking.

Major companies now openly agree. About the heads of the indie exhibitor group, Allied Exhibitors, and former member of the Federal Trade Commission, which had considerable to do with the government's suit against block stand, as inspiring much of the material which Senator Brookhart incorporated in his bill.

Even if the government now decided to enter a new suit, it would be at least five years before the highest court could review court records which exceed 50,000 pages of testimony.

Contrast

The Brookhart bill is held up by film lawyers as directly contrary to the decisions legalizing block booking and from which the government's suit sprang. In essence the bill for government regulation of the film industry, introduced in 1928, declares in its own language against "blind booking" and "block booking" of copyrighted motion picture films and by prohibiting the arbitrary allocation of such films by distributors to theatres in a city or by other distributors have an interest in the picture, and by prohibiting the arbitrary refusal to book or sell such films to exhibitors in which they have an interest.

In addition to the producing interests, the big independent groups of theatre owners are divided. The MPTOA, as the largest national body, and the TOCC, single unit, both are on record as opposed to government control of the industry.

TEACHER FILMS FOUNDATION FORMED

What is designed to be the first intermediary between educators and the film industry for the promotion of visual education took shape this week with the launching of the International Film Foundation. With the establishment of the organization, also developed the fact that Fox has terminated its own visual education department, for the advance of which, during the past two years, it has expended nearly \$400,000.

While International is the creation of those who were active in the Fox visual department, and while its first feature, length picture, "The Cry of the World," is largely a composite of Fox-Hearst newsreel clips, the claim is made that the Foundation will function strictly as a non-profit unit so far as future visual activities are concerned.

A Prof. as Pres

Professor Wallace Atwood, who made several of the Fox educational shorts (which have not yet been generally released because of royalty difficulties with Western Electric) is president of the Foundation. During the week he will complete the naming of a directorate which will embrace representatives for every educational branch.

Mrs. George Hays, executive secretary for the Foundation. For the past six months she has been especially active among women's organizations in spreading visual propaganda.

The neutrality of the Foundation, according to Mrs. Bangs, is chiefly attested in that the visual department of the National Educational Association has recorded approval of the new organization.

"The Cry of the World," which was compiled and edited by Louis de Rochemont of the Fox-Hearst newsreel department, is the property of the Foundation, latter having paid for the negative rights to the same.

This feature, which is being depended upon for most of the Foundation's initial financing, will be released through national channels. At the same time the Foundation is privileged to sell non-theatrical rights. Picture is slated to open the Vanderbilt, New York, at \$1 top on May 3.

Ray Rockett Requests Bankruptcy Discharge

Los Angeles, April 25.
Ray Rockett, who got a bankruptcy referee to try throwing out \$160,000 in frozen assets to cover \$117,258 liabilities last November, has asked for his discharge.

Creditors are notified the hearing on discharge will be held July 11.

FARNOL STAYS WEST

Hollywood, April 25.
Lynn Farnol is to have a house on stay until September. He will handle all Goldenwyn publicity.

Harry Brand returns to the Joe Schenck payroll.

LUNT-FONTANNE-MGM DEAL IS ON AGAIN, IF—

Deal between Alfred Lunt and Lynn Fontanne and Metro for four more pictures, which broke off over a month ago, is on again, but the Lunts still want complete say-so on the pictures. Fair meantime is receiving scripts sent them by Metro.

Another sore point with the actors developed out of their previous Metro production "The Guardsmen," when making that talker, was the enforced idleness around the lot for several days before doing anything. Then, when production started, the Theatre Guild pair worked 12 and more hours daily.

Metro bought "Reunion in Vienna," in which the Lunts are appearing for them as a talker, but it's stated that should the pair sign Metro won't use "Reunion" as their second film in the new contract. Reason is that both "Guardsmen" and "Reunion" are sophisticated stories. Studio wants to net off the high horse story vein to build popularity.

Writers Prepare Suits Against Henigson-U

Hollywood, April 25.
Dispute as to whether Universal let Patrick Kearney and Martin Mooney, of the writing staff, out for not delivering or communist tendencies headed for the courts.

Authors have instructed their attorney, Everett C. Ball, to enter damage suits of \$100,000 on behalf of each. Expected to be filed tomorrow (Tuesday) or Wednesday. Suits are against Henry Henigson individually and Universal.

Speech by Martin Mooney on labor conditions at Boulder Dam, which he had been to make by Patrick Kearney, had nothing to do with the severing of their writing contracts the following day by Universal, according to Henry Henigson.

They were let out, he said, because they delivered nothing on paper. Assignment had been a story about the dam.

LOWE EXECUTIVE UP

Dual Film Tenacity Insures Them Market Indefinitely, Say Indies

Hollywood, April 25. Counting on the Frankenstein grip of double features to hang on for years, the independent producers are gaining confidence in their market holding out indefinitely. Indies have seen every exhibition movement to curb double featuring blow up.

Quality of their pictures is secondary. Twin features, to the small producer, is practically an insurance policy that his pictures will be needed.

Fox-West Coast's recent attempt to eliminate double features busted when indie exhibitors called the circuit's bluff on fake preview. This close-to-home example heartened the miniature bankroll boys. Not until depression is past, they think, and prosperity has dulled the bargain instinct, will two-pictures-for-one die out.

Studio Men Say 'Hotel' Must Quadruple Garbo Net Biz to Justify Cast

Hollywood, April 25. Some studio men claim Metro will have to reap the net of four ordinary features out of 'Grand Hotel' to warrant its star orgy. Missing three films to be compensated for are those Metro could have been making with Joan Crawford, one of the Barrymores, and Wallace Beery had 'Grand Hotel' been left for Garbo to carry.

Estimates now of the \$970,000 production's possible gross are around \$2,000,000, providing the road showing is not unduly prolonged. Studio wanted a \$10 opening for the Chinese here but Sid Grauman declined to the customary \$5.

Film men also point out that wherever 'Hotel' plays there will be no opposition, the picture taking everything and probably soaking other theatres' grosses accordingly. Which is apt to include several Metro pictures as well.

WB TALKS PART TIME OPERATION ON COAST

Hollywood, April 25. Jack Warner and L. E. Halper, Warners' West Coast theatre operator, in conferences today (Monday) on advisability of putting a number of houses on part time schedule.

Warners' Whittier has started on Friday to Sunday operation last week.

Max Shagrin resigned Saturday (23) as associate with L. E. Halper in operating Warners' West Coast theatres.

He leaves Halper in complete charge.

Radio Wouldn't Settle, So Rothacker Returns

Watterson Rothacker's return trip to the Radio studio on the Coast, in charge of business affairs, is believed to be because RKO-Radio wouldn't meet his settlement terms.

Rothacker has a six months contract with the company at a reported figure of \$1,500 weekly. He is said to have asked \$30,000 to scrap the paper. Subject of settlement came up on the RKO board. B. K. Bahane, now RKO-Radio president, was out there. Understanding is that Bahane, at the time, recommended that it be paid.

Oldknow Resigns

Hollywood, April 25. Oscar S. Oldknow's resignation as Fox West Coast's executive vice-president became official on Saturday (23). It had been expected for some time.

Skouras' latest appointment is Frank Christie as booker of the northwest territory.

SHEEHAN SAILS, COAST RETURN IN JUNE

W. R. Sheehan sails on the Levitan tonight (Tuesday) to be gone until late next month. His additional two months leave of absence from Fox is up early in June at which time he will return to that studio. Extended vacation is expected to clear up a slight sinus condition.

Current intimation is that Sheehan will keep an eye peeled for material while on the other side. He goes direct to the boat after spending a few weeks on a health farm near New York and intends visiting London, Paris and Berlin.

Stone Probably Joins Wurtzel at Fox June 9 On Sheehan's Return

Hollywood, April 25. Another job at Fox, and all his back salary, may be handed to John Stone, former head of studio's foreign production. Stone and Sol Wurtzel are reported to have been on the same boat going to Europe. Their return date, June 9, coincides with that of Winnie Sheehan to Fox in partial, if not complete, authority. Wurtzel received a new Fox contract before sailing.

Stay of Richard Rowland, now Fox production head, is up in the air.

WANT A. J. BALABAN BACK ON B-K HOUSES

A. J. Balaban, vacationing for some time in Europe, has been requested by Sam Katz and his brothers to return to his former post with Public-Balaban & Katz in Chicago. Balaban has not known to have answered one way or the other as yet.

B. K. Bahane, Public's most profitable subsidiary, has shown a stiff business drop the last three months. It is felt that Balaban, through his past experience as head of that circuit, could bring about an improvement. His name recently came up as possible operator of the Roxy, New York, but is said to have rejected that proposition.

JOE JOHNSON SETTLES

Hollywood, April 25. Joseph Johnson, first victim of the Fox contract repudiation move, has agreed to a 50-50 compromise on his claim. On Friday (22) he obtained a cash settlement of \$49,600. Settlement included the withdrawal of his \$300,000 conspiracy suit in which E. R. Tinker, D. E. McIntrire and other Fox officials were individually served.

Johnson will leave for New York in a few days to resume politics, having accepted a position in the city government offered him by Mayor Walker.

TO SAVE GENERAL SALARY SLICING

Plan for Those Drawing Over \$50,000 a Year to Donate 2 or 3 Months' Services—Includes Studio Heads—Will Ask Contract Talent to Take a Cut—Don't Want to Undermine Morale of Low-Metro Personnel

EFFECTIVE MAY 15

Loew, Inc., is on the brink of adopting a plan whereby all high salaries executives will donate either two or three months this summer without pay. The scheme is to circumvent any pay envelop slashing for the rank and file of both the Loew and Metro organizations.

It is the first known move of the kind ever made by a major company in the picture business and, perhaps, in any other line.

Decision that officials should take the necessary financial slap rather than the employees was promulgated in the east soon after N. M. Schenck's trip, which cost a few weeks ago. It includes all men drawing over \$50,000 a year within the company and is due to go into effect May 15. But one point remains to be settled, this being whether the non-salary period shall extend over a period of two or three months. If for three months it amounts to a 25% cut for the high salaried individuals concerned.

List of executives who will forfeit their wages includes besides Schenck, president of Loew's, such officers as David Bernstein, treasurer; E. M. Schiller, theatre operator; L. B. Mayer and Irving Thalberg on the studio end; C. C. Moschowitz, vice-president; Arthur and David Loew; J. Robert Rubin, vice-president of Metro and general counsel; Felix Feist, sales head; Lep Friedman, general counsel for Loew's; Major Bowes, and also production supervisors at Culver City.

15 or 20 Concerned

Around 15 or 20 men will be among the volunteers which, on a three month basis, will save the company the equivalent of a 12½% cut throughout the organization. It is thus deduced that Loew's executives, during the coming year, will save \$50,000 as annual salary comprises 5% of its payroll exclusive of contracted screen talent. Contract players and directors are not concerned in this non-wage plan but will be asked to take a cut. Some figure the move as a whole will be the equivalent of a 15% general slash. These men, having bonus arrangements are understood to have waived on them.

Loew's interpretation of this economy move is believed to have been arrived at or the theory that to order a general cut would be to undermine the morale of employees, take away their incentive and thereby hurt the effectiveness of its man power. This, after full observation, Loew's is desirous of avoiding.

Loew is admittedly the highest geared film company in the business for production. Trade estimates on the average cost of a Metro feature have seldom been given any credence if figured below \$40,000 with some approximations running as high as \$60,000. The Coast colony for the past couple of years has always accepted that Metro must write off around \$168,000 against any full length picture before it starts due to carrying charges. Metro studio's disinclination to take any steps which would lessen the quality of its product has had much to do with keeping up the high production cost. Hence, the decision that executives should themselves shoulder

Roxy Is Now Top Theatre Loser; Meet This Week on Policy, but Won't Pick Operator Till Refinanced

Bill Fox East

Hollywood, April 25. Ending his stay of a month, William Fox leaves for the east in about a week, going in his special car.

He has done little business while here, most of it being conferences with lawyers.

PAR, WB CARRY SALARY CUTS FURTHER

A third salary cut for Paramount Public, amounting to 5% on all salaries up to \$50 and on first \$50 for all earnings more, becomes effective May 2. Saving annually to P-P amounts roughly to \$3,000,000.

Warner Bros. second salary cut of 10% becomes effective this week. The first cut by WB was at the same percentage.

Over and above the new salary reduction, Paramount-Public will realize an unestimated saving through a forced vacation of two weeks. Actually amounting to a layoff, Par will deduct a week's salary from the envelopes of all employees June 6 and another July 9, regardless of when personnel elects to take the fortnight's vacation.

The layoff, when computed on a yearly basis, is equivalent to a 4% cut. For the top-salaried executives in the company, vacation plus the third cut, amounts to a total dent of 44%.

Paramount was the first of the major picture organizations to effect salary reductions, and is the last company so far entering upon its third slice.

Last summer most of the department heads were denied a vacation. They are not expected on the enforced rest this year.

Fox-Movietone last year forced a layoff of a week every month in lieu of added salary cuts or staff reduction. That layoff period has now come to an end.

Kennedy in Hollywood Overlooks Show Biz

Hollywood, April 25. Joe Kennedy, in Hollywood last week, was supposedly here on banking business, not show business.

Kennedy says he's turned down a picture proposition or two and doubts if he'll ever dabble in amusements again.

Kennedy was accompanied by Ted O'Brien, ex-Pathe sales manager, and Arthur Houghley, New York legit manager.

The first salary cut Loew's has invoked will obviate any drastic curtailment on general salaries for the time being while aiming to fully establish confidence of the personnel in their leaders.

The Roxy theatre at present sizes as the top deluxe house loser in show business. Its average net loss weekly is running \$15,000 or over. This is additional to a \$4,000,000 investment in the house by Fox Theatres.

Directors of the Roxy Theatre Corp. will meet weekly (24) to determine new operating policies. Up to Monday (25) nothing definite along this line had been shown. It is doubtful if a showman operator will be named. Those whose names have been up are not available, although the aim is to secure Sid Grauman from the Coast. A. J. Balaban, who was mentioned but rejected the proffer. Spyros Skouras is handling this end. He is acting for Hayden-Stone, downtown bankers, through Richard Hoyt, who now sits on the Roxy Board.

Meantime, S. L. Rothafel (Roxy), former head of the theatre, has stepped in to advise on operation. For the present, however, the theatre is being governed by an operating committee of three: Harry Kosch (president), Col. Robbins and Charles Griswold. The trio are directors of Roxy Corp. This committee was named after Rothafel visited the theatre at the invitation of Kosch, former Roxy theatre counsel, and gave the staff a pep talk. Rothafel is now with RKO.

\$70,000 Nut
In cutting the theatre budget, which will be done, some of the current stage talent will probably be dropped. The budget has already been snipped \$2,000 weekly by Kosch and he expects to show the board next week how an additional \$3,000 can be shaved. House net currently is near \$70,000.

Under Rothafel's management the net averaged around \$75,000 or more. He personally drew \$3,000 weekly as managing director. Under the Arthur management for Fox this weekly overhead was reduced to about \$68,000 including film rentals.

Both Kosch and Robbins are primarily lawyers, each represents a downtown group. Griswold, formerly house manager, seems to be acting as a general manager of the house at present. Looked upon as Rothafel's protégé. There has been some talk of Griswold going to Radio City with Rothafel.

Product for House

Fox Films has no money interest in the Roxy. Neither has that company a film interest. It's film booking franchise expired a few months ago. Since that time this franchise has not been renewed. The angle is that there is a gentlemen's agreement to show Fox films here.

Another angle, of course, is that there is no other major film product available for the house. Although Fox Studios, both Chase and Halsey Street, Co., bankers, became interested financial partners in the Roxy. Since the house got into difficulties both the Hayden, Hayden-Stone and Read firms have also stepped in. To all of these the principle object involved is how and who will refinance the second mortgage of the theatre. Something \$1,500,000 becomes due this way July 1.

Either one or both of these financial companies may undertake this refinancing. Both currently are represented on the Roxy board. Until that matter is settled it is unlikely that an operator will be selected.

Cut B & K Dividend

Chicago, April 25. Last quarterly dividend of Balaban & Katz corporation was declared at 37½ cents a share on the common stock, marking a reduction of \$1.50 an annual basis. B & K common paid \$3 a share up to the last quarter.

Academy Asserts Authority on 6 Months' Waiver—Now Doomed

Hollywood, April 25. Academy's participation in the general opposition to the recently created producers' agreement on talent is an indication that the pact will either be abandoned or else be revised to meet with the approval of the several employ groups which claim the covenant extremely inimical to their interests.

Present status, following the meeting of the Academy board of directors, is that a committee representing leaders in the several branches of the industry will hold meetings to obtain the official viewpoint of studio workers to the pact, and then will make recommendations to the organization.

Industry verdict of the agreement, so far as the hired groups are concerned, is a foregone conclusion inasmuch as each unit of the Academy has set in motion on the paper and roundly criticized it.

Producers'ceptive
It was to hear these various group reports that the board sat. That three producers—Irving Thalberg, B. F. Schulberg and M. C. Leves—on this board, and voted for further inquests, is considered the tip-off that the producers are willing to listen to reason on the future status of the agreement.

Fallon stood in danger of splitting the Academy wide open. The four groups, other than the producer unit, felt that the latter were insincere in signing an agreement without the approval of the other groups, and was contrary to the basis on which the Academy was created—to settle all problems of production; relating to studios and employees.

FALLON'S DAUGHTER'S LIBEL SUIT ON WB FILM

Syracuse, N. Y., April 25. Perry Spencer, manager of Warner's Strand here, was arrested Saturday on a charge of criminal libel against the late William J. Fallon, New York criminal lawyer, on a complaint filed by Ruth Fallon, 18, daughter of Fallon, and step-daughter of attorney Dennis P. Nash, of Syracuse, who married Fallon's widow two years ago. The life of Fallon allegedly is the basis for the picture, which was adapted from the stage play of Frank J. Collier, former Syracuse attorney. Letters sent by Spencer to local attorneys inviting them to witness the picture and describing it as "taken from the life of William J. Fallon" form the basis for the libel action.

Associated with Nash as counsel is the firm of Bond, Schoenack & King of Syracuse, indicating a finish fight. Members of the firm are George Bond, regent of the University of the State of New York; Edward Schoenack, former Lieutenant Governor, and Clarence King, Republican boss of Onondaga county.

Spencer, a newcomer here, allegedly was unaware that Mrs. Fallon was the former Mrs. Fallon and sent one of the letters to Nash. The latter retained the letter and guest tickets, and paid at the box office to see the film before starting action as guardian of Ruth Fallon.

Spencer, through counsel, demanded a jury trial in police court today and upon presentation of an affidavit to the effect that general counsel for Warners would not be present, the case was put over until May 6 for trial. Attorney Stanley Friedman of New York will direct the defense at that time.

Seizure of the Strand print was directed by Judge Leo Yale at the request of assistant district attorney Homer V. Walsh. While police waited at the theatre this afternoon to take the picture, local attorneys for the theatre were prepared to ask for a Supreme Court injunction. That failing, it was said the print would be surrendered but another print immediately substituted.

PATRICIA'S EDUC. SHORTS

Tom Patricia leaves for Hollywood in a few weeks. Patricia will make a number of shorts for Educational.

Strip Garment Auction In Publix's First Run

Minneapolis, April 25. Stripping off inference of seamstress has spread from burlesque to Publix loop houses. As an added attraction every Tuesday night, the Aster is advertising Sam Harman's Vaudeville Revue and Auction. As explaining the auction, read: "Everything goes to the highest bidder, including all the garments sold piece by piece from a pretty girl model."

Burlesque houses here have used similar stunts from time to time and not long ago the Minnesota employed a featured dancer direct from the Gayety, burlesque site.

FOX-HEARST LEAD APRIL NEWS SCOOPS

For the first time in months there is a wide difference in scoop clips among the four major news-reels. During April Fox-Hearst stepped way ahead. While none of the beats in any of the reels were exceptional the rating finds F-H with 4, Pathe 3, Paramount 2 and Universal 1.

Fox-Hearst
Lindbergh workers interviewed. Interview with Reed Harris, Columbia Editor. April Fox-Hearst stepped way ahead. While none of the beats in any of the reels were exceptional the rating finds F-H with 4, Pathe 3, Paramount 2 and Universal 1.

Paramount
Broadcasting heart beats. Lindy relatives interviewed. Jacksonville fire.

Universal
Parachuting a plane. Shanghai peace conference ends. First wooden money town.

More 'Hotel' Dates

Not included under the season's contract for the Metro program as one of the Garbos embraced, "Grand Hotel" will be marketed separately. M-G this year reserved the right to designate three pictures of any of its stars for any sale disposition it desired. This is the first.

With seven road showings previously lined up, new dates and houses, many of the latter leg theatres, are: April 29, Princess, Toledo; Regent, Rochester; Grand Central, St. Louis; Melba, Dallas; Kirby, Houston; April 30, Strand, Los Angeles; May 1, Shubert, Cincinnati; Ohio, Cleveland; May 2, Elgar, Buffalo; Royale, Alexandria, Toronto; 4, Straud, New Orleans; 6, Texas, San Antonio; Liberty, Kansas City; Paramount, Denver; Century, Minneapolis; Garrick, Duluth; 7, Ohio, Indianapolis; State, Omaha; Victory, Salt Lake City; 8, Wilson, Detroit; 13, Riviera, St. Paul; 22, His Majesty's, Montreal.

Brandt Will Distribute Bachman's Six Features

Hollywood, April 25. J. G. Bachman went to New York by plane last week to make arrangements for the distribution of six pictures he will produce. New releasing organization being framed by Brandt will handle the pictures.

Bachman's last picture, "The Secret Witness" was distributed by Columbia.

Louis Sorecky, former major studio producer, is also going independent with four feature productions this year.

Bennet Co. B't'pt

Hollywood, April 25. Spencer Bennet Productions, Inc., asked to be declared bankrupt last week. Schedule of debts and assets to be filed later.

Firm was incorporated last September by Nicholas B. Harris, Spencer Bennet, R. D. McCormick, David H. Brown and George B. Rogan, with capital stock set at \$100,000.

1st Runs on Broadway

(Subject to Change)
(Week April 29)

Paramount — 'Behind the Mask' (Col.).
Roxy — 'Trial of Vivienne Ware' (Fox).
Capitol — 'Lettie Lynton' (Metro).
Rivoli — 'Miracle Man' (Par) (2nd week).
Strand — 'So Big' (WB).
Winter Garden — 'Mouthpiece' (WB) (3rd week).
Rialto — 'Wet Parade' (Metro) (2nd week).

Week May 6

Paramount — 'The World and the Flesh' (Par).
Roxy — 'Young America' (Fox).
Rivoli — 'Miracle Man' (Par) (3rd week).
Winter Garden — 'The Mouthpiece' (WB) (3rd week).
Rialto — 'Wet Parade' (Metro) (3rd week).

\$2 Pictures

'Grand Hotel' (Metro) (Astor) (3rd week).
'Symphony of Six Million' (Radio) (Gaity) (3rd week).

Foreign Films

'El Chateau' (Par) (French) (5th Ave) (4th week).
'Liebeskommando' (Super-film) (German) (Europa) (26).
'Ein Prinz Verliebt Sich' (Terra) (German) (Hindenburg) (28).
'Trapeze' (Brecher) (German) (Little Carnegie) (30).

Sign Writers' Strike Continues; 3 B'way Deluxers Are Bombed

Sign writers' continuing on strike, are meeting Thursday (2) to further consider the situation. Meanwhile a settlement is not looked for. Chain clerks believe that the sign writers who work in the theatres are amenable to a cut to end the present walkout but the men who are interested in the outdoor end, representing around 75% of the membership, refuse to okay anything in that direction.

During the past week, ink-splashing was succeeded by stench-bombing in several Broadway houses, including the Astor, Gaity and Strand.

Spectaculars, tinamiths and sheet metal workers who are concerned in sign work for theatres returned earlier in the week, this making it possible for houses to put up signs, make changes, etc.

Poolings and Closings

By Chains for Summer

That pooling arrangements between the main chains, such as effected in Memphis for what is characterized as mutual benefit of Publix, Loew, RKO and Warners, may be worked out in other keys is considered likely, but at the moment none are under way.

At the same time, leading chain operators declare that the thought of closing up deluxe houses during the summer on their own initiative or by agreement with competitive chains, has not been broached. General opinion is that while some may be losing money now, darkening them in view of heavy rents, film commitments, etc., would mean a greater loss in the long run.

Public for a time considered closing the Paramount, Toledo, but instead will experiment with policy in that key, one of America's poorest show towns. Last week house tried double feature, but this week goes back to singles and from time to time may add stage attractions.

Number of closing among less important theatres, notably in towns where chains have more than one house, will be about the same as last year, from indications.

'Devil Passes' For Metro

Hollywood, April 25. Metro has acquired the film rights to Benn Levy's play, 'The Devil Passes'.

Sale figure has not been reported.

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.

'Bitter Sweet' Lead

Jeanette MacDonald almost certain to do "Bitter Sweet" for Fox. Actress is satisfied with studio's latest offer.

Cameramen's Tax

Cameramen's union wants to change its self-imposed 6% relief tax to one of 3% from salaries of assistants, 5% from second, and 7% from first cameramen. Musicians have a 2% tax, while other theatrical crafts have assessments up for consideration.

Active Studios

Studios are in a production sprint to wipe up last year's programs and catch up on schedules. Fox has six in work, heaviest production in half a year. Paramount will reach 10 simultaneously filming in next two weeks. Radio has seven on its call sheet board.

Teddy Joyce at WB

Teddy Joyce, m.c. is here from New York for Warner's "Crooner." Allen Vincent, imported from N. Y. for "Blessed Event," will simultaneously do a part in "Crooner."

Junior at Universal

John M. Brown, m.c. of the Metro writer, is at Universal on a six weeks' contract to write "Bless You, Brother," evangelist tale.

Delayed Autopsy

Free-for-all autopsy on the picture his sponsored by the Academy, has been postponed to May 2 by delay of Sidney R. Kent in leaving New York. Kent will have a big part in the conference.

Phillips' Finish

After a year on contract, Howard Phillips was let go by Fox. Legit actor was brought here for "Over the Hill" (Fox).

Mexican P. A.

Charles Vanda, succeeds Hal Reed as press agent for "Hit the Air" at the Music Box.

Rubie Welch's Idea

Rubie Welch has been booked by Fanchon & Marco. His "Home

F. P. CANADA'S 1931 PROFIT \$2,478,721

The 1931 annual report of Famous Players-Lasker, for the fiscal period ending December 26, 1931, shows a profit, before interest depreciation, and income tax provision, of \$2,478,721. Balance carried to surplus after these three charges, was \$282,105.

In the subsidiary group, including Mansfield, Hamilton United and Eastman, the latter two were able to add to their surplus, while Mansfield showed a moderate decline.

Figures throw an interesting light on theatre-going trend in past 16 months. During the full period, from August 30, 1930, to the end of 1931, F.P. Can. increased its surplus by \$395,859. During the four months from August, 30, 1930, to the end of 1930, surplus was increased by \$320,202, leaving a balance of \$65,657 to be added during the year 1931. Suggestion back of figures is that theatre-going was curbed by reduced spending power of the average worker.

Earnings per share on the common for the period are approximately \$2.17 against requirements of \$2 a share.

N. Y. to L. A.

Mary Bryan.
P. N. Brink.
Bert Green.
Sidney R. Kent.
Loew Brown.
Ken Murray.
Hal Roach.
Walter Winchell.
Will Mahoney.

L. A. to N. Y.

Cedric Beirne.
Edward Curtis.
Bernard Freeman.
M. and Mrs. C. C. Leves.
Eric Maschwitz.
Harry Wilson.
Eddie Small.
Joseph Johnson.
Clarence Brown.
Helen Melnardi.
John Nolan.

Movies' act brings members of audience on stage to perform before the camera. Next week they see themselves on the screen, having saved the rental of a short.

Flux and Reflux

Five writers have left Universal, and three were added in a scenario staff shakeup. Exiting are Earl Haley, Ernest Revers, Paul Perez, William N. Robson and Tom Kilpatrick. Starting are James Knox Millen, L. Comm. Frank Weed and Seton I. Miller.

Like the Old Days

Dialog rewriting on "Hollywood Merry-Go-Round" is just a few hours ahead of the production at Radio.

Rocket Asks Relief

Ray Rockett, bankrupt in November with \$180,088 in frozen assets, has applied for discharge.

Beach Clubs Proletarian

New low in the beach club scramble for members is one offering picture couples five months' privileges for \$18.

Beth Brown Scrams

Beth Brown stands driving east all alone May 1. She thinks she may find an adventure that will make story material.

Martel's Shorts

Alphonse Martel, actor who has produced some arty shorts, is making his first feature, "Gigolotte."

Mannon-Weiss Confer

Al Mannon, who made six pictures for Weiss Brothers last season, is in New York conferring on the next group.

Margaret Lindsay arrived and reported at Warners on her term.

Lyda Roberti arrives. Lyda Roberti will start "Wild Waves" for Paramount. Then to United Artists for Eddie Cantor's "Man from Spain."

One and Out

Aben Kahan, on three months Metro contract, wrote one story and was dropped.

Millen on 'Harlem'

James Knox Millen, author of the play "Never No More," is at U adapting "Harlem," negro play.

Francoast Asks Cut

Claiming salaries of union stage hands and projectionists out of proportion with remainder of operating costs, Francoast Theatres, which operates the Paramount theatre, asked for a 20% reduction.

Bonfire

Paramount has asked holders of script to return them to story department, burn them there. Excess are fired at yards falling into outsiders' hands.

Montgomery Okayed

Robert Montgomery optioned for another year and Clarence Brown will get a new two-year contract at Metro.

Breakfast Club Sued

Claiming Carl Laemmle, Sr., and others of the board of directors are attempting to void the present Breakfast Club's organization and substitute a new one, Calvare, Ltd., filed a federal receivership suit. Calvare's assets include late Maurice DeMond's interest in the club, money now belonging to DeMond's 15-year-old son.

Tuttle Sticking

Instead of going to England to produce Galsworthy's "The Apple Tree," Frank Tuttle, former Paramount producer, is negotiating new produce four pictures out United Artists. London trip postponed.

Bickford Snubs

Charles Bickford won't accept Universal's contract. After three pictures on a free lance basis he was offered the term.

95% 'Lifetime'

Thinly disguised Hollywood personalities will be deleted from "Once a Lifetime," but otherwise U will make the picture with little less than the play. Russell Mack directs.

New 'Red Dancer'

Jules Furthman is writing adaptation of "Red Dancer" German play by Victor Klemm for Fox. This is not Fox's silent picture which had a similar name.

Oakie's Olympiad

Eddie Oakie will direct Jack Oakie in Paramount's Olympic games picture. (Continued on page 55)

'Scarface,' \$20,000, Looks Holdover For L.A.; 'Big Timer' O.K. at \$14,000; Stanwyck Helps 'So Big,' \$13,500

Hollywood, April 25. Mr. and Mrs. Public proved to be mostly mister for 'Scarface.' Thus it's not entirely certain that the Paramount is going to have one of those big sock weeks. Audience appears to be running five-to-one masculine, and whether a picture outnumbered in this ratio, can pile up really hefty totals without feminine endorsement is a matter of doubt with some showmen. Cagney and Robinson do it in New York, however.

No question whatever that so far as the film capital is concerned, the publicity, delays, and cultivated despondency over 'Scarface' has found its mark. In the picture area, the picture version Los Angeles is seeing the criticism is inescapable that 'Scarface' is a carbon copy of the whole gangster picture.

Meanwhile, 'Grand Hotel' sticks out on the horizon like a gathering storm. Tickets were almost immediately at a premium, although confusion prevailed and kept the premiere duets at \$5 instead of the inflated \$10 that was first threatened. On gumshoes, with only a furtive half-sheet here and there, 'So Big' (WB) couldn't like \$13,500, sneaked into the hideaway Million Dollar for its local first run.

Estimates for This Week
Downtown (RKO) (2,800; 25-65). 'Tough to Be Famous' (FN) and vaude. Look for \$10,500, or thereabouts. 'Tom Mix picture, 'Destiny Rides Again,' last week failed to lift house above \$5,500.

Hollywood (WB) (2,765; 25-75). 'Mouthpiece' (WB) and stage show. Advertisers doing everything but name William J. Fallon, but this isn't 'The Great Mouthpiece.' Warner Bros. William hardly established enough to register on the financial charts; \$11,000 or so. Last week 'So Big' (WB) couldn't like \$13,500, thanks to Barbara Stanwyck's popularity.

Oberama (2,270; 35-90). 'Lost Squadron' (Radio) (24-fair week). Second week will get plenty of empties as carry-over pace of \$14,000, and week enough to make more than \$3,000. Best unadvised showing of a film at this house in months. 'Parades' (Fox) (2,720; 25-65-90). 'Careless Lady' (Fox). Ted Lewis may up house to \$18,000, which will be big even. Lewis' picture. Last week one lowered recently, 'Lady with a Past' sinking gross to \$6,500.

'Parade' (Franklin) (3,585; 35-51). 'Scarface' (UA) and stage show. Ought to approach high \$20,000's and may have enough to show a 'Miracle Man' (Par) improved house average for \$15,000.

RKO (2,950; 25-90). 'Big Timer' (RKO) and vaude. Picture shows a tendency to spurt lately. Topping 10,000 some weeks and that's substantial, particularly in the bargain rates. 'Big Timer' big at \$14,000.

'Loew-Fox' (2,024; 35-41). 'Disorderly Conduct' (Fox) and stage show. This suggests \$17,000. Last week 'Mata Hari' (M-G) surprised, disappointing, not the propitiety look, still when hardly getting \$22,000, just about \$7,000 less than the optimistic or cautious expected. And this is a Garbo town.

\$12,000 for 'So Big' on Dual Bill; 'Frank' \$12,000

Montreal, April 25. Weather has turned definitely summery and will affect the pictures this week. 'Frankenstein' at Palace will not be the best, but as the censors have had full season play for the past four months before opening.

Imperial has staged most amazing comeback of recent years with 'The Heine Fries de France' which has panicked the French end of the town and is repeated this week. 'Palace' just directed along, though some doing very well.

Estimates for This Week
His Majesty's (CT) (1,900; 50-85). 'The Belts' (legit). Six character last appearance due to drug men, maybe \$14,000. Last week, second of Barry Jackson company in 'Barry' did better than hoped for, \$12,000.

Palace (FP) (2,700; 70). 'Frankenstein' (RKO) and stage show. Last censor cuts, last week \$15,000. 'Sunshine Susie' (British) had biggest balletic this week, but didn't exceed \$12,000 at the box.

Capitol (FP) (2,700; 60). 'So Big' (WB) and 'Heart of New York' (M-G). Barbara Stanwyck's popular, maybe \$12,000. Last week

PROVIDENCE BETTERS

Albee's Ann. Bill \$10,500—Fay's \$7,000, and Wals \$15,000

Providence, April 25. Vaudeville houses in spotlight this week. 'Wet Parade' at State, leading the straight picture houses. Exhibitors have plenty of competition with an indoor rodeo at the Arena, stock burlesque and Abbey Theatre Irish Players.

Estimates for This Week
RKO Albee (2,300; 15-50-60). 'Scandal for Sale' (Col) and vaude. Depending on anniversary house, which includes local product on the bill. Should garner \$10,500. Last week 'Wet Parade' (Radio), helped by Holiday, \$10,600.

Fay's (2,000; 15-50)—Lena Rivers and back. 'Wet Parade' (Radio) headlining and vaude carrying the picture. Positively in \$7,000 class, okay. Last week 'High Speed' (Col) great at \$7,000.

Loew's State (3,700; 20-60-75). 'Wet Parade' (M-G). Going well and back. 'Wet Parade' (Radio) looks like \$15,000. Last week 'Scarface' (UA) eased up some but \$15,000 okay.

Majestic (Fay) (2,200; 15-50). 'Crowd Roars' (WB). Not as strong as previous Capney pictures, but in the \$10,000 class. Last week 'Careless Lady' (Fox) and 'Devil's Lot' (Fox), \$10,000.

'World and 'Par'. Probably will have difficulty in garnering \$10,000. Last week 'Misleading Lady' (Par) just lifted house above \$6,000. RKO Victory (1,600; 10-30)—'Destiny' (U) and 'The Monster Walks' (M-G). 'Destiny' (U) and 'The Monster Walks' (M-G) at \$3,200. Last week 'Syncope' (Radio), old film, and 'Steady Company' just about \$1,000.

Cincy Up as Band
Aids Albee, \$27,500;
'Miracle' at \$16,500

Cincinnati, April 25. Improved success fare and a drop increase in patronage at first run houses this week. Albee, with strongest vaudeville lineup in weeks, is showing a drop in gross. Ben Bernie's band being responsible.

Estimates for This Week
Albee (RKO) (3,500; 25-65)—'Caroline' (RKO) and 'Wind and vaude. Ben Bernie and his lads topping the stage show and responsible for fine net. Last week 'Careless Lady' (Fox), \$20,000.

Lyric (RKO) (1,285; 30-50)—'World and 'Flesh' (Par). Bancroft-Hopkins coming back, \$19,000. Last week 'Crowd Roars' (WB) \$9,500.

Palace (RKO) (2,600; 30-50)—'Miracle Man' (Par). Looks a good \$16,500. Last week 'Tough to Be Famous' (FN) and 'Parade' (Franklin) (3,585; 35-51). 'Scarface' (UA) and stage show. Ought to approach high \$20,000's and may have enough to show a 'Miracle Man' (Par) improved house average for \$15,000.

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'WORLD' \$20,000, BUFFALO Town Feels Encouraged—'Mask' \$9,500 at Lafayette

Buffalo, April 25. Business pretty good along the line this week, though showing some encouraging strength.

Estimates for This Week
Buffalo (Public) (3,600; 30-40-65). 'World and 'Flesh' (Par) and unit. Indicated around \$20,000, okay. Last week 'Amateur Daddy' (Fox) \$29,900.

Hipp (Public) (2,400; 25-35-50). 'Great Lakes' (Public) (3,400; 25-35-50). 'Wet Parade' (M-G). About average \$5,000 indicated. Last week 'Lost Squadron' (Radio) line \$11,600. Last week 'Parade' (Franklin) (3,585; 35-51). 'Scarface' (UA) eased up some but \$15,000 okay.

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'Grand Hotel' Advent in Philly Dents Legit; Whiteman-Play Girl,' \$45,000

'SCARFACE' \$11,000

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Other outstanding feature of the local film situation is the \$45,000 local set at the Maubau Paul Whiteman and his band as the stage show feature. 'Play Girl' (FN) on the screen is not figured as any too strong, but not needed.

Other houses rather weak though the Fox's feature, 'Young America,' got rave notices and a winning some favorable word-of-mouth. Stage show, headed by Ed Lowry, just about the same.

The Earle is having tough time again and got off to a poor start, but it is a second effort. The Earle and Kellys in Hollywood. Both this house and the Boyd are rumored as likely to close, and Keith's is almost certain. It is a second effort. This one hasn't had a winning week since S-W and Metro patched up to weak pictures and the big stage show, headed by Ed Lowry, just about the same.

On Friday the Maubau will offer its second condensed musical comedy. 'The Maubau' show, headed by 'Good News,' with Gus Shy feature. The S-W people have been experimenting with different kinds of stage shows. The Maubau's personality and general balanced bill.

Estimates for This Week
Maubau (2,700; 25-65)—'Play Girl' (WB) and stage show. Picture not highly rated but Paul Whiteman is dragging them in plenty and house should do \$45,000 on the week. 'Misleading Lady' (Par) and Russ Columbo on stage got about \$10,000 last week, fair.

Stanley (3,700; 35-50-75). 'The Crowd Roars' (WB). Picture has had plenty of praise heralding and exploiting the Maubau like \$18,000. 'Tarzan' (M-G), \$20,000 last week, good.

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Negro Unit-Famous' at Orph, \$15,000, Mpls' Best

Minneapolis, April 25. First touch of warm weather is furthering the inside for grosses. Except at the Orpheum, name draws are conspicuous by their absence.

Bright spot this week owes its prosperity to Bill Robinson's presence. Robinson is good box office here and back. 'Tough to Be Famous' (FN) has given the Orpheum around \$15,000, sweet.

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Flue and

400,000 Feet of Negative Per Feature Now 175,000; Labs and Dealers Feel It

Hollywood, April 25.—Curtailment of production and improvement of methods in the studios has hit the laboratories and raw stock companies worse than any other branch of the motion picture industry. The secretary and director go their separate ways until the appendix operation brings them together again. The action dries (perhaps due to faulty cutting).

Major studios are now using an average of about 175,000 feet of negative to each production. Previously features used around 400,000 feet. Positive film used for the daily rushes corresponds with these figures.

Independent producers who at one time thought nothing of using 75,000 feet of negative and rush prints are down to an average of 35,000 or below.

70 Prints

Few major studios now make more than 70 release prints of their features. Formerly the figure was around 150 prints. Independent producers have come down to 50 prints.

Elimination of the third and fourth cameras on productions has been a saving in negative and positive costs to the studios but has hurt the labs and raw stock distributors.

Biggest negative and print orders were always from Charles Chaplin, who would average more than 1,000,000 exposed feet on his features. He also holds the record for prints, sending out 1,200 on "City Lights."

Lab costs have dropped to new lows in the past year. Negative developing is down to one cent per foot, one cent for some prints, developing and three cents for prints. Price two years ago was one-and-one-half, two and four cents respectively.

Studio Activity Starts

Picking Up for Summer

Hollywood, April 25.—Agents have been reporting a 25% dropoff in production talent with a proportionate tough break for the freelance players, particularly, but with Fox and Radio back on almost normal shooting schedule things are looking up. For a time both of these major studios had more than two pictures in work at one time. This was due, at Radio, to the personnel realigning, and ditto at Fox.

The indexes have been of little help as necessarily, with conservative bankrolls, they shoot their stuff in 10 days adhering to a strict budget. However, with Fox and Radio back having four pictures in work, and other going ahead on '33 product, local activity is on the mend.

Sennett Drops Direction Of Charles Mack Feature

Hollywood, April 25.—Mack Sennett has withdrawn from direction of the Charles Mack feature, which was a Moran and Mack picture until Moran dropped out of the cast. He will engage a director and be content with supervision.

Production, which has been scheduled to get going daily for the past six months, may not start for at least four weeks because of story alterations.

Nolan-Bonns' Findings

Hollywood, April 25.—John Nolan, western division sales manager for Fox and Eddie Bonns, home office representative, are east-bound to report on program findings at the Fox sales convention. Both have been two weeks on coast.

Campana For De Vally

Hollywood, April 25.—Ettore Campana, Italian opera singer who is here after touring Argentine and Mexico, has been engaged by Kendall De Vally and will sing Methistophiles in "Walpurgis Night," opera short for Educational. Kendall De Vally this week leased the Hollywood studios on Glendale Boulevard for a year and will rename it "Kendall De Vally Studios." Company has two more opera shorts to make on its present contract with Educational.

Pro Criticism

Hollywood, April 25.—Except from the Federation of Women's Clubs' review of Universal's "Impatient Maiden," secretary and director go their separate ways until the appendix operation brings them together again. The action dries (perhaps due to faulty cutting).

Metro's Soviet Special Looks First Under Wire

Culver City, April 25.—Soviet story which Metro has been working for over a year will be the next of the studio's specials. Picture will be ready to start in two months, still ahead of those at other studios which took up the idea after Metro but hoped to get under the wire ahead. Production is already on the nut for over \$100,000.

Difficulty of getting writers who knew the subject caused most of the other studios to abandon the idea. Only Universal is still mildly enthusiastic. It has "Moscow," by Elyne Dolkart, who spent about a year in modern Russia, and "The Red Terror," by Allen Rivkin and P. J. Wolfson, Americans whose knowledge of Russia is synthetically acquired.

Metro's yarn is temporarily titled "Soviet" but will have the word "Red" in the final title. Wallace Berry and Clark Gable have already been picked, but the femme part is admitted to be the choice role.

Isaac Don Levine was on the story for a short time but his high salary was against him, and he was let go by Metro. Bor's Ingaton, on since the beginning and John Monk Saunders are completing the much altered script. George Hill will direct.

Photocolor's 6

Yonkers, N. Y., April 25.—Six pictures are scheduled for production at the studios of Photocolor at Irvington, N. Y., for 1932, according to Frank E. Nemes, president.

Work will commence on the first about June 1. Myron C. Fagan will supervise the productions and his play, "Jimmy's Women," is first on the list.

Attach Tec-Art Lot

For \$2,900 Premiums

Los Angeles, April 25.—Pacific Indemnity Co., which does Tec-Art's bonding business, has made an attachment on the leasing lot to cover its claim for \$2,921 premiums unpaid.

One premium was on a bond releasing the studio from attachment in another suit. Most of the amount claimed, however, is on workmen's compensation insurance.

Russell Holman to Join

Botsford at Par on Coast

Russell Holman, in charge of the Paramount editorial board in New York, will probably go to the Coast in a month or six weeks to permanently settle at the studio on scenario matters.

If materializing, D. A. Doran would take charge east on move of Holman.

SUNSET PICTURES FOLDS

Los Angeles, April 25.—Bryan Foy, Lou Seller, Lew Golden, partners in Sunset Pictures, Ltd., have dissolved the company.

Butt was formed to make a series of Eddie Lambert shorts.

U Sues Davidge

Los Angeles, April 25.—Universal is suing Roy Davidge Film Laboratory for \$5,189 back royalties and service charges on a Hunter-Pierce Developing Machine, and asks an accounting to determine further royalties for the past year.

Roy Davidge, John Jasper, and L. C. Davidge are mentioned as partners in the laboratory.

B'KLYN FAIR, WITH PAR AND TAB \$46,500

Brooklyn, April 25.—Fair is fronting with strength credited to condensed version of "Follow Thru." Show sold over picture with possible \$46,500 in view. Good enough. Coney Island Boardwalk took close to million people over week-end.

Estimates for This Week

Paramount (4,200; 25-35-50-75-85)—"Sly" (KO) and "Follow Thru" on stage. May hit fair \$46,500. Last week Lombardo band brought \$38,000 with feature. This is the Night" (Par).

Fox (4,000; 25-35-50-65)—"Careless Lady" (Fox) and unit. A slow \$20,000. Dierly (FNB) and "Hell Divers" (M-G) and vaude. May hit \$23,000. Last week "Tarzan" (M-G) \$26,000.

Strand (M-G); 25-35-50—"Crowd Roars" (WB). Will hit a good \$20,000. Last week "Tough to Be Famous" disappointing, \$12,500.

NO ST. L. BLUES; 'COCK O' AIR' \$19,000

St. Louis, April 25.—Things are looking up around the box office this week, partly because of intelligent exploitation and partly because of newspaper reviews praising "Cock o' Air" by the skiers. "Cock o' Air" by professional, sets the pace. Stage, with "Scarface," dealt conceit gangster elements, but fairly played up. Patrons' response will be to the tune of a good \$17,000.

Only the Ambassador is off, big billing for "Miracle Man" having failed in its purpose. Texas Guinan and her little club-woman and Roscoe Arbuckle are helping the Fox. At the St. Louis, Olsen and Johnson are the winners.

Estimates for This Week

Loew's State (Loew) (3,000; 25-35-50)—"Scarface" (UA). Headed for good \$17,000. Last week "Flesh in Jeopardy" (FNB) \$15,000.

Ambassador (Par) (3,000; 35-50-65)—"Miracle Man" (Par) and stage show. With Don Barclay on stage, not coming up to expectation. At \$20,000, last week "Allas the Doctor" (FNB) \$24,400, o.k.

St. Louis (M-G); 25-35-50—"Cock o' the Air" and stage show (UA). Okay around \$19,000, picture leading the way. Last week "Texas Guinan and Roscoe Arbuckle" on the stage. Last week "She Wanted" (FNB) \$15,500, down.

St. Louis (FNB); 25-35-50—"The Office Girl" and Olsen and Johnson on stage maintaining fair drawing power at \$15,000. Last week "Scandal For Sale" (U) \$17,700.

Missouri (3,500; 25-35-50)—"This Is the Night" (FNB) and "Folks" (Par) double feature house up for a fair \$8,000. Last week "Misleading Lady" (Fox) and "Heart of New York" (WB) \$8,400.

U. S. Distribs Resist

British Sub-Billing

London, April 14.—Gaugmont British tendency to headline with British picture with American products being relegated to second feature, and billed in such a way as to be barely noticeable, is becoming common.

But it is usually the second feature that saves the program.

American renters in many instances have given up trading with Gaumont British unless the contract specifies that their (the American films) shall be given head-line spotting as formerly.

ROGERS' LAIT YARN

Jack Lait wrote the story, "I Can't Go Home," to order for Charles R. Rogers, who supplied the title. It's an indie-on-Hollywood yarn which will be an indie Rogers production for Par release.

Lait will novelize and syndicate the story and make a series of illustrations as a preliminary ballroom for the picture.

PUTNAM'S THIRD U

Universal City, April 25.—Universal has announced its third original story from Nina Wilcox Putnam.

Newest is "Auto Cam" for Slim Summerville and ZaSu Pitts.

Frisco's 2 Tabs

Musical Helping Fox to \$39,000, Legit Thriller Poor \$8,500 at Orpheum

Mild Weather Means Mild

N.H. Grosses; Par \$13,500

New Haven, April 25.

Mild weather beginning to crimp week ends. Local film field expands temporarily. Shubert brings in "Mystery of Life," twice daily, as a fill-in for a hectic legat season, which found house trying everything from lectures to Junior League revue.

Ari Cinema goes into third week as foreign film exhibi, and indicates plans to continue.

After sidetracking second notice to crew, Roger Sherman continues stage shows on week-to-week basis, shifting opening from Friday to Thursday.

Estimates for This Week

Paramount (2,353; 35-45)—"Misleading Lady" (Par), unit, probably \$13,500 fair. Last week "This Is the Night" and Mills Bros, \$13,700, very nice.

Roger Sherman (2,200; 35-65)—"Crowd Roars" and "Duke Blah" (RKO) and "Follow Thru" (M-G) and the Boss' and tab. "Good News" topped after nice start.

Fox-Poll (3,040; 35-50)—"Cohens and Kellys" and "Careless Lady" (FNB) and "Follow Thru" (M-G) and "Scarface" and "Office Girl" made good at \$11,500.

Bijs (2,545; 35-50)—"Lena Rivers" and "Around the World" Moderate \$3,800 tempo. Last week "Wiser Sex" and "Sim's Pay Day" got same figure.

Shubert (1,700; 25-50-75)—"Mystery of Life" and "Killing the Killer." Only fair around \$9,000 for this house, and experiment should bring in neighborhood of \$6,000.

K. C. SEES ITSELF AS

3-DAY TOWN, BIZ SLOW

Kansas City, April 25.—Commencing to look like this is only a three-day town. Balance of the weeks are a nightmare to the managers. Last week bills offed all kinds of amusement and a list of the featured names, with the liquor question getting attention at the Apollo showing "Ten Nights" and Loew's Midland with "Tet Parade."

Grand Hotel opens at the Liberty May 2 at 11-50 twice weekly.

Estimates for This Week

Loew's Midland (Loew) (4,000; 25-50)—"Tet Parade" (M-G). Extra Newspaper space freely used; around \$15,000. Last week "Way of All Flesh" (M-G) a poor \$13,000.

Newman (Public-Dubinsky) (1,800; 25-50)—"Miracle Man" (Par). Expected to build to about \$8,000, mild. Last week "Crowd Roars" (WB) only \$5,000.

Mainstreet (RKO) (2,200; 25-55)—"Young America" (Fox). Light at \$12,000. Last week "Scandal For Sale" (U) \$11,000.

Liberty (Public-Dubinsky) (1,000; 25-50)—"Tough to Be Famous" (FNB). Mary Pickford and Fairbanks Jr. well liked here and little house will be moderate with \$3,500. Last week "This Is the Night" (Par) held street for \$4,300.

"Play Girl" (FNB) on stage show. Management giving stage equal billing with picture; fair on \$5,000. Last week "The Menace" (Col) \$6,000.

Dutch Strike Threat

The Hague, April 14.—A new cinema conflict is threatening the Dutch cinema, when the town council proposes a higher tax on amusements. Object is to raise tax 25%.

Managers of cinema, legit and other business interests affected by the tax, threaten to stop all entertainments if the law is passed.

That would mean that the town would lose the \$5,000 extra, but also the \$20,000 yearly under the old tax rate.

NEW 'IGLOO' DIALOG

Hollywood, April 25.—Synchronized dialog for "Igloo," the Edward Small Eskimo story, is being actively rewritten, with new scenes switched around completely.

Small is dickering with First National for release, not being satisfied with the sale of the story to Paramount. Ewing Scott, who wrote and directed "Igloo," has been offered the expedition for Metro's "Teenberg," which W. S. Van Dyke is to direct.

San Francisco, April 25.—The navy dropped anchor Saturday (23) and let loose 42,000 of a spending spree that's piling up a week of good business for some of the city.

Current week has an innovation for the natives—tab versions of a musical and a legit. First time local houses have tried this type of entertainment and Fox is cleaning up with "Girl Crazy" while Orpheum finds the going tough with legit thriller, "Murdered Alive." Fox is apt to hit a very fine \$39,000. Orpheum will be around an extremely bad \$5,500.

A big navy stage show and "Broken Wing" on screen is pulling the dough into Warfield, while Warner tells a sad story with "Beauty and Boss."

Estimates for This Week

Fox (5,000; 35-65)—"Flesh Is Weak" (M-G) and tab, "Girl Crazy" with Ginger Rogers. Fine \$39,000 likely here. Last week "Devil's Lottery" (Fox) fair \$27,500.

Golden Gate (RKO) (2,844; 35-60)—"Impatient Maiden" (U) and "Mada. Lew" were quite popular and \$11,000 fair. Last week "Rue Morgue" (U) drew fair \$12,000.

Orpheum (RKO) (2,270; 35-60)—"Cohens and Kellys" (U) and stage tab, "Murdered Alive." Neither item showing well. Last week "Showdown" (Col) got \$9,000.

Paramount (Fox) (2,700; 35-60)—"Misleading Lady" (Par) and "This Is the Night" repeating on this one; \$13,000 good enough. Second week "Tarzan" (M-G) \$11,000.

Warfield (Fox) (1,200; 25-40-60)—"Beauty and Boss" (WB) and "Beauty and Boss" (WB). Pulled after five days, \$2,500. "Tough to Be Famous" (FNB) got \$5,500 last week.

Warfield (Fox) (2,672; 30-60)—"Beauty and Boss" (WB) and "Beauty and Boss" (WB). Pulling in here and \$18,000 satisfactory. Last stanza "Play Girl" (WB) hit under \$11,000. "Way of All Flesh" (M-G) (25-50-60) "Beauty and Boss" (WB). Pulled after five days, \$2,500. "Tough to Be Famous" (FNB) got \$5,500 last week.

'Crowd' \$14,000, Newark; 2 Callows as Opposish

Newark, April 25.—Good attractions and with a weather break grosses should mount. '50 Million Frenchmen' of- fering some competition, but not here. April 26 for \$12,000 at the Shubert. Cab Calloway and Jean Calloway, playing against each other.

Estimates for This Week

Brantford (WB) (2,666; 20-25-50)—"Crowd Roars" (WB). Dropping in stage units won't be as mind as it was. Should take nice of attractions. Help take nice \$14,000, last week "Showdown" (Col) with \$12,000.

Capitol (WB) (1,200; 15-25-35)—"Arsene Lupin" (M-G) and "After Tomorrow" (Fox). Bargains and vaude. "Arsene Lupin" drew \$9,000. Last week "Allas the Doctor" (FNB) and "Devil's Lottery" (Fox) \$8,500.

Little (Cinema) (299; 50)—"Das Lied Is Aus" (Associated Cinema). In for two weeks and should take \$14,000 the first. Last week "Road to Life" (Amkino) badly hurt by Pass-over, but okay at \$17,000.

Shubert (RKO) (2,729; 30-50)—"Beast of City" (M-G) and vaude. Cab Calloway expected to keep gross up to \$16,000. Last week "Tarzan" (M-G) nearly \$17,500.

Newark (Adams-Par) (2,248; 15-25-50)—"Misleading Lady" (Par) and vaude. "Misleading Lady" \$13,500. Jean Calloway not counted on to cut in on Cab at Loew's. Last week, \$12,000. "One Hour" (Par), okay at \$14,200.

Proctor's (RKO) (2,300; 35-40-50)—"The Night of the Hunter" (Par) and vaude. Mitzi Green expected to pull up gross on five shows to \$20,000. Last week "Love Starved" (Fathe) over \$16,000.

Terminal (Skouras) (1,900; 15-25)—"Play Girl" (FNB) and "Behind Stone Walls" (Syndicate) with "Dancers in the Dark" (Par) and "The Reckoning" (Hollywood) on split, each \$5,200.

House helped by Passover. "Lost Squadron" (Radio) and "High Speed" (Col) each \$5,200. "The Night of the Hunter" (Par) and "Monster Walks" (Action), on split, nearly \$3,800.

Val Lewton's 2d for Radio?

Radio is interested in Val Lewton's second novel, "Very Late" to be published by Vanguard in late summer.

Lewton's first, "No Bed of Her Own," may be bought by Par which has a 30-day option.

Australia

By Eric Gorrick

Sydney, April 2.
Cool weather boosts business considerably. Ninety per cent of current hits are from United States. "Delicious" is very strong, and should do well at least four weeks. Picture pulling plenty femme trade. Also also doing well with "The Town." "Ladies of the Big House" opens next week. Greater Union has remarkable picture with "Prigats Live" and "Mata Hari." "East of Borneo" looks like staying also. Carrolls played "Dr. Jekyll and Mr. Hyde" for two weeks along business. Fuller has a winner with "Possessed," but do not look like running up heavily with "All-Right" program at their Mayfair. "Carnival" and "Splinters in Navy" just so-so.

W-T doing great business with "Blue Roses," in its sixth week. Show will move to another theatre to make way for opera season. "Bright Side Up" will do well for about three weeks. Circus only hits town once a year and regarded as a novelty. "The House of the Living Dead" with his revue, "Bright Side Up." In Melbourne "Barrett's of Wimpole Street" is hit for two weeks. Also also currently playing a revival of "The Chocolate Soldier."

"Pictures current include 'The Champ,' 'Man of the Hour,' 'Street Scene,' 'Carnival,' 'King of Kings,' 'Rich Man's Folly' and 'Alexander Hamilton.'"

Premier Angry at Newsreels
The entire world probably knows by now the story of the cutting of the Sydney Newsreels. Premier Ribbentrop by Captain De Groot, a member of an organization against the present government, before the premier, gave him the chance to do his stuff. But there is an inside story from the picture angle that the world does not know. Fox Movietone and Cinesound had newreels men working on the opening ceremony and both claim to have gotten the incident exclusively. The Cinesound reel is backed by Greater Union and is a strong rival to the Fox outfit. The Greater Union took splash advertising in all the dailies claiming theirs to be the authentic recording of the affair. This advertising aroused the ire of the editor of the Fox reel, and he offered to bet the editor of Cinesound \$500 that his reel did show the actual slaying. A 'Variety' man was asked to act as referee. The Cinesound editor refused to play and the bet was not taken up. On the night of the opening Fox had their reel playing in 58 theatres but the Premier's reel was shown in 60,000 people had already seen the incident on the screen!

\$22,500 Weekend

London, April 25.
'Mata Hari' (Metro-Garbo-Navy) set a new weekend high for the Empire. Premier seems certain to stay a fortnight.
Feature rolled up \$22,500 on the two days, Saturday-Sunday.

Eastman Seeks French Quota on Raw Film

Paris, April 14.
The French government has petitioned for the establishment of a quota on the import or raw film by the French branch of Kodak, which is organized as a French company. Manager Schmitz made the request upon the instructions of the American parent house.
Idea was to give French Kodak a break by putting a quota on German Agra film and the Belgian brand, Gevaert. Local representatives of American picture companies were indignant when they heard of the move, considering that they spend their time fighting quotas, as do now local American business men in every trade.
Idea appears to be shelved.

U. S. Third in Belgium

Brussels, April 14.
In the second half of 1931, Belgium imported 2,697,000 metres of film of which France supplied 1,695,000 metres and the United States only 139,000 metres.
From Germany came 376,000 metres, the United Kingdom 63,000, and Holland, 16,000. A dent of the French metrage is propaganda in the news-reels.

U'S TRAVELERS

Kohner, Stern to Berlin-Fanck, Klinge for Greenland

Hollywood, April 25.
Paul Kohner, Alfred Stern, Arnold Fanck, and Werner Klinge of Universal eastbound April 30 for Europe.
Kohner is taking charge of European production, with headquarters at Tobis, in Berlin, and Stern will assist there. First feature will star Luis Trenker with Alpine local.
Fanck and Klinge are going to Greenland to make 'Iceberg.'

U CONSIDERS GERMAN FILMS FOR PROGRAM

Hollywood, April 25.
Universal is evaluating the efforts of German studios for suitable program pictures. 'Mountains in Flame,' which was revised from a German production, will be regularly distributed.
'Blue Light,' written, directed and starred in by Leni Riefenstahl, German girl, was brought here by Dr. Arnold Fanck when he came to confer on the making of 'Iceberg.' The film was voted Germany's best of the year.

Solve Money Embargo

Berlin, April 14.
With numerous German export companies having frozen credits abroad, especially in Austria and Hungary, has arranged a new system.

The Ministry of Economics has worked out a plan, for German firms having funds abroad to sell these to the national picture business, such as it is, will prohibit the import of most films and deal a death blow to the entire film importing business. Probability is said to be that about 85% of the picture houses here will have to close down as a result.

Pressure is still being attempted on the government, with most people here of the opinion that nothing will avail for the present. Feeling is that the government will not be convinced until after show business has shown effect of the edict and many theatres closed down.

Sunday Chances Dim As House Vote Nears

London, April 15.
The chance of Sunday film shows ever becoming legal in England has now practically vanished, as a result of the voting when the legalizing measure came before Parliament for a second time this week.
The vote was carried out by a majority of less than 30. Now that it goes into committee, the members will have to be proportioned to the voting in the actual House, which means that out of about 400 members 12 will be against the Bill.
They will consequently be able to fight it line by line, and force it out.

'Bioscope-Kine' Merged

London, April 16.
'The Bioscope,' one of the oldest and best traveling papers in England is to merge with 'Kinematograph Weekly,' Oldhams, who own the last named, having bought it up.
The deal was put through to safeguard the future of Mrs. Cabourn, widow of the 'Bioscope' founder and owner of the sheet.
Mrs. Cabourn lost out in an unequal fight with the Kinematograph Renters Society, who had boycotted the paper because it refused to amalgamate. For months it has carried on without advertising support and produced very good paper under bad conditions.

Metro Envoys Gather

Sam Eckman, Jr., Metro chief in London, and N. Bernard Freeman, Metro managing director in Australia, are due to arrive in London next week for annual sales confabs.
Eckman arrives on the Ile de France, April 26. Freeman gets in the following day, coming by train from the Coast.

Thompson's Return

Word in New York is that Lester Thompson, press agent, is on his way back to this country from Australia.
Thompson originally went to the Antipodes a couple of years ago to handle the John McCormack picture for Fox. He then stayed there for that company.

Berlin Producers Join Stampede Against Dubbing; Ask Contingent

Metro Leaning Toward Dubbed Spanish Comies

Hollywood, April 25.
Metro is flirting with the idea of going back to Spanish dubbing. Company has protested against its Italian, German and French for some time.

When and if the Spanish revival starts, idea is to experiment with the comedies only. Hal Roach comedies will be the first to be given the treatment.

Notion is that Spaniards, who haven't expressed much satisfaction with native dialog in the past, won't mind it in comedies.

1,000% MEX. TARIFF JUMP

Mexico City, April 25.

After ten weeks' suspension ordered by President Rubio, law was approved yesterday (24) increasing import levy on all non-Spanish discs and films from \$2.50 to \$2.50 per kilo. Law had been suspended by the president at the request of importers, distributors and exhibitors who wanted some time to adjust themselves.

Picture men here are of the opinion that the measure, designed to protect the national picture business, such as it is, will prohibit the import of most films and deal a death blow to the entire film importing business. Probability is said to be that about 85% of the picture houses here will have to close down as a result.

Pressure is still being attempted on the government, with most people here of the opinion that nothing will avail for the present. Feeling is that the government will not be convinced until after show business has shown effect of the edict and many theatres closed down.

Radio's Brit. Associate Angling to Sell Studio

Understood in New York that Associated Radio Pictures of London, making quota films for RKO-Pathe, is negotiating for sale of its studio to a group of London independents. Basil Dean heads Associated Radio.

Word from London several weeks ago was to the effect that Eric Hahn, English actor, wanted to take over A.R.P. with Dean unwilling to sell. Current New York report has the deal back in the discomfited stage with Hahn aligned with several other Brits.
First four pictures made by Dean's company for RKO-Pathe are now in New York, but will not be distributed by RKO on this side. Captain Harold Arden, indie, has the pictures for disposal, as representative of Dean in New York.

Par Has One to Go

London, April 25.
Paramount (British) will make one more picture before turning over its production contract to British Lion. Dominion has been disbanded.

BRITISHERS HOME

Hollywood, April 25.
Coming with Cedric Belfrage on a turn-up trip to Hollywood, just so Belfrage could show him around, Eric Maschwitz, editor of the 'Italo Times' in London, is leaving tomorrow (26) with his guide on the return journey.
Belfrage has been here two weeks collecting material for the London Sunday 'Express.' Newspaper pair go east by plane and sail April 30 on the Ile de France.

Paris Weather

Paris, April 25.
Weather story again reads 'glorious weather, business glum.'

Berlin, April 25.

Berlin is the latest to get excited about dubbing and figures on stopping it if possible. Latest move is that of the Association of German Film Industrials, which has decided to recommend that the government continue its contingent as previously, plus addition of a clause which prohibits the import of dubbed pictures.

Organization doesn't get quite as bitter about dubbed pictures made within the Association boundaries, but even these it wants regarded as foreign pictures and treated as such from a duty and contingent standpoint.

Lineup figured out by the film men calls for a contingent license for every fifth picture, meaning that at least only 20% foreign made are to get in.

Plus the imposition of an admission fee on pictures, similar to that in use in the country from which the film emanates.

Germany's move against dubbed pictures while expected for some time, is somewhat surprising in the United States, in its stringency. Anti-dubbing movement has been strong all over Europe for some months, but the notion has persisted, especially in France, that there is no European annoyance at dubbed product made within the European countries for which they are intended.

Final clause of the German proposition, for admission fees, is intended largely against France and does not affect the United States, where there are no foreign film admission fees or import duties to speak of.

German Imports Off

Berlin, April 16.

In the last nine months 188 pictures were examined by the censor. Of these 119 were of German, 38 of American and 31 of European non-German origin. The German production amounts thus to 63 percent. A decrease in American production in comparison with the German is shown.

In the first nine months of the last year season conditions were as follows:

German	1931-32 P.C.	1930-31 P.C.
German	119	63
American	38	20
European	31	17
	188	100

Fox's Spanish 'Mama' Buenos Aires Failure

Buenos Aires, April 14.
Proof, if any were needed, that this city does not want Spanish pictures was afforded by the reception accorded to the Fox film, 'Mama,' starring Catalina Baracena—perhaps the best known artist on the Spanish stage—which was released day and date at the Capitol, first-run, and Renacimiento, second, April 6, and finishes a tepid week at those houses, to give place to another Fox picture, 'Hush Anner.'

Fox worked hard on 'Mama' from an exploitation angle. Half-page ads in the two leading dailies and half and quarter pages in less widely read papers failed to draw even an opening night full. Long critiques appeared in papers which usually dismiss films in so many lines. It was all to no purpose.

The conclusion is that Spanish pictures are a waste of money. Today, the first-run will have nothing to do with Spanish pictures. They must take their chance in the seconds and ne'ghborhoods, and lose money for all concerned.

BRINK'S SAD MISSION

P. N. Brink, Metro home office representative in Eastern Europe, left St. Louis for California, for a month's rest.
Brink arrived in New York a week ago with the body of his wife, who died suddenly in Paris.

Ufa 36-Film Schedule

Berlin, April 14.
This production plan for the next season, already fixed, calls for 26 pictures.

"Made for the millions. And the millions will like it!"

— N.Y. American

This great heart-throbbing, throat-clutching screen drama takes New York as it has the entire country. All over, exhibitors are thanking their lucky Paramount stars for THE MIRACLE MAN. "Fine . . . good entertainment . . . many moments of thrilling action, and splendid performances." . . . *N. Y. Daily News*. "Undoubted audience appeal." . . . *Red Kann, M. P. Daily*.

THE MIRACLE MAN

All new, all-talking, with this great cast

SYLVIA SIDNEY
CHESTER MORRIS

IRVING PICHEL JOHN WRAY ROBERT COOGAN
HOBART BOSWORTH BORIS KARLOFF
NED SPARKS LLOYD HUGHES

Directed by Norman McLeod. Adapted by Waldemar Young. From the story by Frank L. Packard and Robert H. Davis and the play by George M. Cohan

BIG MONEY PICTURES HEADQUARTERS
Paramount



of little importance to the younger

OKLAHOMA CITY

PREVIEW SATURDAY NIGHT "Scandal for Sale"

Daddy Long Legs is Back Again

—Again a gay bachelor fathering a family of kids—and what a delight!

WARNER

BAXTER

again the first name in romance in

"AMATEUR DADDY"

with MARIAN NIXON

A picture to make hearts happier and romances sweeter!

Starts TODAY!

FEATURING AT 11:15, 1:15, 3:15, 5:15, 7:15, 9:15

25c

Screened at EDGAR KENNEDY "See Top" Midland News

MIDWEST

SEATTLE

Children's Matinee Saturday—9 A. M.

A personally photographed photo of TOM MIX in the line 1000 children attending the Saturday matinee matinee—9:00 A. M. in BOHEMIA, SEATTLE. TOM and "TONY" ARE BACK!

STARTS FRIDAY!

WARNER BROS. "Tom Mix" "Tom Mix"



EVERY Man Woman Boy & Girl

Has been waiting to SEE—

TOM MIX

AND HIS WONDER HORSE TONY

SO, here they are! TOM'S FIRST all Talking Picture—

Destroy Rides Again

CLAUDIA DELL

AND THE "RED" OF THE WEST ZASU PITTS

Thurday!

WELCOME BACK TOM AND TONY

ANY DAY 25c

ANY TIME

FRIDAY

BLUE MOUSE

CHILDREN 10c ALWAYS!

A LOUISVILLE LOCAL

EVERYBODY, NOTICE

Every man, woman or child desiring to be in the big race track scenes of "Racing Daze," the Herald-Post-Brown Theater picture, must be at State Fair Grounds from 9 to 1 p. m. Saturday, April 23. Come, see how movies are made.

F. Herrick Herrick
BROWN THEATER

LOS ANGELES

WARNING!

We are not presenting this picture as a lesson, as a preachment, or as a moral.

WE ARE OFFERING IT TO YOU AS ONE OF THE MOST COLOSSAL PICTURES OF EXCITEMENT YOU HAVE EVER IN YOUR LIFE WITNESSED.

It deals with the life of a man, a killer, who fought his way with revolver and machine guns, through an army of gangland rats; killing, taking, robbing as he went.

It is a picture so powerful and so absorbing that it will leave you limp—limp but resolved to stop once and for all this thing called gang rule, this awful thing that endangers the safety of our lives and the sanctity of our homes.

SEE



SCARFACE

THE ORIGINAL—UNALTERED—UNCENSORED PICTURE

PAUL MUNI

ANN DORAN

JOHN HENRI

KAREN MORLEY

OSGOOD PARKINSON

HOWARD HUGHES

Starts THURS at 10 a. m.

GREATER PARMOUNT

BUFFALO

HOW LAFAYETTE IS SMART TO BE THIRSTY

NOW

Murder Was His Pleasure...

To Cross His Path Is To Be Doomed! To Discover His Name Is To Die—

JACK HOLT

"BEHIND the MASK"

BORIS KARLOFF

CONSTANCE CUMMINGS

PLUS "DON" AT THE ORGAN

BENJIE RUBIN

"DOW" DICKS

PATHE NEWS

GREEN SHAPSHOOT

CARTOON

ADULTS 25c

CHILDREN 10c

ANYTIME

NEW YORK

THE FINGER OF HISTORY WRITES A NEW PAGE!

Are you ready New York?

TODAY! this city will witness a picture that will not soon be forgotten. A Gigantic Entertainment, the Big Thrill of Our Times—brought to you by M.G.M., the company that gave you "Grand Hotel."



What a night that was! That ending, gaudy night the country went dry—

Adapted from Upton Sinclair's great novel.

"THE WET PARADE"



A dramatic romance alive with excitement from start to finish. Tears, laughs, spectacular fights, thrill upon thrill.

GIRLS! ... If you loved a man, would you let him risk his life for you?



Who's that kissing the ladies' hand? ... why it's JIMMY DURANTE, the SCHNOZZOLA, himself ... He's in the whildy now! Laugh! He's got a million of 'em!

Three Thrilling Pictures in One, with a REAL PARADE OF STARS!

WALTER HUSTON
DOROTHY JORDAN
JIMMY DURANTE
LEWIS STONE
MYRNA LOY
NEIL HAMILTON
WALLACE FORD
ROBERT YOUNG
JOHN MILJAN

You'll shoot! You'll cheer! You'll live every minute of it, yourself, as the Big Drama of Our Times opens before you!

TODAY 9:30 A. M.

PRODUCTION BY M.G.M.

RIALTO

"HOUSE OF HITS" 8'WAY at 42nd

DETROIT

HOLLYWOOD

1932 YEAR END SPECIAL

SKY DEVIL

FRED STRITT

ADULTS 25c

CHILDREN 10c

ANYTIME

PHILADELPHIA

A Gay New Love Technique

A Light-Hearted, Devil-May-Care Lover Who Wouldn't Take "No" for an Answer! Racy, Rollicking Romance That's Delightfully Different ... Deliciously Dating!

ROBERT MONTGOMERY

"BUT THE FLESH IS WEAK"

WITH MARY HENRIETTA AND EDWARD EVERETT REYNOLDS

Starts TODAY!



By Epes W. Sargent

Springfield, Mass. Public has been promoting its theatres here and in Worcester through tieups with radio stations. At the Capitol, Worcester, auditions were conducted for vocalists, and several appeared on the stage nightly for a week. The winner was given a prize of \$10 and a chance to sing from station WTAG. Same plan was followed for the Paramount, Springfield, in association with station WRZ.

The Verdict is— "GREAT"

Columbia comes through with another BIG one right when you need it most! Play this dynamic drama of a brilliant criminal lawyer who stacked the cards of chance against his victims' hopes and—always WON! Then Love took a hand and evened the score! A picture for all—thrilling entertainment straight through!

ATTORNEY FOR THE DEFENSE

with
EDMUND LOWE
EVELYN BRENT
CONSTANCE CUMMINGS

Directed by
IRVING CUMMINGS

Adaptation and Dialogue by Jo Swerling

Columbia

Leaping Ahead
to Leadership!



**READY
FOR ALL
AMERICA
APRIL 29TH**

FANNIE HURST'S

**SYMPHONY
OF SIX
MILLION**

**NOW TWO-A-DAY GAIETY THEATRE, N.Y.
OPENED GREAT PRE-RELEASE ENGAGEMENTS
WASHINGTON... CLEVELAND... SAN ANTONIO
HOUSTON... BIGGEST GROSS IN 14 WEEKS**

RKO RADIO PICTURE

Despite Exhibs' Present Willingness To Arbitrate, Distribs Prefer Suits

In the east,

HERE'S HOW!

C. H. Buckley of the Harmanus Bleecker Hall, Albany, N. Y. did the biggest business in months playing to ABSOLUTE CAPACITY

ADS. These two display ads (plus teaser campaign) got the crowds started. You can adapt them for your town.*

RADIO BROADCAST. Six 30-minute broadcasts on station WOKO, before opening. Station supplied air time free. Records for these broadcasts available FREE at your Fox Exchange.

NEWSPAPERS. Three leading Albany papers gave special pictorial layouts, features, news stories, and daily reviews broadcast reviews. You can get the same!

TRAILER. Created tremendous talk. It's a pip! Get it from National Screen.

NEWS TEASERS. Special series of six one-column ads. Fully outlined in Fox Press Book.

*Other showmen ads in Fox Press Book.

EXPLOITATION:

1. STORE BROADCAST. Daily instalments broadcast on downtown main streets, department stores, drug stores through special loud speakers.

2. BOOK PRIZES. 100 copies of the novel to first 100 women at opening day show.

3. WINDOWS. General and book store displays of the Grossett-Dunlap novel.

4. BILLBOARD TEASER. Same message as news teaser. Stands in downtown section. Painted daily. See Fox Press Book.

5. SUMMONS GAG. Judges, lawyers, court attendants circularized with trick jury notice. See Press Book.

World Premiere

TOMORROW
Back to Back and About
One From Them, Here's
In Made From It

**SENSATIONAL AND
REVOLUTIONARILY
DIFFERENT**
DAY REPORT
CHORDING
2nd. 1932

**THE LOVER
AND THE
LOVED**

**THE AMAZING AND
BREATH-TAKING
INSIDE STORY**
Of How Women Caught In A
Mystery, Clinging The Whole Of
Their Lives, Saving An Unlikely
Criminally Fugitive

**THE TRIAL OF
VIVIENNE
WARE**

Love in her eyes...
Murder in her heart
Heard by Every Woman. A Man
To Any Man. One Who Has The
Heart And Soul Of Woman Who
Does With

JOAN BENNETT
DONALD COOK
LILIAN BOND
SKEETS GALLAGHER
ZASU PITTS
RUTH SELWYN
ALLAN DINWHAIT
HOWARD PHILLIPS

**STATION
WOKO**

FREE
The film is shown in the
theater as a part of a
series of six one-column
ads. Fully outlined in
Fox Press Book.

**HARMANUS
BLEECKER HALL**

World Premiere

**The Most Amazing And
BREATH-TAKING
INSIDE STORY**
Of How Women Caught In A
Mystery, Clinging The Whole Of
Their Lives, Saving An Unlikely
Criminally Fugitive

**STRANGER THAN
FICTION IS TRUTH**
Love In Her Eyes...
Murder In Her Heart
Heard By Every Woman And A
Man To Any Man

**THE TRIAL OF
VIVIENNE
WARE**

Love in her eyes...
Murder in her heart
Heard by Every Woman and a
Man to Any Man

JOAN BENNETT
DONALD COOK
LILIAN BOND
SKEETS GALLAGHER
ZASU PITTS
RUTH SELWYN
ALLAN DINWHAIT
HOWARD PHILLIPS

**ABSOLUTELY NO
RAISE IN PRICES**

**HARMANUS
BLEECKER HALL**

IS MR. BUCKLEY SATISFIED?

Read his wire . . .

WORLD PREMIERE SHOWING OF THE FOX PICTURE TRIAL OF VIVIENNE WARE WAS A GREAT OPENING STOP AUDIENCE REACTION EXCELLENT STOP PICTURE ONE OF THE FASTEST MOVING MELODRAMATIC VEHICLES INTERSPERSED WITH COMEDY THAT I HAVE SEEN IN A LONG TIME STOP PREMIO AN EXCELLENT WEEKS BUSINESS STOP SURPASSED OUR EXPECTATIONS STOP WE TOOK ADVANTAGE OF EVERY EXPLOITATION ANGLE AND WILL SECURE PROFITABLE RESULTS REUNIONS

O. H. BUCKLEY HARMANUS BLEECKER HALL

**The TRIAL of
VIVIENNE WARE**
A FOX PICTURE - Backed by Showmen!

B. & K. Price Cuts and Closings Wait on Congress and Weather

Chicago, April 25. Publix-B. & K. is ready to introduce changes into its price sales system, but is waiting word from Washington as to the admission tax level before deciding just how much will be clipped for the present tariff. As presently figured, understood that the cut in prices will range from 10c to 25c, which takes in neighborhoods and loop, matinee and evening prices.

Of greatest moment in the price situation is the likelihood of a general slice of all balcony rates. At first reported to be confined to the loop to the Oriental; it now appears that the slash will also be ordered in the upstairs quarters of the three run spots. McVickers, United Artists and Roosevelt.

B. & K. is understood to be satisfied with the results of the clipped prices at the neighborhood spots, such as Belmont, Tower and Maryland. An arrangement of a general two-bits slice is also being followed. B. & K. colored deluxe legal, and the Esmaness houses, such as the Vogue and Northcenter.

B. & K. has also put into effect 15c and 25c reductions of scale at the northside Pantheon, and the Sunday matinee for kids at the big deluxe Uptown, Tivoli and Paradise.

As to house-closings for the summer, B. & K. is ready should the grosses consistently range below the rental figure on the theatres in question. B. & K. is resigned to the belief that a number of theatres will be forced to shut for the hot spell, in spite of the cooling plants in some of them.

While such big neighborhood theatres as the Covent Belmont, Tower and Maryland are named as certain to fold by June 1st, the big excitement is the understanding that the loop Roosevelt, run spot, will call it a season by May 25. House has been running badly into the red recently, and now finds itself short of product.

The way is now being paved to switch the Roosevelt within the next few weeks from a first run to a double feature policy which plan will have the B&K stand follow the Warner Brothers' Loop Orpheum, currently operating itself on the two-for-one idea. Price revision at the Roosevelt will most likely be 25c and 35c nights.

In making the policy shift, the Publix operators here declared the house had only other alternative of closing.

Skouras Rate 20% Cut On F-WC Projectionists; 50% Less for Shorts

Los Angeles, April 25. Economy assault of the Skouras brothers on Fox-West Coast operating expense bore fruit last week in a 20% cut on projection labor and a 50% cut on the price of shorts.

Projectionists' union in Los Angeles and Long Beach were first to agree to the booth wage cut, with other Southern California locals following. With the one-fifth reduction, union contracts with F-WC are extended by 16 months, to January 31, 1934.

Most of the short product for F-WC houses is light as needed on the new price list.

Deluxe houses formerly paying \$100 for a one-reeler now get it for \$55. Three-reelers formerly \$500 now come for \$175.

In the matter of house payrolls Skouras brothers are depending for the effect on reducing man power, although some salaries have been sliced. Many of the neighborhood houses are on one-man operation.

FILM BOARD MOVES

New York Film Board of Trade Yesterday (Monday) moved into new quarters in the Paramount building. Staff is not being reduced despite that arbitration is no longer a function of the board.

Take It Literally

Akron, April 25. Dick Wright insists that the morning after he changed his Strand marquee to Kay Francis in a Wanted to hand found two men waiting to apply for the job. Wright offers to tell it before a notary.

Another Hopeful Try At Curbing L. A. Duals

Los Angeles, April 25. Independent Theatre Operators Assn. will tackle the double killing situation again next week at a general meeting. Idea now to combat the twin features is to prohibit any theatre from showing two features until 160 days after the pictures have played that particular zone on single bills.

Will also attempt to get together on the preview situation by having members agree to tilt the admission price to at least 15 cents over the established price of the house with one price for both the orchestra and balcony.

Double billing and preview situation was practically settled two weeks ago with all operators including the S. ouras Brothers agreeing to throw out the twin bills and limit previews to special houses. Skouras' backed out of the agreement and threw the entire affair in the alley.

Skouras are expected to come in on the new deal.

Horwitz Indicted

Houston, April 25. Federal grand jury indictment has been returned against Will Horwitz, local theatre owner, together with his wife and four other persons, on charges of conspiracy to violate the postal laws in connection with the conducting of a lottery over Horwitz' radio station XED at Reynosa, Mexico.

All were arrested April 4. Bond for Horwitz was set at \$150,000, and it has been raised, at the same pending trial of the case May 23. Indictment charges a number of overt acts.

Those named besides Horwitz were Mrs. Margarita Walsh Horwitz, M. C. Guerra, M. B. Gonzales, Alfonso Dominguez and M. B. Hall.

Albany's Sunday Hope

Albany, N. Y., April 25. The bewickered Sunday film question soon may be settled here once and for all. Effect of an ordinance introduced in the common council last week, legalizing Sunday pictures, shocked this staid old town like a bombshell.

Without any advance publicity, M. H. Schuster, Democratic alderman in a council which is one-sided, having only one Republican out of 12 members, introduced his ordinance, which immediately brought protestations from various organizations. The measure, however, has the backing of leaders of the Democratic organization. And that is all that's necessary.

Issue was forced upon the common council through pressure of business and theatrical men.

FILM ROW BLAZE

Los Angeles, April 25. Backfire destroyed five trucks of the Goldberg Film Delivery Co. and caused a fire which raged for two hours.

No film was destroyed, but the Foster Kleiser sheds were included in the conflagration and for a time the exchanges along film row were threatened.

Don Hoobler's Health

Don Hoobler, advertising contact man for Harry Katz's Illinois-Indiana division, is in Bloomington, Ill., trying to recover his health.

He is not off the Publix payroll, as reported, but on leave at half pay.

Utica House Closes Over Daylight Saving

Utica, April 25. Refusal of the Municipal Administration to rescind the local daylight saving ordinance, plus inability to secure concessions from the local theatrical crafts, led the Colonial management to close the house for the summer.

Other main stem theatres, which joined with the Colonial in urging repeal of daylight saving, have their course of action still under consideration.

Anti-Picketing Decision Is O.K. For Theatre Men

New York theatre owners interpret the N. Y. Supreme Court's decision permanently enjoining Sam Kaplan's operators' union, Local 308, from picketing and interfering with theatres using non-member operators, as the end to a reign of terror. One of the most important phases of the decision handed down by Justice Steinbrink last week, which officials of the TOCC regard as the greatest court victory for New York film men in years, is the recognition by the court of the Empire State Motion Picture Operators' Union, Inc. as an official group.

Fear of being harassed and having their patrons driven away by threats and demonstrations on the part of Local 308 is now admitted by TOCCites as responsible for Empire not getting a greater play in the past. The decision, according to the interpretation of Charles O'Reilly, means that exhibitors in New York can use their own judgment as far as hiring men from either organization is concerned.

Esco Operating Corp., better known to the trade as the Springer circuit, was the plaintiff in litigation lasting for the six months, which resulted in this injunction against future picketing activities of Local 308. Prior to that, Lee Ocha had spent around \$100,000 fighting 308 on the same point but capitulated before the case was legally decided.

Chi Operators Offer 1-Man Relief; Both Sides Pick Needy Houses

Unintentional?

Los Angeles, April 25. Manager of a suburban theatre, after observing a man loitering around the boxoffice for six hours, called the police and had him arrested on suspicion.

Several hours later he received a call from his home office telling him to bail out one of the company's checkers.

Chicago, April 25. Local operators' union, headed by Tom Maloy, has consented to take off one operator in all houses, independent of an circuit, formerly employing two men in the booth if deemed in dire need of relief. Announcement followed a series of conferences between the union and theatre men, latter maintaining they would have to close their houses unless immediate and substantial help was forthcoming.

New setup goes into effect this week with the theatres to be picked by both sides. Circuit operators are privileged to switch houses from time to time to meet special conditions.

RICO, with but three local houses, has already selected the Ingewood, former vaude house on the south side, now in straight pictures. Both the Palace and State-Lake remain as is for the time being.

Warners, with 15 houses out of a former total of 20, has selected five of its smaller neighborhood stands to start, with plans of switching to five others later on and alternating according to local situations. B&K, has a total of 33 theatres in town with the majority 'B' and 'C' houses. B&K, has not yet decided upon which houses will get the break. Nearly all of them need aid.

Most of the indie houses have already been operating with one man, with the owner or manager doubling for the second man, so the new union rule will not affect them as much as the circuits. Maloy is clear in his attitude to do everything possible to help keep houses open this summer. If the present reduction plan is found inadequate, it is Maloy's intention to go even further with his relief work.

CHI OPS' BAIL

Chicago, April 25. Annual ball of the Chicago Motion picture operators will be held at the Trilanon ballroom May 2. Thomas Maloy, b. m. of the union is in charge.

Birmingham Fire

Birmingham, April 25. Fire broke out backstage at the Ritz last week, destroying drops and a new screen. Audience exit orderly. House closed about three hours. Damage estimated at \$3,900.

P-P Rent Rebates

Minneapolis, April 25. Reported, but lacking official confirmation, is that Publix officials conferred locally with Minneapolis interests that own the Minnesota theatre, 4,200-seat Publix deluxer, regarding a rent reduction and succeeded in obtaining a substantial concession on their lease. Present rental, according to the lease is \$3,500 per week or \$182,000 a year. Report is that more than \$50,000 was lopped off this figure.

The dope also is that Publix is obtaining a rent reduction for the State, its second ace loop house, Another deluxer loop house, the Century, has been dark all season.

MASS. LABOR MOVE

Springfield, Mass., April 25. Stagehands and projectionists throughout Massachusetts are planning to organize a state-wide association, independent of union. Nothing concrete has developed as yet.

BING CROSBY

COASTWARD - BOUND
(Courtesy of Paramount-Publix)

THANKS EVERYBODY

See You in the Fall

Personal Direction

WM. S. PALEY

President Columbia Broadcasting System

Personal Manager

EVERETT N. CROSBY

KEEPING UP WITH F. & M.

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

Painters

Dorothy Fisher, Esther Bronson, Frances Johnson, Carla Caldwell and Jane Larkish, F. & M. beauties who know their paints (not face), put finishing touches on decorations destined for Seattle Civic Auditorium to set off brilliant auto show there. Naturally it didn't hurt Fifth Avenue Theatre or F. & M. "Reflections" Idea, which got tremendous play on stunt from Seattle Times.

Singers

Frisco critic asks, "Who are the Rhythmets?" referring to feature act in F. & M. "Cleap Up" Idea. Personnel this amazing singing trio consists of Anna Lou Eames and the Dare Sisters, Anna Lou handling the solo numbers. Been together for year and half singing for leading Los Angeles radio stations. Help Mills and Shea, Alexander Callam, Jimmy Hadress, Yerna, Sylvia and Ruth put this Seymour Felix unit over.

Joejane

Joe McKenna is entirely recovered from his injury that made him miss out with Sis Jane on a Broadway musical show. Taking funnier and harder falls than ever with Jane in F. & M. "Fine Feathers" Idea. Broke in new specialty in Portland, Me., and will have in perfect laughing shape while working New England bookings this feathery Idea.

Rube

Rube Wolf, the different m. c. and orchestra director, has offer to produce his musical novelties in biggest London cinema. British have never seen the weird Rube, although they've had Horace Heidt and other Yanks who built up under the Rubesque direction. Fanchon and Marco shows are amusement standby in Toronto and Vancouver, Canada.

Lyda

That famous F. & M. "Grad" Lyda Robert goes back to Coast simply smothered in movie offers. Does two for Paramount and then into next Eddie Cantor feature for Sam Goldwyn. Charles Hastings, Brooklyn Times famous critic, recalls how Lyda first hit Broadway through Fox Brooklyn engagement, which Rube Wolf, then m. c., extended into run so Broadway producers could get line on Robert.

Murray

Buster and Brown are the new comedy act in "Greetings" Idea, joining at Skouras Academy of Music, New York. Mae Murray F. & M. creation will have an added feature in Dezzo Retter, the guy who wrestles with himself. Initial Murray opus called "Club Maxm," based on famous club where the gorgeous Mae once danced. Leonidoff direction and Maxwell Shane's lyrics.

Sis

Racquel Torres' sister Renee, whom many think the most beautiful Mexican blonde in California, made first personal appearance at opening of Skouras-West Coast new Florence Theatre, Los Angeles. Caused audible gasps and smiles in town that teems with lookers. Will make first F. & M. appearance in Sister Racquel's "Malibu Beach" Idea, show that exposes Hollywood's hi-hat vacation colony.

Find

New comic in "Rhapsody in Rhythm" Idea moved up to headline spot after panicking Loe's State, Los Angeles audiences. He's Billy Gray, who turned from prize ring, where he was Mid-West bantam champion, to comedy acrobatics and then to howl comedy. Coast reports are he bowls 'em over, a real F. & M. discovery. Lovely Betty Fraser, whistling Johnny Bryant and dancing Crawford and Caskey other stars this Idea.

Reri

Reri, Tahitian Zieggy discovery, goes on air over WINS, Manhattan, for Jimmy Aswell columnist ace who is also becoming outstanding radio figure. Bart Wheeler, Los Angeles Times, describes training of F. & M. Girls in page Sunday story, illustrated in color. Subhead asks: "Why Is a 'Chorine' Different from a 'Hippy Spear Carrier'?" Which is language that will never be understood in effete East.



CAN YOU MAKE THEM LAUGH?

New F&M Policy Features Comedy In Elastic Units

Los Angeles, April 4.
Fanchon & Marco plans to stress comedy acts in all future units. Not less than two comedy acts will be in each show from now on. With this element will go another new F&M selling point. The Ideas will be flexible in scope and able to last 35 to 70 minutes. This is to meet with many requirements in individual theatres want a longer show to offset a short feature for other reasons. Units will have three vaudeville acts at least and as many as five, depending on the character of the acts and the production factors in the unit.

From VARIETY, May 5th.

● STEP UP to
your nearest F. & M.
Office and do your
stuff!

FANCHON & MARCO

INC.

Offices

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK

"Quick, Miss Mulligan, the Scissors!"

I want to save these swell review lines for our local ads!"

- 1 "A lulu. Full of thrills. Enough for 3 ordinary movies. Don't miss it." N.Y. Mirror
 - 2 "Entertainment all the way. Tense and moving." N.Y. American
 - 3 "Full of color and drama. An absorbing picture." N.Y. Daily News
 - 4 "Exciting entertainment. You'll enjoy 'The Mouthpiece.'" N.Y. World-Telegram
 - 5 "One of the outstanding interpretations contributed to the screen." N.Y. Times
 - 6 "Tangy film. Entertainment of the modern sort. You'll enjoy this one." N.Y. Journal
 - 7 "A film that will not offend any intelligence." N.Y. Sun
 - 8 "The crowds will find a new attraction in 'The Mouthpiece.'" N.Y. Eve. Graphic
 - 9 "Lively and entertaining. An enlivening melodrama." N.Y. Herald-Tribune
 - 10 "Interest maintained from the opening scene to the final fadeout." N.Y. Telegraph
- WAYS OF SAYING...**

With Sidney Fox, Aline MacMahon, John Wray, Guy Kibbee, Directed by James Flood and Elliott Nugent.

"THE MOUTHPIECE"

IS ANOTHER WOW FROM
WARNER BROS.

—Regina Crewe, N. Y. American



OPENED N. Y. WINTER GARDEN AT
RECORD-BREAKING PACE AS CRITICS
SPILT SUPERLATIVES ALL OVER
EVERY AMUSEMENT PAGE IN TOWN!

And how **WARREN WILLIAM** came through!

(Just as we predicted in trade papers last week!)

"Warren William has come into his own" —World-Telegram
"Warren William scores in 'The Mouthpiece'" —Sun
"Warren William comes through like a whirlwind" —American

METRO-GOLDWYN-MAYER SHORT SUBJECTS SPEAK FOR THEMSELVES!

"Our pictures are playing more spots than ever. Showmen give our names feature billing. Hal Roach has BIG PLANS for his 'Pardon Us' boys"



LAUREL-HARDY

"The box-office tells me my personal appearance tour gives my comedies a bigger draw than ever. I'll never fail you!"



Charlie CHASE

"We're delighted with the reception our first season of co-starring comedies is getting from the press and the public!"



Zasu PITTS-Thelma TODD

"I'm SPANKY, appearing in Our Gang' comedies. I've won the heart of America and I'm so happy."



"OUR GANG" COMEDIES

"I'm DICKEY MOORE, just signed for the NEW ALL-STAR 'OUR GANG' COMEDIES"



"It's the flappers and their boy friends who buy tickets regularly for your theatre. That's why our comedies have that money-getting appeal!"



BOY FRIENDS COMEDIES

"I thank the many exhibitors in large cities and small who find my Traveltalks consistent program builders!"



FITZPATRICK TRAVELTALKS

"All my favorite songs and jokes are in my short subjects—the same as in my legit work."



HARRY LAUDER



FLIP THE FROG

"I'm the NEW CARTOON RAGE thanks to you!"

Everybody's going to the dogs. We're the Bow-Wows of the screen!"



DOGVILLE COMEDIES

"Every field of sport covered interestingly with PETE SMITH laugh talks advertised on marquee!"



SPORTS CHAMPIONS



FISHERMAN'S PARADISE

"Trust M-G-M to give you something different in Shorts"

"They get NEWS in this news reel and interestingly presented!"



HEARST METRO-TONE NEWS

4 RKO N. Y. Wks. This Summer, 10½ Wks. Counting All Circuits; Palace and Hipp May Go Dark

Four weeks in New York City, the lowest figure for the principal vaudeville circuit in more than 20 years, will be reached May 15 when RKO's Coliseum, 86th Street, Kenmore and Flushing theatres drop stage shows. A three week shrinkage occurs elsewhere on the RKO book, with Akron and Youngstown going straight pictures next week and Washington having folded Friday (22). These houses go straight pictures.

The only New York RKO theatres remaining in vaudeville after May 13 will be the Palace, Albee, Hippodrome, Madison and Fordham. A possibility of only two weeks in New York during the summer looms through the likely closing of the Hippodrome, and a policy (Continued on page 55)

Rich Fills in Layoff

At Cleveland Cafe

Cleveland, April 25. Larry Rich's vaude unit went into the Golden Pheasant, cafe, rather than layoff here.

With Jack Abbin's band contracted for another week, cafe, of 600 capacity had the biggest nut in its history but broke even. Rich splits this week between Youngstown and Akron for RKO.

Drop 3 Asst. Bookers

Frank Sullivan, with the booking office for 17 years, was among three assistant bookers let out by RKO last week. Others were Tommy Reilly and Edna.

Usual agency franchises were offered to all three along with dismissal notice.

No Wholesale Exchange of NBC-RKO Air-Vaude Talent, Says Aylesworth

Hollander as Agent

Harry Hollander, who has been in charge of the Artists Booking Office, Public's own act agency, is no longer with the organization. He left Friday (22) for the vacation in Bermuda and upon return will enter the agency field. He will tie with Tom Rockwell from reports.

As a result of the Hollander elimination Boris Morros, production-music head of Public, temporarily takes charge of the A. B. O. Tom Shayon, assistant to Morros, resigned last week. John Fanchon & Marco as assistant to Jack Partington.

Reports that with M. H. Aylesworth as president of RKO there will be a wholesale use of RKO acts on NEC as sustaining talent, is denied by Aylesworth.

The report resulted from contracts between RKO acts whereby the latter are called upon to appear before the mike without additional salary. Aylesworth declares that at present there is no plan to use vaudeville acts on the air to a greater degree than before, or vice-versa.

Just now he believes the majority of vaudeville acts are not ready for the air. Fanchon & Marco, Aylesworth stated, RKO and NBC may be able to work out a plan whereby a wholesale exchange of vaudeville and radio artists will be arranged.

CBS Not 'Out'

Aylesworth's position as president of both RKO and NBC will not affect the playing of CBS artists by RKO, Aylesworth stated. In any manner decided to shut out CBS talent from the RKO vaude theatres, it would have done so before. Aylesworth declared he welcomes the CBS competition on the air and in theatre bookings as a healthy sign, inasmuch as competition is inspiring.

While admitting CBS has booked more of its radio artists with RKO than has NBC, Aylesworth mentioned that NBC has booked more of its attractions with Public than has CBS. The latter organizations were until recently affiliated.

ACTORS' 'SEMI-UNION' BOOKING THEATRES

Los Angeles, April 25.

California Artists Protective Assn., vaude actors' semi-union, will open a booking office next week in opposition to the regular agencies. Books will be in charge of Chris Brown, one time head booker for Sullivan & Considine. Club claims it has several houses lined up but none of the downtown vaude houses admit being on the list.

Members of the CAPA will get dates without paying commission on booking fee. Club will obtain its revenue from the theatres on a 5% booking commission.

At its inception, the club announced that it was a social and welfare organization and would not enter the booking field.

No F. & M. Tab Musicals Until Demand Assured

Los Angeles, April 25.

Fanchon & Marco has the American tab rights to a number of musical plays, but will start production on the first of these this summer only if the midget versions have not lost their popularity by that time.

Marco's reluctance to go into this type of entertainment immediately is his feeling that it would be useless to produce them for the long circuit tour until it is certain there'll be a sustained demand for the tabs. Also, F. & M. is at present loaded with new units for new units and it will be some weeks before the schedule will allow the insertion of tabs.

CARL REITER DIES

Seattle, April 25.

Carl Reiter, veteran showman, died Saturday (23) following a long period of failing health. He was 62. Apoplexy was the direct cause. For 25 years he was manager of local Orpheum, prior to that with Orpheum, Kansas City. He retired from Orpheum three years ago.

Survived by widow, and son, Bernard.

Armand With Peabody

Los Angeles, April 26.

When Eddie Peabody takes to the road in a Fanchon & Marco unit, he will carry John Armand as his manager and partner.

Armand was with Peabody before the latter went to Europe.

THE GENIAL ROTUND

LARRY RICH

with
CHERI
"Miss Port of Paris"
TOMA GENARO
South American Song and Dance
TOMMY LONG
"The Elongated Express of Comedy"
HOGES
"Oklahoma's Ambassador"
ENGLAND ONG
"The Chinese Melodrama"
JOE BELL
"The Voice with Heart"
GILBERT LAWRENCE
and His Snake Hips
And the

RICH RHYTHM BAND

(Direction of Blondel & Mack)

THREE BREDWINS

Athletic Comics
(Direction of Hugo Morris)

MADELINE PATRICE

Protege of the Late Enrico Caruso
(Direction of Morris & Oz)

NAYAN PEARCE and JAY VELIE

in "RED RHAPSODY"
Boyd Davis, Musical Director
(Direction of E. C. Keller)

AMERICA'S EGOTIST

Harry J. Conley

(Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 86

(Week April 30, St. Paul, Minn.)

The Dark Cloud of Joy

BILL ROBINSON

IN
"HOT FROM HARLEM"

WITH
JOHN MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
NAOMI PRICE
FERDIE LEWIS
JILL SMITH
JACKIE YOUNG

"THE BROWN BUDDIES"

Chorus of Eighteen
(Direction of Marty Farkins)

RKO VAUDEVILLE INTACT 84

(Week May 2, Seattle, Wash.)

The Mirth Provokers

of a Nation!

OLSEN AND JOHNSON

And Their

"ATROCITIES OF 1932"

12 Tons of All Kinds
All With One Idea and Every Purpose
— To Make You Laugh —
BATA and BESSIE KAPPLER
"Two Beautiful Dancing Singers"
"The Night Minkies"
"Nighting in a Bouquet of Idiots"
With Moore and Shy, Geo. Moore,
Joe Perry, Sidney Gibson, Gibson,
Gibson, Gibson, Gibson, Gibson,
Also "Speedy" Peterson
and Sunday Nuts—too
Numerous to Mention!

RKO VAUDEVILLE INTACT 83

(Week April 30, Seattle, Wash.)

ROSETTE and LUTTMAN

in "Dance Stories"
WITH GRACE & BEATRICE WYLIE
(Dir. of Max Tishman, Floukett office)

DE VITO and DENNY

with
DOT STEVENS
in "Lady Harlow's Reception"
(Direction of Chas. Wilshin)

LITA GREY CHAPLIN

"The Charming Chantres"
Personal Mgt. Nicholas Gyory
(Booked by Weber-Simon)

RKO VAUDEVILLE INTACT 82

(Week April 30, Tacoma, Wash.)

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)

RKO VAUDEVILLE INTACT 81

(Week April 30, Portland, Ore.)

JOY FINLEY

Revelation in Rhythm
(Direction of E. C. Keller)

WALTER (Mouse) POWELL

Benny's Red Hot and
"RED" PEPPER
The Cayenne Comedian

THE THREE PLAYBOYS

DENNY LYNCH
MYRL ALDERMAN
RAY EHRHART
The Ultimate in Harpness

BENNY MEROFF

and His Famous Orchestra
Personal Mgt. George Wood
(Dir. Bill McCaffery-Lao Fitzgerald)

RKO VAUDEVILLE INTACT 79

(Week April 30, Oakland, Calif.)

CHAPPELLE—CARLTON

"On the Stairway"
(Direction of Marty Farkins)

KRUGEL—ROBLES

in "DRUNK AGAIN"
(Direction of O. L. Oz—Morris & Oz)

DON RUIZ and BONITA

The South American Dancers
With Sultans and Vipers
Marie Patrit—At the Piano
(Direction of Harry A. Romm)

FRANK LIBUSE

The Colonel of American Nuts
with Myrtle Lansing
(Personal Mgt. Jesse H. Martin)

RKO VAUDEVILLE INTACT 78

(Week April 30, Salt Lake City)

HAZEL MANGANE'S GIRLS

with ADELTA TALALI
4 SPEKDS—AND NO DRINKS
(Dir. of John Patrick-Jack Curtis)

HOWARD—FINE—HOWARD

"THE THREE LOST SOLES"
with JACK WALSH
(Direction of Blondel & 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)

RKO VAUDEVILLE INTACT 74

(Week April 30, Denver)

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 W. Gordon-Schultz)

RKO VAUDEVILLE INTACT 73

(Week April 30, Los Angeles)

THE ORANTOS

"Good Up"
World's Only Double-Perch-Act
(Direction of Jack Weiner)

MASTERS

GRAYCE
in "GESS WHO'TIS"
(Dir. Jess Freeman—Chas. Morrison)

"LIVING JEWELRY"

with HOOVER and CAMP
Evilyn Cline and Stanley Simmons
(Direction of Chas. Morrison)

DON ZELAYA

The Philosophical Pianist
(Direction of Weber-Simon)

RKO VAUDEVILLE INTACT 76

(Week April 30, Los Angeles)

VERNON RATHBURN

"The Prince of Rhythm"
and His SAX-O-TETTE
(Dir. Harry Ward—Sam Gordon)

EDITH BOW

With Her "MAN TROUBLE"
Songs by Jean Peure
(Direction of Lee Stewart)

THE ELECTRIC TRIO

Wes and Lisa Adams
Bernice Merahon
(Direction of Harry Fitzgerald)

DOCTOR ROCKWELL

QUACK-QUACK-QUACK
(Direction of Harry Fitzgerald)

Reputable Singles at \$45, Trios \$90, Lowest Ever for L. A.'s Deluxe Houses

Los Angeles, April 25. Although quite a number of theatres are using vaudeville locally, including several full week stands, it's doubtful if salaries for talent were ever quite so low here. And that's subterranean indeed in an area always notorious and formerly the talent of the Aching Heart circuits.

Reputable singles are working for \$45 a week. An ace applause trio at Warners Hollywood got \$90 recently.

There would be no news value in this sort of arithmetic if the type of act formerly getting that kind of money was typical today. But it is not. It's a continual surprise how good in quality vaudeville acts have been of late. Warners Downtown has been grabbing off some very commendable 10-act layouts, studded with standard turns, for \$1,200.

Willingness of acts to work for the small money can be explained on various grounds ranging from destitution to a fondness for the climate and a desire to hibernate regardless of economics.

\$60,000 Obligations Run Up by Godfrey On Promises to Acts

Obligations amounting to \$60,000, which must be paid in the future, have been rolled up by George Godfrey since his return to the RKO vaude books six weeks ago. This amount is outstanding to actors, producers and agents in return for concessions made in bookings and salaries.

During Godfrey's previous sojourn in the RKO office, when he acted as booking head, \$200,000 in debts to acts and others were contracted. The circuit was forced to foot this bill when unable to fulfill promises and agreements.

Part of the present \$60,000 owed by the booking office is in the form of additional time promised acts that agreed to accept salary cuts although holding contracts. In some instances 10 to 15 weeks extra were promised by Godfrey. These will have to be provided at a future date, despite the big decrease in RKO's playing time.

In order to repay acts and producers for concessions made it will be necessary for the circuit to book numerous acts for quick repeat engagements in many of its theatres, with the theatres apparently selected to carry the bag for the booking office. Only alternative is to pay the acts without playing them, but \$200,000 was done to the extent of \$200,000 following the previous Godfrey regime.

POSTPONE ON AGENTS

Court Action Against Allen-Rheinhold Off Till May

Action on complaints of acts which have paid booking agents money in advance of dates, without later delivered or money returned, is being taken through the License Bureau, with two at present on court calendars.

Edgar Allen, who until recently was booking Wilmer & Vincent and Sidney Rheinhold, another indie, are the pair. Formerly whose case came up yesterday (Monday) in 54th Street Magistrates' Court, was postponed until Monday (2), while action against Rheinhold, before Special Sessions, is set over to May 23.

Two acts which entered commercial agency business with Allen and Rheinhold at the time of their court yesterday (Monday), but were not called to testify.

Thurston's Bouncer Suit

Reading, Pa., April 25.

Thurston, the magician, in an action brought court here is suing Reading Amusement Corp., operating the Park Theatre, where he played a one-week engagement some time ago, for \$3,025.85.

He was paid by check, but later was unable to collect on it, the suit says.

Mahoney for Chinese

Hollywood, April 25. Will Mahoney comes to Grauman's Chinese to head the stage show with the "Hotel" (film). Arranged between Sid Grauman and Ralph Farnum, Mahoney's agent. Farnum's stage show includes the Calgary Brothers and the Dixons (boy-and-girl dance team). Mahoney left New York for here Saturday (23).

N. V. A. GROSSED LESS THAN LAST YR.

Collections through plate passing in 1931 variety and picture theatres throughout the country last week were estimated to have run considerably under last year's returns. Circuit totals have not been reported as yet, but individual house statements indicated a drop. The 1931 NVA Fund drive netted around \$480,000, of which about \$100,000 came from Chesterfield's sponsorship of a special talking short. This year there was no short, with the collections solely depended on.

All the major circuits participated in the drive which ran from April 15 to 25. The annual New York benefit performance at the Met goes on Sunday night (1).

Approximately \$200,000 is needed for maintenance of the charitable and social ends of the NVA for the coming year. Unless that amount is drawn on the drive, the Fund's manager-members may have to make up the difference.

Chicago, April 25.

For the first time in years the local NVA basket collection has hit a new low. Less than \$5,000 was collected all over town, with only RKO and Warners participating in the drive.

B&K, in line with all other Public houses, stayed out of the collection thing although running the Jessel trailer in the downtown houses a few times during the week. Of the total amount the RKO Palace led with close to \$2,000, while the same circuit's State-Lake and Englewood managed to squeeze out a couple of hundred more.

Warners, with 15 local houses and all taking up daily collections, picked off another \$2,000.

ROTHAFEL IN PERSON FOR RKO'S AIR HOUR

When S. L. Rothafel returns from his trip abroad, NBC will inaugurate a new series of RKO broadcasts under his supervision, featuring him (Rox) in person.

Earlier this week for Europe May 6, Rox will do a full hour dedicated to Radio City.

Richardson's Band \$1,500

The Florence Richardson band returned to RKO at a \$100 raise. C. F. Zittel manages the orchestra. When the band previously played for RKO its salary was \$1,400. Present bookings are at \$1,500. Zittel booked Miss Richardson direct with George Godfrey.

Kalcheim with Weiner

Harry Kalcheim is entering the agency business with a partnership with Jack Weiner, RKO franchise holder. Kalcheim was let out recently as a booker after 15 years with Keith and RKO.

BUTTERFIELD'S AIR ACT

Detroit, April 25. Will Collins, on a sustaining program over WJR for the past three years, is making a stage tour in the Butterfield houses starting May 11.

\$11,000 INDIE WK. FOR 'FRENCHMEN,' NEWARK

With \$7,000 in up to yesterday (Monday) on the first four days, Anatole Friedman and Joe DeMitt's \$60,000 Frenchmen musical tab is on the way to around \$11,000 for its full week in an indie percentage date at the Shubert, Newark. Run was extended until Sunday (1), making a run of 12 days in all as the result of a mid-week opening last week.

Three deals are on for 'Frenchmen,' among them the Shubert office, which wants the tab for a legit stay at its 44th street house or another on Broadway. Public is negotiating for the Paramounts, New York and Brooklyn, and Warners for the Hollywood, where the Lou Holtz run ends after this week.

'Frenchmen's' Newark date is a cold opening. It's doing four daily at 73c top and running 80 minutes per, with the house supplying a feature and shorts for a two-hour show. In addition to this pit and stage crews.

The same producers 'Follow Thru,' playing the Paramount, Brooklyn, this week has been booked for eight more weeks by Public.

HOLTZ AVERAGE \$2,500 WEEKLY

In his 10 weeks of doubling as actor and manager in partnership with Warners at the Hollywood, New York, Lou Holtz averaged around \$2,500 a week for himself, or \$3,500 less than he was offered at the Palace, where he didn't have to worry about the box office. The Holtz-WB venture ends this week at the closing of its third bill.

Warners was to have decided last night (Monday), on future policy for the Broadway house. A legit musical policy seems to have preference, with chances slight that it will return to pictures.

Holtz is making out a trip to Europe for a rest. Covering both back and front, he worked pretty hard at the Hollywood.

'Quilt' at \$11,000, 'Bandwagon' \$12,000, Palace Possibilities

Billy Rose's 'Crazy Quilt,' at \$11,000, and Max Gordon's 'Bandwagon,' at \$12,000, are being considered for RKO's Palace, New York, for two weeks each in the state vaudeville theatre. Terms provide for both musicals to comprise complete Palace bill with no other acts added.

'Quilt' proposition includes Fannie Brice, Phil Baker and Ted Healy as the names, along with the rest of the original cast, including chorus and scenery.

Fred Astaire is the only member of the original 'Bandwagon' cast mentioned in the deal for the Gordon show. The producer proposes to re-cast around Astaire for the Palace.

Vaude Revue Quits

'Dilly-Dally,' the legit-vaude revue Percy Oakes produced, lasted just one week. It did not go beyond Philadelphia, where it closed Saturday (16).

Oakes is said to be trying to get the show going again. Patsy Ruth Miller and Charles Ray headed the cast.

Burns-Kissen Walk

Burns and Kissen walked off the current New York Palace bill before the first show Saturday (22) after refusing to go on No. 2.

Team claimed the booking office promised a later spot.

Hedda's Clothes Line

Los Angeles, April 25. Hedda Hopper, with four girls, is breaking in an act at the State, Long Beach, Cal. Girls are being used, models, with Miss Hopper talking on clothes.

Leo Morrison office is handling the act.

RKO Agents See Themselves Being Eased Out by Direct Bookings; Now Talking Radio

Magic Agency

Los Angeles, April 25. Maurice Raymond ('The Great Raymond') has opened a booking office for magicians and will attempt to corner the magic business in the club field.

He will also produce magic acts for amateurs.

56 ONE-NIGHTERS FOR FRIARS' ROAD TRIP

A 56 day route of consecutive one night stands, for the Friars' Road trip, starts May 9 at Newburgh, New York, and winds up July 3 in Atlantic City. It will be a consolidation of this year's annual Frolic which goes on at the Metropolitan Opera House, New York, May 8.

Scale is set at \$3 with the all male troupe getting an advance guarantee in each town. Players, all members of the club, will participate on a percentage basis. The club shares in the net.

Joe Cunningham, Philadelphia newspaper cartoonist and the Friars' best ribber, is turning actor to go with the outfit. He'll be the topper at every performance, planning the show and kidding the local mayor in each stand.

Set for the cast are Eddie Leonard and Eddie Leonard, Jr., Pat Rooney and Pat Rooney, 3d, Harry Hershefeld, George Pryce, Jan and Whalen, Eddie Miller, Joe E. Howard, Walter C. Kelly, Caltes Bros., King, King and King, Nell Golden, Dan, Danny Dan, Mario and Lario, Chick Chandler, Buddy Doyle, Sarnoff, Vincent O'Donnell, Vaughn Comfort and Warren Jackson. When convenient, other acts will jump in for odd dates. Writing members of the club are contributing the material.

Route, with towns in the order listed, running consecutively, and starting May 9, will be: Newburgh, New Haven, Hartford, Springfield, Mass.; Providence, Boston, Newark, Philadelphia, Baltimore, Richmond, Washington, Hooch, Pittsburgh, Cleveland, Akron, Youngstown, Columbus, Dayton, Indianapolis, St. Louis, Cincinnati, Evansville, Louisville, Nashville, Memphis, Oklahoma City, Tulsa, Kansas City, Wichita, Topeka, Salina, Colorado Springs, Denver, Lincoln, Omaha, Des Moines, La Crosse, Minneapolis, Duluth, St. Paul, Milwaukee, Chicago, Grand Rapids, Detroit, Toronto, Buffalo, Rochester, Syracuse, Saranac Lake, Albany, Montreal, Pittsfield, Yonkers, Long Branch, Asbury Park, Atlantic City. Majority of the dates will be played in large capacity auditoriums under local auspices. Sponsoring organizations are setting the guarantees.

Calloway—Capitol

Cab Calloway has been booked into the Capitol, New York, week of May 13. Band will double from the Cotton Club.

Possibility of Calloway also playing the Paradise and Valencia, two Loew deluxe nabe houses.

REBI FOR F-M

Los Angeles, April 25. Rebi, of 'Tubi' and the 'Palms,' arrives here this week to fill her Fanchon & Marco contract. Unit will be produced around her.

ETHELIND TERRY'S ACT

Ethelind Terry will play a few dates for RKO this spring. She is already set for the Fordham and 86th Street, New York, starting late in May.

RKO's franchised vaudeville agents regarded as the white head boys of the agency business for the last 20 years, figure they'll be all washed up before another year rolls around. Feeling that the booking office's new desire is the elimination altogether of the agent as a medium in buying acts, RKO franchise holders, with few exceptions, declare they are looking elsewhere for future roosting. Most are talking radio.

Round about sidetracking of the RKO agency system is being construed as starting through the direct booking method. Acts are being called in by the bookers and advised to book themselves. The few timid protests by regular representatives thus far have been futile.

Most of the booking office's direct contacts have been with acts represented by a few agents, suggesting it may be the bookers plan to stifle certain agents only. But the others feel that if direct booking is successfully consummated with a few acts it will spread.

One of the most important direct bookings was the Duke Ellington band for the weeks of June 4-11 in Cincinnati and Cleveland at \$5,000 net. In previous RKO bookings the band had been represented by Morris & O. Irving Mills, owner of the band, asked the booking office why his regular agent was omitted from the transaction. They reply was, 'This is a new deal.'

Artists' Bureau Plan

Agents see another bad omen in the likelihood of an RKO vaudeville artists' bureau, along the lines of the present radio booking bureau at NBC, as a result of the closer relationship between the two RCA subsidiaries under one president, Merlin Aylesworth. Although NBC's system of individual representation of acts by employees of its artists' bureau is claimed to have been encouraged money kick backs galore, this plan for RKO is reported as favorably regarded on both sides of the fence. It's installation at RKO would automatically bring about their extinction, the agents think.

Although Martin Beck changed his mind about breaking down the franchise barrier to open the RKO booking office to the entire agency field, the new direct booking campaign is regarded by the RKO agents as amounting to about the same thing.

Around 100 acts have been booked direct in the past three weeks in addition to those positioned along similar lines. Of those booked only one has been without an agent in touch with the cash in Mms. Frances Alda, from opera and never before in vaudeville.

Campbell Soup Air Talent as Vaude Act

Campbell Soup program which went off the NBC airwaves April 22 will go into RKO vaudeville May 7, although the artists are no longer connected with the account.

Act is to be billed as Robert Simmons and Howard Lanin's Campbell Soup Orchestra. Simmons and Lanin figure that they can cash in on the Campbell air rep, with the commercial agreeing to the use of its name in vaudeville for the gratis publicity.

BETTY COMPSON'S DEMAND

Minneapolis, April 25. Betty Compton, drawing \$1,000 a week for personal appearance at the Minnesota in an F. & M. unit, refused to go on the air during the theatre's regular radio broadcast unless paid \$500 extra.

Theatre decided to meet her demand.

Raze K.C. Globe

Kansas City, April 25. Weekers have started raising the Globe, built 13 years ago and for many years one of the leading vaudeville theatres in the city. The house is owned by the Oppenheimer Brothers, wealthy jewelers of this city.

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

Annual meeting of Actors' Fund will be held May 13.

Edward Marshall down in Florida to pick a spot for picture production.

Brook Pemberton plans for next season include "East of the Sun," by Bosley Crowther and Wm. Dubois; "Lovers, Happy Lovers," by Lewis Galantini and John Hausman; "Christopher Comes Across," by Hawthorne Hurst, and "White Dragon," by Norman Anthony. Later only one previously announced Antoinette Perry will stage.

Lenin's Downy new title of David Vard's play.

Projectionists' Union, Local 306, enjoined by a Brooklyn judge from picketing Esco theatres. Held that parading of misleading statements might be more hurtful than physical violence. Case in court for some time and Supreme Court decision now final.

Beadley Beach casino destroyed by fire April 17. Loss \$75,000. Beach adjoins Ocean Grove, N. J.

Holdup men raided the Brook Club in East 54th street, 30. Held up members, gathering in \$1,700.

Forrest Wilson's "Rich Brat" being turned from a novel into an operetta by Dudley Glass and Philip and Albee Stuart. For London production by Oswald Stoll next season.

Brokers Protective Assn. recommending "Take My Tip," play, in its weekly news letter to members.

Columbia buys "Brief Moment" for picture production.

Station WHDL, Tupper Lake, N. Y., asks Radio Commission to authorize increase to 500 watts, and to share that channel with WCAD, Canton, N. Y. WBBN, Buffalo, wants to go up 1,500 watts after sundown. Both under advisement.

Bill Brady through for season, so

"Bulls, Bears and Ases" will come into Playhouse.

Francis X. Bushman sues Wilbert E. Hamilton, London, Ont., for \$10,000 claiming injuries in an auto accident last winter.

J. M. Williams, mgr. of the Plymouth, who has been out since Dec. 4 with a fractured skull, back on the job in a couple of weeks.

Arthur Pryor, bandmaster, 1st. grand jury for the current term.

Dorothy Lee due in from Europe. Says she will marry Fred Waring when she gets here.

Hampton players due to open at Southampton, L. I., July 6. H. J. Potter and George Haight at the reins.

Metropolitan heads cheered by the first response of subscribers renewing for next season's shortened program at reduced prices.

Cables from Moses Taylor, head of Newport, L. I., Casino theatre, assure a season at that resort this season. Has a \$6,000 subscription list and prospects seem bright.

Lodewick Vroom, long with Gilbert Miller, quits to go into theatre business on his own.

Walter Hampden will end his coast to coast tour in Cynara's week of May 2 in Brooklyn.

Monday night performances of "Auntie Kinney" on again. Had ended the past three weeks.

Otto Harbach back from London where he staged "Cat and Fiddle."

Reginald Sheffield will produce "Growing Pains" instead of Marga La Rubia.

Speaks warning of new gag during prevalent federal raids. Bar their entrance if the searchers show no warrant. By the time they are back with the paper, the speak has moved.

"Cynara" will close April 29 to permit Phillip Merivale to catch a boat for London.

Marion Davies obtains a judgment for \$10,309 against Chas. Dillingham in N. Y. Supreme Court. Action based on a note given Miss Davies by the producer in 1931 due in four months. Judgment by default.

Aurora Film Corp. doing a talker in Italian at the Standard Sound Studios, N. Y.

Unlaid Artists announce that "Scarface" has been passed in its entirety by Ohio censors.

Loelle Banks will hop a plane for Hollywood April 30. Due May 3 on the RKO lot. Will play in two features and then go to England.

Jack L. Whittle has been made manager of the Balto. and Wash. exchanges for Powers Pictures.

Billy Minsky, or his p.a., sees a chance and demands that a painting labeled "Burlesque a la Minsky" be removed from the Theatre in Art exhibit.

Robert Edmund Jones named art head of RKO theatres in Radio City.

"Springtime for Henry" won't close. James Rennie or Reginald Owen will replace Leslie Banks. Show moves to the Shubert May 2.

Two barkers for burley shows on 42nd st. fined \$5 each and told that next time it will be jail. West Side court last week.

Marguerita Sylva's "Carmen" held up for more rehearsals. Now due late in May.

Franklin Adams (F. P. A.) will play in Heywood Brown revue.

Theodore Stewart, husband of Olive Brown, faced with bigamy

charge. Mrs. Pearl Sector, of Buffalo, says she never divorced him, though Stewart declares that she promised to obtain a divorce and later informed him that she had.

Mrs. Aaron Fox suing brother of William Fox for divorce and telling the Supreme Court about husband's gay doings.

Horace Liveright buys "Life and Death," drama by Martin Mooney and Patrick Kearney, coast dramatists.

Dry agents made a record when they tumbled in on 193 places last week, according to long-known whisperers to older stubs. Figure there are only 19,800 left in New York.

John Golden fussing over "Why Don't You Go Back by Montagu Glass and Dan Jarrett." If he can shape it up, it may be back of the footlights by early summer.

Jerome Kern and Oscar Hammerstein II recapture "Showboat" rights. They don't yet get 15 performances a year for two years following end of original run automatically revert to the authors.

Russ Columbo, center of a musa in Philadelphia. According to reports, singer dropped plenty in a gambling house just outside the city. Newspaper reporter, who had the story, was threatened if he wrote anything for his paper, but the authorities got wise and the house, which caters to the most select set, had to fold.

N. Y. Stage Society, patterned after the London one, threatens to get busy next season. Plans a subscription at \$5 to provide funds to stage five plays. Single invitation performances with producers asked in to see.

Reported that the Lunts and Noel Coward will each receive \$2,500 a week in the Coward play next season from the Lunts. News which there are Coward's royalties.

Jos. Schildkraut a possibility for the Les Gaiettes troupe next season, which would put him in his original role when they revive "Edom."

Earl Carroll reports he is after "White Horse Inn," British musical.

"Elektra" added to repertory of Metropolitan Opera for next season. Not the O'Neill play.

"Counsellor at Law," at the Plymouth, cuts back to \$2.50 and \$1. Only \$2 at the mats. Downstairs remains the old scale.

Josef von Sternberg, director, leaves Hollywood for New York after a dispute with Paramount over "The Blonde Venus" slated to be Mariene Dietrich's next film. Question of adaptation.

Velmar Bryant, night club entertainer, held for possession of a revolver.

Darl Carroll, it's announced, may get his theatre back. Now negotiating while in Europe, with the New York owners.

Katherine Cornell extends "Barretts" tour to coast.

Walter Hartwig to stage "The Trio," which he adapted from the German for Frank Teiler, producing. Verve, Pasadena, Henry Hull and George Carpenter named for cast.

Coast

Mary Astor and her husband, Dr. F. Thorpe, will sail for the South Seas May 1.

Elva McGuinness, Culver City night club dancer, willed \$75,000 by her grandfather of Dublin, Ireland. Dancer says she will not retire from her profession.

Don Alvarado sued Dwain Esper, agent, for \$350 over a check issued him for film work in a Mendel-Bernal production.

Hoot Gibson called in court to explain why he has not kept up monthly alimony payments of \$250 to his first wife.

Marguerite Thomas, actress, sued Carry Nagle for divorce. Actress asserts that Nagle struck her and also had a bad disposition.

Jesse B. Larkin, actor, arrested for liquor possession. Pled not guilty.

Monty Banks filed suit for divorce from Mrs. Banks (Gladys Frazin) on grounds of incompatibility.

Hilda Deay, actress, sued for \$300 by the Sterling Finance Co. for non-payment of checks she issued to an auto dealer.

Lina Basquette hurt when she fell off a horse while taking scenes for (Continued on page 34)

F&M-RKO TALKING OVER AUTUMN DEAL

Overtures are being discussed to shunt Fanchon & Marco units into out-of-town spots for RKO. It may also lead to the F&M. shows playing RKO spots in New York. Deal may be closed for the fall.

Meantime, through Asher Levy, RKO has closed with F-M for the units at the Orpheum, Madison, Wis., beginning May 8. Units will split weekly with RKO vaudeurs.

The F-M troupes are probabilities for Davenport and Des Moines as well, where RKO operation is pooled with Public. Public, however, is sworn to be doing Opens negotiating in this case, as P-P operates in these spots.

Thurston Replaces Unit

Los Angeles, April 25. Thurston, closing at San Diego this week, will replace F & M ideas in the northwest, opening May 7 at Portland and following at Seattle and Vancouver.

He edges out the "Town and Country" unit which will jump from the local Pantheas to St. Louis. Thurston's unit with F & M after that are indefinite.

Ratoff's 'Hit the Deck'

Los Angeles, April 25. Gregory Ratoff has a company rehearsing a tab edition of "Hit the Deck," negotiations being on with Fanchon & Marco and RKO to use an abbreviated edition on the coast.

Tab is being produced by Jack Haskell with a cast comprising May Boley, George Dobbs, Dorothy Appleby, Miller and Mack, Esther Muir, William Wagner and a chorus of 30.

LYNN COWAN'S ACT

Los Angeles, April 25. Lynn Cowan, who has been m'ing in Coast houses, will go out with his own act. Opens with an F-M unit in Portland, Ore., May 29. Act comprises two eccentric dancers, femme singer and pianist.

FABELO AT ALBEE

Phil Fabello's pit entertainers go into the Albee, Brooklyn, May 9. It's a sudden switch, Fabello having been slated for the Palace, New York. Fabello has been at the Coliseum for a season. House goes straight films May 1.

Schwartz's 2d Bill

Second experiment with vaudeville by the A. H. Schwartz circuit is Huntington, Huntington, L. I. First show was five acts for the week end last week.

Arthur Fisher is booking.

WB-F & M Renewal

Warners has renewed with F & M for Jersey City where the units close for the summer June 9. Troupes reopen there Aug. 18.

Libson Holds Off on RKO Assignment, New Changes in H. O. Staff

Ike Libson is due in New York this week for a conference with Harold B. Franklin over his dismission to accept the Ohio division managership, offered by RKO, until the fall. Libson prefers remaining in Cincinnati, where he is presently located, as the RKO district head, to taking over the rest of the Ohio territory.

In a home office shakeup in the RKO operating department last week Charlie MacDonald was let out and Russell Emde's duties extended to take in MacDonald's New York theatres. Ed Lenihan, New York district manager, had the Palace and Mayfair theatres added to his territory, which now takes in the 86th St., 81st St. and 58th St., in addition to the two downtowners. He will supervise the other theatres from the 86th.

Franklin is bringing in Ben Serkovich, who has been in charge of special exploitation on the road, to take charge of advertising in the New York division.

J. J. Franklin's appointment as one of the six division managers under the new operating setup, assigned to the Canadian division, is understood to have been rescinded with a successor yet to be picked.

LOEW UNITS FOR RKO MEMORIAL IN BOSTON

Kelth's Memorial theatre in Boston goes on the Loew presentation route May 4. It gives the New York Capitol units three "outside" weeks with two Public towns, Chicago and Detroit, also playing the Loew presentations.

Both RKO and Loew's have vaudeville theatres in Boston. Situation there will have Loew units in an RKO theatre playing against Loew vaudeville at the State.

HALE SIGNS A CHORUS

Pittsburgh, April 25. With F-M units opening at the Stanley, May 6, house's regular chorus, all local gals, go east for Chester Hale and will be sent out over the Loew route as an indefinite line outfit. Hale will use only 13 of the 16 kids in the Stanley line. Chorus was to have been placed in one of the F-M troupes, but Hale sent them to it and signed the locals.

Springfield, Ill., Back

Chicago, April 25. Vaude goes back to the Orpheum, Springfield, Ill., April 30. Local RKO office will book. Bill of four acts on a three day basis, Saturday, to Monday.

F. & M.'s Added 3 Days

Hollywood, April 25. Orpheum, Madison, Wis., has added Fanchon & Marco units for three days, following St. Louis.

BOOKED SOLID

R. K. O.

CARL FREED

THE CROWN PRINCE OF MIX

Material by
EUGENE ARAD
Direction
CURTIS & ALLEN

Jack Weiner

Wishes to Announce That

Harry Kalcheim

And He Are Associated

Representing standard vaudeville acts for RKO and affiliated circuits. Acts desirous of new and congenial representation

WRITE—WIRE—CALL

Weiner & Kalcheim

Palace Theatre Bldg., BRY. 9-4519

New York

PAUL DEMPSEY—ASSOCIATE

HIPPODROME, NEW YORK, THIS WEEK (APR. 23)

ANNIE, JUDY AND ZEKE

(The Three Georgia Crackers)

54th Consecutive Week of Vaudeville

Pers. Men., EDWARD RILEY RKO-MORRIS & OZ

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING

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160 WEST 46TH ST.

BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

Commute 'She's' Buff. Indecency' Sentence To 'Time Served'

Buffalo, April 25. May Martin, known in burlesque as 'She', convicted and sentenced in city court for indecent performances at the former Palace theatre, was acquitted on appeal in county court last week on recommendation of the district attorney. Her sentence was commuted to 'time served'.

The severity of the sentence was originally widely commented upon. 'Time served' was few hours as 'She' has been at liberty on bail since her arrest.

'Blackberries' in Harlem

Condensed version of 'Blackberries' of 1925, a negro musical, opens next week at the Lafayette, Harlem.

Show plays the Paramount, Newark (Publix-Skouras) later on percentage.

SINGLE from \$2
DOUBLE from \$4

AND NOW!
SUN-RAY HEALTH LAMPS FOR OUR GUESTS

Further proof that The Edison is New York's best hotel value. 1000 rooms, each with bath (and a shower), radio, circulating ice water, large closets. Tel. Pennsylvania 5-5552

The New HOTEL EDISON
47th ST. JUST W. OF B'WAY, N.Y.

FOR LEASE
Theatre in Brooklyn, New York
Located in Brooklyn, New York
SEATING CAPACITY 500
Excellent Location for Movie or
Familiar Attractions
Write for Full Particulars Box 28
Care Variety, New York City

HERB TIMBERG
My Dad and I fighting it out
with the Rooneys at the Palace,
New York, this week. So far it
looks like a draw.

**755 Seventh Avenue
New York**
Very desirable office space; reason-
able rent. Small and large units,
especially suitable for theatrical
agency. For particulars, write to
A. WEITZ & SONS, 350 Madison
Ave., Vanderbilt 3-9254.

EDGAR BERGEN
"THE OPERATION"
Dir.: WEBER-SIMON AGENCY

**JIMMY MYRTLE
CONLIN and GLASS**
Enroute RKO
Direction, TOM J. FITZPATRICK
Palace Theatre Bldg.,
New York City

FISHER-LINDER WANT CONTRACTS FROM RKO

RKO may bring in an independent vaude booker to head its family time department. Under consideration from the outside are Arthur Fisher and Jack Linder, with both of whom RKO has conferred during the past week.

Fisher and Linder are presently booking independent vaude houses in the East, handling around a dozen houses each. It is presumed that with whichever of these bookers a deal is reached, if at all, they will carry with them into RKO the theatres now on their books.

Both are asking for contracts. RKO's present family dept. houses now comprise seven first halves, booked by Jack Dempsey.

Publix's 1-Night Vaude Dates in Minn. Houses

Minneapolis, April 25. In an effort to stimulate business, Publix is augmenting its straight films with stage entertainment at its pop-priced loop houses. The Aster and Grand, having a 25c top admission will use stage acts one night each week. The Aster in a first-run and the Grand second-run. A vaudeville revue and auction are announced for the Aster, while the Grand has a tie-up with one of the local radio stations, WRIM, whereby local talent will be tried out for radio and stage appearances.

Publix also is using vaudeville once a week in many of its neighborhood houses. This vaudeville and the stage shows at the two loop theatres is so designed as not to require any orchestra or stage hands, the music being furnished by a pianist or organist. Circuit is putting in Dick Long's orchestra, in its principal neighborhood house, the Uptown. The only other local Publix house to use an orchestra is the Minnesota, principal deluxer.

Kiki's Dates

Kiki Roberts, after doubling at the Star and Gaiety, Brooklyn burlesk houses last week, hopped to the Academy, Pittsburgh, this week with two more burlesque stands in Dayton and Cincinnati to follow. All are played on a guarantee and percentage.

Brighton theatre, Brighton Beach, is dickering for Miss Roberts as its opening attraction Decoration Day week. She is set for the summer in the Follies Bergere, Atlantic City nite club.

Pittsburgh, April 25. Threatened police interference with the appearance of Kiki Roberts at the Academy, local burlesque house, failed to materialize. Director of Public Safety James Clark had insisted that Manager George Jaffe cancel the appearance. Jaffe had a conference with Clark and latter agreed to take no steps until receiving a report from his censors following the first show.

Palace Ass't Out
Assistant manager at the Palace, New York, William Cook, was dropped Saturday (23). He had been at the house for years under Elmer Rogers.

As yet no successor to Cook.

Columbia Wheel

Week April 25
Burlesque Events—Gayety, Washington.
Jersey Belle—Proscadio, Philadelphia.
Temple—Gayety, Baltimore.

Godfrey in Charge While Beck Scouts in Europe

George Godfrey will be acting head of the RKO booking office during Martin Beck's month's absence in Europe. Latter sails May 5 with S. L. Rothafel.

While on the other side Beck will look for vaudeville material and arrange for the opening of an RKO agency in London. Two or three scouts will cover the continent out of the London office.

W. L. Paspard, London agent in New York on a call from Beck, returns this week to line up in advance material for the booking head.

WB VAUDE TIME DROPS TO 5½ WEEKS BY MAY

Inroads in the Warner vaudeville book since April 1 will have cut the stage time of that circuit to five and a half weeks when the Hollywood, New York, closes Sunday (5). Washington and the Earle and Mauburn theatres, Philadelphia, are the remaining full weeks on the Warner books. Elizabeth and Hoboken, both splits, are the only other spots playing vaudeville all week. Balance of the time is composed of Elmira and New London three days each; Waterbury and Jamaica, two days, and Bayonne, one day.

Levy Inspects

Chicago, April 25. Asher Levy, RKO division chief in the midwest, made his first extended inspection tour last week. With Levy's jurisdiction understood to include supervision of vaude bookings here, he is going over all houses in his territory with a view of re-establishing policies, if necessary, as a business stimulant. No managerial changes have been made by Levy so far. His territorial supervision includes Minneapolis and Denver.

Looks Like RKO Agents Will Blow Their Own Ass'n, Calling It a Gag

RKO's agents are already discussing abandonment of their new association not three weeks old. In apparently having to abide by the booking office's opinion on all matters, to the exclusion of their own, the agents feel that the organization as established and muscled is more of a gag than anything else.

What topped everything else was the arbitration board's resolution to give decision: but no reasons. It was explained that the board had resolved to withhold the causes usually accompanying vrdlets in dispute cases to 'prevent arguments.' Hence, conclusions on which decisions are based will not only be withheld from the agents in general, but also from the parties directly concerned in the controversies which come before the board.

No Appeal!

Under this system an agent who is ruled against will not be able to

learn why he lost his case. There will be no avenue of appeal, as Martin Beck has agreed to back up all decisions of the agents' board. The association, when formed at Beck's suggestion, resolved to co-operate with Beck on all matters.

Talk of dissolving the association followed the board's first decision, rendered last week in the case of Morris & Oz vs. Gladys Brown over the act of Dee and Ray Goman. Decision went to Miss Brown. In awarding the act and commissions to Miss Brown the board upheld an identical decision previously made by the booking office.

Eight of the 120 members of the RKO Agents' Association are on the arbitration board. They are Maurice Rose, chairman, N. E. Manwaring, Charlie Morrison, Alex Garber, Hugo Morris, Arthur Blondell, George Weedon and Eddie Keller.

Two agencies protested against the one man rule on the booking floor during one of the meetings last week, but were advised to forget it in the open forum.

N.Y. OPS' 10% CUT MAY HELP VAUDE RETURN

With a few minor exceptions where contracts await approval of theatre owners, a straight 10% cut of operators' salaries has been effected with independent exhibitors in the greater New York area. In some cases this may mean installation of vaudeville. Following a 10% slice for the major chains recently, the operators' local, 30%, took up reduction deals with the indie.

Harry Kalcheim
Announces His Association with
Jack Weiner
in the
Weiner-Kalcheim Agency
RKO Representatives
WRITE—WIRE—CALL
Palace Theatre Bldg.
BR. 9-4519. New York
PAUL DEMPSEY, ASSOCIATE

WELCH-SCHUBERT PRODUCTIONS

"Talkies in the Making"

All material and appliances used in these productions have been registered with the Librarian of Congress, Washington, D. C., the Lord Chamberlain of Great Britain and the Authors' League of America.

Rube Welch
Bernard Schubert

NOW AT THE RKO MADISON, B'KLYN
(WEEK APR. 23)

RADIO—VAUDEVILLE—PRESENTATIONS—PRODUCTIONS

ALICE JOY

RADIO'S DREAM GIRL

NBC ARTISTS' BUREAU
or
J. W. BONNEY, Attorney
364 W. 34th St., New York

RKO 86th STREET
WEDNESDAY—THURSDAY—FRIDAY
(APRIL 27 to 29)

The presentation, save for Smith and Dale, mattered little outside of Weissmuller. Metro is wise in farming him out to its Loew affiliation for personal apps to cash in on.

(Continued on page 32)

LEDDY & SMITH

<p>MEMPHIS Mae (30) Gay Verna (1) Joe Karseloff Lauda Smith Rene & Nathana Woodland & Smoot Torney Ee MILWAUKEE Winifred (36) Ethel Lida & Shek Helen Alexander Callam John Dora Berne, Sylvia & R' The MINNEAPOLIS Margaret (36) Paul Sydeli & Sp' Edith Cole</p>	<p>WASHINGTON Len (38) Cal La Plaza I Carmen Brancel & Palz Chiquita Shelter & Ray Nell Perunian Gladys & Delgado Aguirre Falox Fats Spanish Rev. BOSTON Belle DUBOUE Orpheum (36) Lillian I Hayes & Seck Nadine Lillian Canine Doris Betty Lewis Carmen Lucille & La Verne Is Chicago Fall-out</p>
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London

Week of April 25

<p>CANTERBURY Nancy In half (75-27) Rene & Andy Johnny & Ann Charlie Higgins Haring Newbury Sally</p>	<p>Kil Kat Rest. The Norman Gies Rauner Alexia H As booked The Dance Hall as booked The</p>
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I'm Telling You'

By Jack Osterman

BACK AT THE TYPEWRITER (by special permission of the copyright owners, RKO).

A Columnist Overworks

Well, I had a great season last week at the Palace. Am now looking for anyone who would like to buy some make-up, slightly used. It was enjoyable and hard work. Timberg, Rooney and Osterman finished the seven days with badly impaired throats. Rooney-Timberg juniors came out of the entire affair without a scar. If this mob ever went on the road with N.Y.G. and his beauties it would be just too bad. By the 20th week all they'd send back to N. Y. would be photos.

A Man's Valet

We broke in a new valet last week, Benny. He's been with us years for Eddie Cantor. It prompted the following moral—from Cantor to Osterman in one depression.

Fan Mail

Last week we went on the air for CBS and read some letters. A note from Ethel Linton, of Cincinnati, read: "I listen to the radio every night and think your broadcast was splendid. Your song came over great. P. S. Don't get conceited, what else can one do in Cincinnati?"

47th St. Interlude

An actor who hadn't worked for six months met another thespian on Broadway's most thickly populated corner. During their conversation the layoff kept scratching his face. "Why do you keep doing that?" asked the first lad. "Make-up poisoning," answered the other.

Holiday Humor

Eddie Lambert went to a kosher restaurant for dinner. While there a man walked through the dining room with a crate on his shoulder. Being inquisitive someone asked what was in it.

"That's sacramental wine for the holidays, and it has a Jewish seal on it," Eddie informed. "What's on the seal?" asked his companion. "Don't open until Christmas," Eddie shouted.

A Study in Prizes

George (Burns and Allen) Burns relates of a bridge game with prizes at his uncle's home.

"First prize was \$10 in cash and the second was his uncle's check for \$500."

Supper Show Advice

Joe Frisco and Annette Keller-

man were playing the same four a day theatre. After the third show Miss Kellerman complained to Joe of being very tired.

"That's okay," Frisco advised, "go on and float the next show."

A Fair Question

Sid Silvers tells of the time the bankers began running the film studios. Theatrical lingo was banked and all Sid heard were banking terms.

He was summoned to the head office and told to get to work on an original story right away. A bit puzzled Silvers inquired, "What do you want, a 4% or a 5% script?"

Authors! Authors!

Harry (Pierrette) Rosenthal informs that he always enjoys taking guests to an opening of anything with a Sigmund Romberg score.

He advises his party to bring their pipes, slippers, sit back, relax and reminisce with the old masters.

Ostermania

One of New York's leading spots is getting a free ad—Antor Grand Hotel. JFM (hot French Babe) D'Orsay has appropriate initials on luggage...P. D. D., Fire Dept., is it true that Winchell is suffering from a nervous breakdown?...Last time Smith & Dals were at the Palace there was fire in theatre, Capitol management took no chances and boozed Johnny Weissmuller and his tank with them...Since that fire, incidentally, you are only allowed to shoot 22 blanks back stage, making all blackouts sound like a Fourth of July cap pistol celebration...Those black-out signs look like wet paint warnings...and on Broadway they might express it, "Live and let live—but not too long"...

...ARE YOU READING?

BIRTHS

Mr. and Mrs. Herschet Stuart, daughter, April 22, at New Haven. Father is newly appointed executive for RKO theatres.

Mr. and Mrs. Borrah Minervitch, daughter, April 19, at Lenox Hill hospital, New York. Mother was formerly Betty Bruce Henry of legit.

Mr. and Mrs. Elmer Clifton (Helen Kieley), son, Los Angeles, April 26. Father is picture director; mother was in legit.

Mr. and Mrs. Sam Mintz, son, April 21 at St. Vincent's Hospital, Los Angeles. Father is a Paramount writer.

Mr. and Mrs. Harold Moffett, daughter, April 21. Mother is Sylvia Field, legit actress. Father is in "Of Thee I Sing."

Chorus Nine

A ball team from "Face the Music" is seeking opponents. Team's players are principally from the chorus and is all Irish with the exception of one outfielder.

Chorus impersonates New York cops in the show.

One-a-Month

(Continued from page 1)

had been leaving behind much editorial chastisement through operating on the here-today-gone-tomorrow principal of a carnival. Members of "Vantiles," which just arrived locally, were quite willing to express what they thought of Rose as opposition and to mention instances.

Nudes Draw Wrong Biz

Johnson, does, however, affirm his belief that nudes on billboards and similar exploitation methods can struggle any road revival quicker than anything else. Pool hall boys will flock and possibly crowd the front seats but the better element will frown. It means that the next show will feel it or that the offending dirt show can't repeat.

Having played a great many auditoriums along his route, Johnson finds that, with a few exceptions, most of them are wholly unsuited to play any part in a road revival or to fit into a legit circuit designed for permanence. Reason is simple enough. Auditoriums are too large and the audience can neither see nor hear. Acoustics are uniformly poor and a flat floor means no slope to enable those in back to see. Folding portable chairs, often used the night before for a singing or wrestling event, are the rule.

Handicaps

Physical handicaps include damp dressing rooms, inadequately cleaned lobbies or floors, poor scenic and lighting facilities. Road itself is worse than it used to be, states Johnson who reports that if you fancy a good 50 cent T-bone steak every night the eating problem along the way is a cinch. Oddly enough, many of the small towns have a jazz orchestra in their principal hotel dining room to go with the food and even in the towns where the depression pinches hardest there is always a small coterie of citizens who will show up in evening clothes.

Destitution in some of the agricultural areas is acute, with Red Cross commissaries strained to keep the people fed. How far behind the times many of the towns are is proven by the ticket selling methods encountered. Chart is often used and locations are marked as "sold" or "open." These charts often lie on a counter in the drug store or other focal point of the town.

600 Passes

Statement tendered Johnson for the El Paso auditorium listed over 300

pairs of passes for the single performance. Inquiry established that the manager held an open contract and could give away the whole house if he wanted. Particular reason, however, was that, each of 100 ushers and house attaches had to receive a pair of ducats for their families.

Classic incident of the Johnson tour was playing the auditorium of the University of Nebraska at Lincoln. To start with, this mammoth hall is several miles from the business district. One half of the hall was roped off for a theatre and while Johnson and his company did their performance the rest of the building was being used as a gymnasium and a basketball game was in progress.

Johnson went on the air on local stations in many of the towns. Urging the people to buy \$2 tickets if they couldn't afford \$3 or \$1 if two simonians was a strain, Johnson invited the farmers to bring in ham, wheat, eggs, anything they could as he wanted them to see the show. Enough provisions thus came in to keep the Johnsons in supper with "Wonder Bar" well fed. In the large capacity auditoriums getting an audience was the main idea and all the farmers that wanted to barter goods instead of cash were easily taken care of.

Paramount in importance to the road show impresario is the imperative need for a guarantee of some kind, said Johnson in summing up. Without this the locals are too prone to let the ticket sale take care of itself. Under the guarantee local auspices really get behind and push tickets and "the neighborhood tendency in small towns to sell the cheaper seats first as 'really just as good' is offset.

Musician's Wife's Divorce

Troy, N. Y., April 25. An interlocking divorce from George Washington Cooper, musician in an Albany night club, was obtained by Hazel Cooper. Mrs. Cooper and her witnesses testified before Justice Pierce J. Russell that the musician was attentive to another woman. Justice Russell awarded her custody of their six-year old son.

NEW YORK THEATRES

GILBERT MILLER presents
EDNA HERBERT
BEST MARSHALL
THERE'S ALWAYS JULIET
A Comedy by John van Druten
A sure and honest and whetting
and very amusing play.
—George Jean Nathan, Judge.
HENRY MILLER Theatre, 124 W. 43d St.
Eves. 8:40. Matinee Thurs. and Sat., 2:30.

LESLIE HOWARD
PHILIP BARRY'S New Comedy
THE ANIMAL KINGDOM
"The sprain's most gratifying adventure."
—The New York Herald Tribune.
Staged by Gilbert Miller
EMPIRE Theatre, 48th and 49th St.
Eves. 8:40. Mat. Wed. and Sat., 2:30.

MAX GORDON presents
THE CAT and the FIDDLE
A Musical Love Story
By JEROME KERN and OTTO HARBACH
"Promising but not heard before music in
life."—Critic, American.
GLOBE THEATRE, 8 W. 45th St. Eves.
8:30. Mat. Wednesdays and Saturdays, 2:30.
Good Seats Available at Box Office for
All Performances from \$1 to \$5. No tax.

ALEXANDER McKAIG presents
ERNEST TRUOX
in
WHISTLING IN THE DARK
By Laurence Brown and Edward Gribble
Directed by Ernest Truox
Ethel Barrymore Theatre, 47th St. W. of B'v.
Eves. 8:30. Mat. Wed. and Sat., 2:40.

SAM H. HARRIS presents
MANN J. HAROLD
and EDWARD MURRAY in
"FACE the MUSIC"
A MUSICAL COMEDY REVUE
Directed by "Red" Green
NEW AMSTERDAM Theatre, W. 43d St.
Eves. 8:30. Mat. Wed. and Sat., 2:30.

SEVENTH AVENUE
at 50th STREET
ROXY
"AMATEUR DADDY"
with WARNER BAXTER, MARIAN NIXON
New Divorcements on the Stage
FRED WARING and Roy Theatre Orchestra
Beginning Friday, "The Trial of Vivienne
Wars," with Joan Bennett

LOEW'S 5th Avenue
25th Street—FRI-
DAY—NOON
Wallace BEERY
and Clark GABLE
in "HELL DIVERS"
Vaudeville—7 Famous Song Writers—
Miss Vassini—Artie Leach—Others.

'Secret 6' Chief Heads Chi Fair Operations in Move Against Rackets

Chicago, April 25.

Racket lads around town, snacking their lips with anticipation of the World's Fair next summer, are singing in the wrong key. If the attitude of Col. Robert Isham Randolph, appointed director of operations for the big show, is to have his way, Col. Randolph, who is head of the Secret Six, promises that the fair will be free of all racketeering, graft or muscling-in. Special privilege to anybody is out.

In his own words Col. Randolph said the exposition committee had no intention of letting any group take it for a ride. Only preference shown to date by the fair officials is to be organized labor in the construction of buildings. All others including those seeking concessions will have to fight through a strict routine. Taking it on that basis there will be a lot of showpeople out in the cold, who have been figuring on connections and influence. Up to date no show group or individual of importance has crashed the fair portals.

MARRIAGES

Carlyne Dorothy Miller, non-pro, Pelham Manor, to Bert Lowen, orchestra leader, on April 11 at Hotel Ambassador, New York.

Marica Kerna, dancer, to Thomas Hewitt Godfrey, non-pro, Pelham, on April 11 at Pelham, N.Y. Gertrude Klessinger, actress, to David Sharpe, actor. At Santa Ana, Cal. Couple were former leads in the "Boy Friends" series.

Chester D. Bell, manager of the Fox-Strand, Council Bluffs, Ia., to Miss Peggy Boyle, Omaha dancing teacher and former vaude dancer, in Kansas City, April 26.

**Who Lives at
The Park Central?**

A MONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and 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

The Park Central
56 St. at 7th Ave., New York City
H. A. LANZNER, General Manager

RKO
MAYFAIR Broadway and 47th St.
**"COHENS & KELLYS
IN HOLLYWOOD"**
A Universal Picture, with
**GEORGE CHARLIE
SIDNEY & MURRAY**
A Million Laughs!

PALACE B'way & 47th St.
Eves. 8:30. Mat. Daily 2:30
Personality Prince Vaudeville
ETHEL NERMAN
BENNY RUBIN—JACK HALEY
EDDIE LEONARD
and **DAVE APOLLON**
Midnight Show Every Saturday

86th ST. Bet. Lex. & 3d Aves.
Wed. to Friday, 8:30. Continuous Show
Ethel Price Albert Dram Girl
ALICE JOY PERSON
HELEN TWELVETREES
"LOVE STARVED"
with Eric Linden—Artie Judge

81st ST. On Broadway
Continuous Shows
Wed. to Friday, April 27 to 29
Helen TWELVETREES
"LOVE STARVED"
with Eric Linden—Artie Judge

IN PERSON—JOHNNY "TARZAN"
WEISSMULLER
5th Avenue
On Screen
ARE YOU LISTENING?
Wm. HAINES
Capitol
Friday Joan CRAWFORD, "Lety Lytton"

Diary of a Stooze

By Claude Binyon

Spokane—Wednesday.
Tillie has changed so much since yesterday I wouldn't believe it was still Tillie if I didn't know it was. She has quit bothering me and is working like a maniac in the act, tiring out Scaramouche and Quantrell and Mr. Bowers and me because we have to work just as they do. Today I asked her why didn't she go home now that I wasn't going to marry her. She smiled a peculiar smile and said: "Mr. Bowers says I am the best stooze he ever had. He says I will be a star while other stoozes he knows are still stoozes." Then she walked away from me.

Mr. Bowers ought to hide his head for putting ideas in the head of a girl who is a good cook and liable to forget she ever was a cook. But if that's the way they feel about it I'll surprise them. I'll show them who's the best stooze in the business.

Spokane, Thursday.
After I finished writing in my diary last night I presage he ever had. He says I will be a star while other stoozes he knows are still stoozes. Then she walked away from me.

There can be only one best banjo player in the world so I might as well practise all I can. People have quit singing "Good Night Sweetheart" just when I'm going pretty good on it. The presage "Carolina's Calling Me" now because I'm an old one, but you hear it on the radio a lot.

And that's not all. I got a book for a quarter on sale at a second hand book store and the name of it is "Jokes, Riddles, Conundrums and Recipes." It is full of funny sayings.

I'll show them.
It's a crazy business where you work with people, talking with them and nothing, but they want you to leave the stage you don't speak. Tillie can't hurt my feelings.

My Friend

Spokane—Friday.
Scaramouche is lying in the room asleep and I can't understand him. All at once he is my friend.

It happened tonight when Quantrell waited for me outside the stage door. I thought something was funny when we were doing the act because she looked and looked at me without ever looking at anybody else. It makes you feel silly when a woman does that.

But when I got outside the stage door she was there and she was breathing so hard you could hear her. Before I could beat it she jumped at me and yelled: "So you're going to be a friend and you turned her down! Just like you turned me down, you rat! Tillie told me! I'll kill you!"

I still couldn't move and she tried to grab my neck. I saw she had a knife in her hand and I tried to open my mouth and yell, but nothing came out. I just stood there and shivered with my throat all dry.

Then, bang! — just like that Scaramouche jumped out of the stage door and knocked Quantrell off his arm so hard the knife bounced on to the pavement. She grabbed her arm because it hurt so much and Scaramouche took a look at me and punched her right in the jaw.

It was like a moving picture the way she flopped over backwards. She lay there real quiet.
I still couldn't move. Scaramouche knelt down beside Quantrell and lifted up her head and then I saw her hand move up to her jaw and she rubbed it. Then she got up and Scaramouche lifted her head and she was still rubbing her jaw and looking like she didn't know what happened.

But when she saw Scaramouche it must have come back to her because she started yelling in Italian. He pushed his hand over her mouth and whispered to her real loud in Italian too. He looked at me and her mouth, but the minute he did it she started yelling again so he put his hand back where it was. I walked over to where she was, because I didn't want to get too near, but Scaramouche waved me away and told me to go to the hotel. I turned around and ran down the alley and all the way to the hotel. When I got in my room I sat on the bed and just sat there.
Pretty soon Scaramouche came

Quick Dunking

Jerseyites are trying to mauler lowered bus charges over the bridge. Washington bridge from \$1 to 50c. In the thought of cutting passenger fares on the big autos from a dime to 5c.

Move follows cheaper transportation across the Hudson by ferry.
Latest in the way of conveniences for Jerseyites is coffee and cake on the 42nd street ferry.

TROY SEEMS MECCA FOR SURE-THING LADS

Troy, N. Y., April 25.
For the second time within six months "sure thing" racketeers from New York have swindled their victim of \$30,000 in a plot laid in a local hotel. Last October a quartet of operators took a million-dollar business man of Meriden, Conn., for \$30,000 after he had come to this city to discuss a railroad siding deal and "accidentally" found a wallet containing a letter on a sack, surefire way of beating the racket.

Last week a similar case for a similar amount cropped up.
For some reason Troy, in recent years, has become a favorite spot for confidence operators, who contact their victims in New York. The sure-things have made some huge killings here. In one instance local authorities brought back swindlers finally rounded up in Europe.

In and smiled and sat down beside me. He put his arm around my shoulder and smiled some more. At first I was worried, but then I smiled too.

"She no bother you no more," he said. "You no love her."
"No, I told him, because I didn't."

"You keep away from Quantrell and my friend," Scaramouche said. He patted my back.
"You didn't hurt her?" I asked him.

"Naw," he said. "Just hurt her a little. Women like you hurt them a little." Then he undressed and went to bed. I got into my pajamas and the bathrobe Mon brought me before I left Peoria.

"Play you banjo," said Scaramouche while he was in bed. "It no bother me."
I smiled at him and picked up my banjo, but I couldn't play, I was so nervous.

Pretty soon Scaramouche was snoring with his wild hair all over the pillow, but it doesn't look so terrible when he is your friend. He is only human just like me, maybe not so talented.

I can't understand him, but it's a relief to have him on my side.

Utopia

Spokane—Saturday.
Quantrell didn't pay any attention to me today, not even as much as Tillie. At last I'm happy, practised on my banjo a lot and studied my act. There is a real funny riddle about what it is that has eyes and can't see and a tongue but can't talk. It is a shoe.

But the Bowers doesn't seem to know anything about the fight Scaramouche and Quantrell had. I'm glad because he'd think it was my fault.

I got a letter from Mon asking me why didn't I let her know when I married Tillie. If she only knew that Tillie and I aren't even friends.

Spokane—Saturday.
I'm writing this in the afternoon. It's our last day here and next we go to Seattle.

I wrote a poem today for my Dream Girl which is better than real women. A Dream Girl never bolls into you an act and things. Here is the poem:
Roses are red, violets are blue,
I'll go to bed as I am for you.
My Dream Girl, Oh my Dream Girl,
How I love you like a precious pearl.
Life is just like a vaudeville show.
You never know where next you'll go.
But wherever I go, wherever I am,
You're still my Dream Girl, you sure am.

Flower Sellers Sub For Apple Peddlers

The gardenia is taking the place of the apple. Where unemployment were selling apples a few months ago, they are now hawking gardenias at subterranean prices that are fraying the tempers of retail florists.

While the sale of flowers on the streets isn't new, there is more of it now than ever. Unlike the fruit salesman, the gardenia peddlers do not stress, either by sign or word, their unemployed phase.

U. S. BARS WORKERS FROM NEV. WHOOP-LA

Reno, April 25.
State of Nevada has been advised by Reclamation Service of the federal government that under no circumstances will gambling, under the provisions of Nevada wide-open gambling law, be permitted in the reservation area created in vicinity of Boulder Dam, a few miles from Las Vegas.

Government claims exclusive jurisdiction in the area, but is willing to compromise with state in working out an agreement for governing district providing that the state will not grant gambling licenses. Governor Barker was so advised by reclamation commission officials and is said to have agreed.

Las Vegas gambling house proprietors are not sure about it as workmen employed on big project must do their gambling in Las Vegas and there is no danger of rival attractions springing up in new desert town, Boulder City, that is located within reservation.

Eight deputy U. S. marshals are trying to keep this area dry and so far bootleggers have had a hard time opening shop even under a clump of sagebrush. Las Vegas has plenty of liquor dispensers to satisfy the 3,000 workers employed on dam, and federal dry sleuths have not touched Las Vegas places for several months.

HIS OWN LAWYER

Gabriel Impresario Knows His Blackstone

Chicago, April 25.
Jack Jones, impresario of the Dill Pickle club, center of the local Bohemian scene, took a long drive for operating an amusement place without a license, Jones, acting as his attorney, found the procedure illegal.

He told Judge Leon Edelman that the case was a corporation while the warrant served him as an individual. That was good enough for the judge, but the prosecutor's office made haste to write out a new warrant, a bit chagrined at its faux pas.

Frances Williams Gets Divorce from Les Clark

Chicago, April 25.
Frances Williams took advantage of her stay here with "Everybody's Welcome" by procuring herself a divorce from Lester Clark, musician, whom she married a year ago this month.

While Clark was playing piano at the Roxy, New York, where he now is, Miss Williams trotted down to Circuit Judge Trude and walked out with her ancient freedom. Decree will be signed this week. In the cruelty charges preferred, Miss Williams mentions a black eye lunged on her by her hubby last May. After that there were more battles, she stated.

Miss Williams' previous matrimonial venture was with Charles Kaye, also a musician, now on the Coast.

Circus Ticket Bonus

Hotels Plymouth and President, New York, are going a bit further with ads in up-state papers for a thirty-day stay at the hotel for a \$10 per person rate by including offer of a ticket to Ringling Bros. circus at Madison Square Garden.

Advertisement, however, calls it "Barnum & Bailey's Circus." Opposite her ancient freedom, take In the Big Show or visit the Hollywood Restaurant (also mentioned in ads).

Tamara's Kosher Yen; Bombayan Gone B'way Among Circus Highlights

Selling Beauty

Minneapolis, April 25.
Myndall Cain states she has a manish is okay for her parlor salon here. Miss Cain puts on a continuous fashion show for patrons. She has a beautiful girl in pajamas lounging about. A harpist dispenses music, and tea and cakes are served.

Establishment employs 57 operators and Miss Cain broadcasts on a national radio hook-up.

Catcombs of Madison Square

Garden in Circus Time...Troupers who double in the spec lalling on chariots and howdahs, taking their ease before the bugle calls them to attention for the Big Parade... Confusion of aimless wanderers growing into a well ordered show the moment it passes through the arena and... The pungent smell of animal and savadist... The unapologetic brilliance of magnificently cheap costumes... The relentless rhythm and courageously wrong notes... A clown perfecting the timing of his big stunt—the elevation of a crinoline skirt above the hips to reveal the well made... The gingham checked trousers. Dignified labor of a life-time...Maximos, a veteran troupier, mischievously baiting a guileless reporter with a yarn about previous employment as a property man and sudden inebriate discovery that he could walk the tight rope...Fred Braden, head of a persuasion standing out on his forehead as he tells of trying to pry Castrell loose from his pet python, but cool and composed in Ringmaster broadcloth and a chain line...Castrell, a silver circlet hiding the telltale bandage on his right arm, confiding in sad surprise and settled mood... That's a bad snake. I wish I could get rid of him. But he cost me \$1,000 and not many people want to buy snakes!

PARKED CARS HAVE WESTCHESTER TROUBLE

Last touch of Westchester's rusticity is being erased by the cops. A concerted drive is on against roadside neckers. Even entails threats of jail sentences, so springtime up in the county of parkways isn't what it used to be.

Flash act of the Westchester police is the most feared, especially by the gals. Cops now have this routine down to a science. The boy friend, unless he watches through the stern window, just doesn't know until the copper's electric torch is staring him in the face.

About the only safe spots for prolonging loves parting, lies are the backyards of speaks. Since most of these affairs in Westchester are ex-farm houses, or private residences, they are usually plenty of dark soil upon which to rest the car. But such speaks are now toughening up on lolling when the drinking is over. A lot of cars attract attention and some cases have caused these places to be closed on complaints of neighbors.

Yonkers, Rye and White Plains are among the most vigilant in their attacks on parkers. Improvement associations, especially in Yonkers, have riled the police.

Gendarmes have been raiding the cars in pairs. They become especially stern when they find that the neighbors' children are in the lightless autos.

Chi Law Fighting Taxi Dancehalls' Inj. Writ

Chicago, April 25.
Local taxi dance spots, flourishing under an injunction restraining police interference, may take the case soon, as the city fathers are doing anything about it. First step in this direction has been taken by Corporation Counsel Sexton, who is about to dissolve the impending injunction that is tying the hands of the law.

When the case came up in court there were a flock of cops with affidavits concerning the Club Florida, a taxi dance spot on West Madison street. Bluecoats stated they paid 10 a dance with girls in red silk tight and flimsy brassieres and wearing nothing else.

Judge Robert J. Grant said he would rule on the injunction this week.

Janitor-Organist

(Continued from page 1)

itor, accompanied by one of the circuits' violonists. Home of the fake played the idea. Anything to get the budget.

Only one of those vocal performances was given. Everything went well until the audience of one got scared and the lady started to wobble. He got half way through the number and quit cold, explaining from the stage that he was a good janitor and a better singer but was really a lousy one, so support from the organist. He became bitter about the organist and his ability to manipulate the groan box.

The audience of one said nothing but filed out silently and everything was ready for another 15 days, when he will have to sit through another newsweld. Janitor refuses to desert his Janom unless the circuit supplies a better organist.

YORKVILLE SCARED DRY

The schnitzelbank entries on the east side and Yorkville were brewed into a dry town, even though the prohibition had left their calling cards and hauled off barrels of beer, with all of 'em scared and cautious.

Riviera

Overcoats over.
Kipling to Grasse.
Ray Ventura in Nice.
Majorca trek continuing.
Gould fiddled his Palais early,
Albert Tadewski tres malade,
Arthur Garfield Hayes' ex abroad,
T. Est Charnant' did three weeks,
Zoo's jack-o'-lantern club clicking,
Summer season may club biz out
of carnime.
Talbot Taylor's new green suit is
17 years old.
Bob Brown sold 'You Gotta Live'
to the 'A's.
Helen Varnell dancing in the dark
studios of St. Paul.
Bob Stern and femme back to
Parce after 10 days.
A. H. Herald' corp. correspondents
good-looking dames.
Cochinita Supervia benefiting
from the Monte Carlo.
Mrs. Bob Brown's oriental dress-
ing gown matches her walls.
Goulden's Monte Carlo starts be-
ginning in the theatre district.
Abe Rattner off art directing and
back to patterning in patchel cordu-
roy.
Sir Walter and Lady (Vesta Til-
ley) de Prece to Egypt from Monte
Carlo.
Hers fighting over manuscript of
Flaubert's 'Temptation of St. An-
thony'.
M. Kula's sister exiles Rex in his
stalker.
Theaters, kept open during the
theatre strike, cleaned up—the
welters.
Joe Mac made a fast one at Fran-
co's studio, and all the jayvets are
laid off again.
Epinard (spinach) three pounds
for 30 cents, the kids still saying
to hell with it.
Herr Clemens Krauss, Vienna op-
era singer, was his big success at
Monte Carlo. Seven feet, no less.
Rex Ingram has financing for a
series of 'miller-mellers, friends say
though Karouf has been released
yet.
Green and red predominating
in the color of it as one man
didn't get enough of one of them
in the office.
Devil to Pay' in English for only
one at Monte Carlo, though Sam
Goldwyn spent plenty there last
winter.
The 'A's' with arm in a sling has
'Property of Joe Doak; please re-
turn to owner,' written on the plas-
tic.
Marie du Breuil, Ger Neck's for-
mer society ed, burning over friends
who liked her house in Cannes, was
the first to be snapped up for the
lease before Marie could renew it.
Philip Barry at the Vall-Bou-
logne, where he was the 'Swaver, Hum-
Dietrich, Bob Brown, Mrs. Frank
Harris, Peter Neagoe, Bob Stern,
Carroll O'Connor, Maurice Maeter-
linck, Henri Cain and Leopold Go-
dowsky. At least Godowsky's was
there till the proprietaries called.
Not thinking he was nobody, the
dolls.

Loop

Bliss Robinson is ole again, having
cured 'ole' of his 'ole'.
Harry Lass nuptials took place at
the city hall.
Billy Byvant and his showboat
crew back on the Ohio river.
'The Big Bullies,' Maurice Maeter-
linck, on a circus visiting trip here.
Local pianofortes cops now carry
ry nightsticks to distinguish from
the 'A's'.
Paul Nelson, of the Flying Nel-
sons, on honeymoon under the Sells
Flower Show.
Aaron Jones, junior, all elated
over grabbing the 'Grand Hotel' for
himself.
George M. Cohan expected here
to look like the Grand.
Old lady of the Virginia hotel
theatrical hostility, auctioned off
the hotel is being razed.
The 'A's' and 'B's' reads his evening
hours pasting personal booklets
in his library additions.
Dave Dubin, Houston getting the
aviation bug, has a plane now the
clear skies are around again.
Dave Dubin once more starts
flying, and has a plane in his
flicker at the Roosevelt for a loca-
tion.
Frankie Crossman in his haste to
return to this town got himself into
an auto kleskup and brought back
bruised pate.
The 'A's' and 'B's' gets the
will reunite once more for a review
of 'Tony and Eva' here for the
first time.
Frankie Dave once more behind the
Equity desk after a month's ab-
sence from the territory territory, Cl-
ouds and the 'A's' and 'B's'.

By Max Magnu

Women are wearing veils.
We hear season touch on nudists.
Carroll MacComas has a cold.
Paul Reboux turning historian.
John van Druen expected over.
Lillian Wald here to revert to legit.
Influx of college boys has started.
No one has seen Joe Schildkraut.
Mistruing still lives her rudies.
Frieda Field quit of the hospital.
Leo Manzoni off to Berlin for a film.
W. Weaver at Kay Boyle's wedding.
Elmer Rice back to see his left bank.
Guthrie's 30 years on the stage.
How Dowling seeing more of Paul.
Louis Evans Shipman at the Odeon.
Wetzkenron dining at the Vikings.
Phillip Barry still trying to find the sun.
Copper is coming over for summer.
Albert Prejan and Arabella in a job.
Pev Marley is coming back from Budapest.
Marcelo d'Alva going back to New York.
Getting new edition of 'Americans in France'.
Adeline Rasch looking over dance acts.
Jimmy Cagney coming to see Al.
Zalmee Jackson back and to re-open Jungle.
Rudolph Mandelstam postcarding from Berlin.
Elizabeth Duncan school readying for Salzburg.
Susan Platt to the Riviera before sailing home.
Edna Wallace Hopfer coming at once.
Alice Langelier back from Sweden with a kid-tan.
Bullerama talking on dance band to future dancers.
John Weld en route to Broadway about his play.
The family came back from Spanish jail.
Cecile Soré goes out to see and not to see.
Louis Gay shocked at the way Americans drink.
Danish people taking over Recamarino.
King of Spain doesn't attract attention any more.
Joe L. Brown going back to America for visit.
Pearl White up from Egypt and denying she's dead.
Joe L. Brown still give those ritzy private first nights.
George Mann's friends deciding he has come back.
Baby Kari going to South America this summer.
Joe L. Brown Broglia wants to break into pictures.
Jacques Catelin to Brussels with Eve Francis for tryout.
Joe L. Brown back to New York for summer stock.
Djuna Barnes hiding out after her slams.
Harry Plier attending night-club openings in street clothes.
Joe L. Brown says she is planning big European things.
Steve Passer voicing violent disapproval of 'Le Frochine'.
Joe L. Brown going to see hammer and knickers in hope of summer.
Nadine and Giselle Picard considered a divorce suit.
Betty Compton to London, and possibly on Paramount celluloid.
Joe L. Brown going to Ray Buidwin from Spain and off to Stockholm.
Pierre Batchez, 24, picture actor, died on the eve of directing his first film.
Miss Severen, American, teaming up with Nijinski at a Trocadero.
New daily paper in English at Mallorca on account of many Americans.
Andre Balidon, 57, novelist, committed suicide after long siege in hospital.
Joe L. Brown ground at all intellectual meetings with his lively sister Anne.
Joe L. Brown back from Algeria and learning his book is a best seller.
W. A. Shanberg of Kansas City, looking for the theatres for back home ideas.
Walter Lang off to Italy, the Rivières, Africa and Spain before returning.
Raquel Meller seeing that her musical engagements are advertised for her.
Few factions out at Paramount just as much anti-American feeling.
Jacques Deval having three plays—one an adaptation—this season.
Joe Zell to return Royal Boxmen month and bring an Italian Grand Opera company for his Apollon.

Berlin

By Max Magnus

Jacob Kabot for a cure in Karlsbad.

Restaurant Casanova went bankrupt.

Sylvester Schaeffer went to the States in fall.

Emil von Helmund, composer, died, 71 years old.

Renate Mueller signed a year's contract with Ufa.

Professor Albert Einstein to emigrate.

Victor Baum plans to assume American citizenship.

Olof Anderson, head of Svensk film, closed his Berlin office.

Nite clubs vague here, but they close very quickly.

Abel Gance, French director, plans to make a picture in Munich.

Charles Alpus and Gustav Froehlich honeymooning in Juan les Pins.

Arnold Fack off to Hollywood to negotiate his Greenland picture.

Richard French going to picture.

Leo Blech, conductor of State opera, goes to the Stockholm opera house.

Charles Alpus and Mrs. F. F. Charlotte Susa's diak, "Wer verlangt noch aus Liebe Traenen," hit here.

Fritz Kampers made a record—his car has been stolen for the sixth time.

Georg Jacoby had a motor car accident on a trip for locations, to Hamburg.

Georgia Lind and Cora Mylowatsch guest playing at Volkspalen.

Arthur Ohme, assistant director of Ufa, died suddenly of tuberculosis, 36 years old.

Don Loethoeffel, Klerofilm manager, recovered after a motor car accident.

Doug Winkley here to collect impressions for lectures over the radio in New York.

Heinrich Heilmann, well-known German comic, died suddenly from a stroke, 60 years old.

Arthur Ohme, assistant director, married the operetta soubrette and film actress, Nolly Gebauer.

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Mr. and Mrs. Phil Kaufman leave for the States on their annual trip to Europe to sign film, stage and concert people for the States.

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L. D. Strengholt back from Lugano.

Kurt Weill, composer of the "Rise of the Sun," invited to compose the music for Fedor Schalja-pin's picture.

Heinrich Heilmann, film actor and amateur flier, made election evening rounds in his airplane for the Hindenburg.

Willy Forst and his director, Karl Hartl, in Yugoslavia for location for the picture "The Young Lord of Arcadia."

Willy Rosen was signed as guest director of his opera, "Liebling der Nacht," for the new German comedy theatre, Vienna.

Hilde Heinrich, young actress of the "Theater der Komiker," engaged for Metro-Goldwyn German synchronization in Hollywood.

Hans Albers, singer, engaged for Deutsches theatre, Dr. Rudolf Bess and Karlheinz Martin, engaged for the "Theater der Komiker."

The German amateur golf champion, Stefan Samark has written the music for the Ufa picture, with "Theater der Komiker" (Cheeky Boy).

evlne dead.

Louis Angevine dead.
 George Whittaker out to break 8
 H. Kaufman out and about again
 City \$4,000,000 shortage late
 school
 Paul Leduc and censors come to
 gether.
 Jeanne Palace burned and out for
 season
 Joe Lightstone operating own
 cabaret.
 Joe rocker switches to Herald
 this year.
 Talk of bringing back stock to
 market.
 Mischka Elman sell-out at H.
 Majesty's.
 Bill Lester feels birthday with
 friends.
 Local racing starts May 28 and
 ends Sept. 10.
 Business men urging national
 control of radio.
 Alex Kramer and band across
 Canada on ether.
 Montreal hockey team title
 starting up again.
 Sir John Harvey ends probab
 last tour of Canada.
 Sir John is King's nephew His Ma
 jesty's light until June.
 Tenants put out May 1 may live
 in the city.
 Howard Conover jerking Imperia
 back to old-time groes.
 Gilbert Gheury breaks into firm
 and goes to men in U.S.
 Montreal Teachers' association
 banking on Mayor-President.
 The boulevard plan, aimed to
 lure tourist bus, definitely out.
 Fergus Grant back at shipping
 desk after four months' round world
 trip.
 "Sound" headlines millionaires' cars
 as bandits, but lines were trans
 posed.
 Capt. Landy opens harbor with
 Beaverbus and hands out liqueur
 chocolates.

Boa Drew

[illegible]

Eric H. Gorrick

Ted Henkel here, ...
Fewer street actors.
John Junior and Stapleton Kent
...Fullers will rename their Fox
Mayfair.
'Bitter Sweet' opens Melbourne
...Elia Shields flew overland to make
opening date.
British pictures going into the
Carol of the...
...will have boom times to see so
many hits currently.
Greater Union's newswear theatre
...Musicians working full time with
dance halls getting into stride.
...will open new air programs
today coming to Trade...
W-T buy 'Whistling in the Dark'
and will open show next month.
...will be in a sudden drop
and was withdrawn by Celebrity.
This month will see huge influx
of overseas artists for Williamson-Tait.
Kathleen Mervick, daughter of
London's night club queen, arrives
...
Reported that vaude may be given
another try by independent man-
...
'Five Star Final' has been re-
named 'Letters of Fire'. Better un-
...
Fifty-five newswear men shot
bridge opening, thereby constitu-
ting local record.
...
...employed by W-T 25 years, died
suddenly in Melbourne.
...
...in solo management, signs again to
produce ballets for Williamson-Tait.
Harry Kelso will appear in
...
Jack Hocking and Dorothy Seward
engaged in London for same show
...
Paramount John W. Hicks left for
New York. Mr. Hicks was tendered
a farewell banquet under the direc-

By M. W. ETTY-LEAL

Eckener, of Zeppelin fame, here lecturing. "Shanghai Express" now in six weeks and still big at Passage theatre. New Chevalier film is billed for premiere (first in Europe) at l'Alcazar. (Ministry Public works prohibited throwing hand bills from airplane as publicity stunt. Municipal theatre at Amsterdam reports bankruptcy of Royal Dutch theatre now without lease. Holland drinking less wine. In 1930, 13,500,000; in 1931, 13,600,000; and 1932, 10,700,000. Tulips in bulbland now in full bloom. Business bad as growers had to hold a surplus of 300,000 tulips last year. Goethe memorial performance still on. Princess Faust still, on Mollath. Faust and Bessungen as Manilla.

Denver

Joe Decker dad again. A son, Guy Under back at Denham stock. Chas. R. Gilmore on New Mexico blount.

'Grand Hotel' to roadshow Paramount week May 6.

Local RKO exchange leading in cash-collection contest.

Fred Wagner, former L. A. RKO salesman, here with Col. R. E. Emery, city president.

Western National stock show. Gardner Wilson has resigned as publicity director at the theatre.

Ernest Morris, local newspaper man added to Denver publicity staff.

Colorado sportsman paid \$251,892 for hunting and fishing licenses last year.

Mike Smith, St. Louis, U. S. Army booker, here buying films for soldiers.

L. C. Friedman, National Screen Service rep., transferred to Des Moines.

Oberfelder won the flag golf tournament at Green Gables country club.

J. S. Leick gets contract for movie band at \$21,500 for 31 pieces for ten weeks.

Unknown donor gives clock for city hall tower. Funds for fountain also donated.

Daughter of Margaret Lundberg House was buried last week. Mrs. House former theatre organist.

Civic theatre (Denver University Little theatre) opening night—'The Goodbye Girl' reads like social register.

RKO-UM team win motion picture bowling.

Metrol Film Delivery and Par finishing in order named.

Robert Grant, Randolph, 7 ft. 4 in., picked to play giant in 'Public Jack the Giant Killer'.

Rehearsals in Detroit for 'The Broadway Melody'.

'Fanchon & Marco' dancers, and 'Londie Joe Ross, city employee, married March 31.

Out of town film buyers on the row: Dave Hess, movie Vista.

W. C. E. T. Smith, Brown, N. B. W. H. McDonald, Torrington, Neb.; L. M. Teller, Curtis, Neb.; Chas. Klein, Dawood, S. D.

Walter Palladino, Neb. and 'Doc' P. E. Rider, Wahnetta, Neb.

Pittsburgh

By Hal Cohen

Ten per cent cut for 'Sun-Tele' and 'Press' employees.

Arthur Roberts, Bright manager, raises dogs on the side.

Dick Powell taking his Filipino wife back to the coast with him.

D. W. Griffith's 'Struggle' finally shows up next week. Harry gets it.

Joe Hillier said George Hillier is going to get the best beer in town.

Leopold, the boxoffice man, and Mary Laughman had the knot tied.

Kenneth Thompson's ma used to be Pittsburgh's leading concert promoter.

Joe Hillier going into politics, running for city and county committeeman.

Harry Bernier's kid brother, Buddy, with her in tab version of 'Good News'.

Varsity Club had its biggest turnout of the year at farewell party for Dick Powell.

Victor Zeller always wears a garland, but it's a paper one sprinkled with perfume.

Chief of service at Stanley, tossed by a horse and suffers a broken shoulder.

Benny Drola, Stanley prop man, was in his glory jabbering in Polish with Pola Negri.

The case of Jerry Mayhall's portable typewriter is outfitted with toilet accessories.

John McNulty, 'Press' critic, severed burned wrist by fall asleep with a lighted cigar.

Ace Berry, former head of WB interests here, now handling 'Grand Hotel' for Metro.

Jessie Tanager, chorus girl with Louis unit, 'Foolish Wench' is a lead singer for Lois Moran.

Clarence Grundish, the movie critic and as bald as a billiard ball, used to have curly hair.

Joe Wallace, m.c. at the Nixon cafe, used to be chorus boy with Judy Carney in 'The Virgin Kills'.

Academy of Fine Arts in N. Y. has accepted 'First Nights' painted by Bob Reamy.

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Uncommon Chatter

By Ruth Morris

Week's Gallery of Ladies—The ladies of the week's film releases are a competent gracious group, given little opportunity to register beyond story material.

Sylvia Sidney fares best in 'The Miracle Man' because she's a woman, sympathetic, address-essable of establishing a definite personality in a briefly written part. Her make-up has improved, eyes enlarged by studied application of pencil and shadow, face softened by a looser hair arrangement that is flattering. Florence McKinney makes a favorable impression as a youthful contender for unsophisticated ingenue parts.

'Symphony of Six Million' gets of Irene Dunne and Anna Appel that are very tender, sympathetic and given to infinite sorrow and groping after the finer things of life. Miss Dunne likes to represent a 'soul'; she has the voice for it and the tender understanding manner. Anna Appel's soulfulness is not so studied. It creeps out through matter-of-fact, every day sort of delivery, enriched by deep humor and the amusing sing-song of accurate Jewish dialect.

The ladies of 'Are You Listening?' are 'types,' each one representative of a different reaction to life in a big town. Madge Evans, well made up and appropriately costumed, is the nice girl, untouched by metropolitan wickedness. And Anita Page, too artificial to be convincing, is the cagey flapper who commercializes. Every mis-step, Joan Marsh is the small-town belle who finds out about cockles and night-clubs and goes very haywire indeed. The Misses Page and Marsh manage to collect some flashy clothes on their nocturnal excursions and model them with confidence in every inch of fox fur and every glittering rhinestone.

Virginia Bruce is the polite, unimpressively groomed heroine of 'Sky Bride'—the bride of the title being an airplane, not a lady. The script doesn't care much about romance, and Miss Bruce is merely a stooge for an attempt at love interest. Louise Closser Hale is too good a trouper to be any thing, but she comes as near it as possible in the role of a wistful, weeping boarding house keeper.

Field Day for Capitol Girls

Life has been very kind to the Chester Hales. They work hard, week after week, plodding, laboring through all kinds of exacting routines, and suddenly they come to the theatre and find themselves on the same bill with Johnny Weismuller—actually within smiling and talking distance of the latest broad-shouldered knockout of the cinema. Any just in case that is not enough to make any girl happy—they may also stand in the wings and feast their eyes on Smith and Dale.

But that is not all the good fortune that 'Dive In' holds for the Capitol line-up. They have almost as much fun as the Roxettes pretending that they represent oranges in a thickly treed California grove. Hats are enormous, orange pom-poms worn at a rakish angle, dresses are daintiest tiered net guaranteeing graceful swirls to their dance routine. Evening gowns worn later are well fitted satins, smartly belted in brown.

Par Challenges Minsky

Caught between Minsky's on the South and the Central burlesque on the North—two temples where cooing dancing is celebrated with fervor—the Paramount has decided to compete.

'Here We Are' says this week's unit, throwing out its hip and dislocating a stomach muscle as the Albertina Rasch Girls inaugurate the first of four variations on hip-waving. The Rasch Girls are no jugglers when it comes to toasting tongues. The proof of that is in the terpsichorean convulsion that is called 'Fandango.' But in their initial number the Rasches are hampered by the unprecedented necessity of reading lines and tossing off little gems of gags that hope to be very, very funny.

Naturally, who dancers have to read lines they can't think of anything else. Each word must be

enunciated with deliberate attention to prolonged vowels and final consonants. Voices must be raised to a ready pitch to go singing out to the back rows of a cinema palace. A girl just can't be bothered thinking about what's happening to her hips. The Rasches don't give a darn. They'd rather be actresses than dancers any day.

Evelyn Hoey has her own style of synopsized cooing to illustrate how the song is knocked around in old Chinatown. Voice and delivery blue as blue can be, she chooses a sweetly modish gown of soft white georgette, with a maidenly princess line and a slim skirt that falls to a modest inch below the ankle.

Tamara Geva, all jet and tiny rhinestones to personify a note that has skipped off from a mad jazz piano, cooches in the modern mode, angularly, smartly, every dance posture typifying the flawless technique of a talented, accomplished danseuse.

Did You Know That—

The Jack Warners gave a swimming party to 50 people last Sunday... Peggy Fears plans a trip to Hollywood... Oh, those chiffon negligees of Garbo's in 'Grand Hotel'... Louis D'Arcy seems to have deserted the stage permanently for interior decorating... John Cohen dined at the Waldorf with his dad the other night... Warren William's feminine fans will have a grand cry at his new picture... he swaaaaaaceeeilll... Constantin Koloboff, ballet master, can be seen most any day walking his big police dog up Central Park West... Martinelli also takes his morning constitutional along that way... Alice Glaeser is still one of the smartest dressed women in Hollywood... Jay Brennan misses those Buster Keaton children... Johnnie Hundley and his bride report a grand honeymoon from St. Jean de Luz... The Mayfair closed for the season last Saturday night with a swell attendance.

Going Places

By Cecelia Ager

So Dry's Are Human!

Perhaps the greatest feat of all in 'The Wet Parade,' more astonishing even than its own dogged adherence to neutrality after two hours of reviewing the liquor situation in America, is Dorothy Jordan's ability throughout to retain the audience's fondness despite the miserableness of her role.

By every right of characterization she should be shunned, a target for sticks and stones—instead of being the one likeable creature, save for 'Sweets' Durante, whom the audience can cling to. She's a prig, a prude, a self-righteous maiden, so noble, she seems to so much as notice the hideous deflections of those about her. She won't preach, she won't draw back in horror, she won't point her finger. No, serenely, determinedly, she ignores the sins of the sinners, till she should rise up and break her stiff little neck. That the drunkards whom she encounters and silently plies let her escape whole, and that the audience not only puts up with her flawless behavior but

even cherishes her, can be chalked up as a glorious tribute to her own natural charm and unaffected acidity.

Then, most unfair of all, the story demands she fall in love with a prohibition agent who adores his job. She seduces him and is too divinely happy. She washes, dines, cooking and keeping house in a modest little house. It is a little prising to find that the baby of such a spiritual couple is born in a hospital instead of being left on their doorstep by a stork, but perhaps this is the author's device to prove that prohibition agents too are human.

Myrna Loy in a blonde wig and lame dresses that reveal the bony structure of her chest, plays a heartless night club hostess with a lack of spirit as well as a lack of heart.

The New Realism

Sidney's name lends Alina MacMahon's in 'Going Places' the Mouthpiece, but that won't change the Tans' opinion. They like Miss MacMahon, like her expert under-methods, her casual way with lines. She has only to appear, and the audience is hers. They remember her work in 'Five Star Final,' and they're glad to see her again as a secretary who has no illusions about her boss but loves him just the same.

Little Miss Fox, with her cunning Southern accent, and her artful wide-eyed innocence, happens to be matched unfairly. Usually an in-offensive child who prattles cutely and makes a great-to-do about being fetchingly, she persists with the same precocious technique here. Both Miss Fox and Miss MacMahon, employees of a prosperous lawyer, wear simple dark dresses with white collars around the neck, indicating the new realism that is gripping Hollywood.

Spice All in Title

The weary young generation, all jittery and catered for by their sensitive nerves, make a great mistake in shutting 'Amateur Daddy' out of their lives. If they could only remind themselves not to recoil at the title outside the Roxy marquee, they would be rewarded with as fragrant a whiff of lavender and old lace as ever enchanted those dear, quaint old-fashioned mammies and pappies.

Their elders, luckily for Marian Nixon, Lucille Powers, Rita LaRoy and the rest of homely folkly heaps of little house-a-home people in this sentimental tale, are just that contrary they have a mighty fine time watching it, stroking their beards, wiping their spectacles, and reading the dear distant days when they used to read books as clean as this story. Those were the days when heroines were pretty shy little mice, like Marian Nixon, fleet of foot, quick to spring away after an avowal of love, in fact full of the quaintest, dearest ways.

Those were the days when villainesses could be immediately recognized by the littlet tot, grim-faced ladies like Rita LaRoy, who, when the heroists hear her advances, hoarse plots for his downfall with everything but a heaving chest. Understanding friends like Lucille Powers, the sort of whom it was said: 'Till always be a brother you,' used to twine through those lovely old romances. Everybody was either good or bad, there were two sides to the railroad tracks, and 'daddy' was a word conjured in the hearts of little children instead of grown-up girls.

Lighting Up Patricia

For her unhappy experience as 'Amarilla—A Gypsy Romance' in the Roxy stage show, Patricia Bowman has become 'Patsy' Bowman, and the change in her name is significant. Miss Bowman makes the mistake of believing what the prince told her.

Her only consolation is the realization that the wails of skin-clodded chiffon that make her costume are infinitely more alluring than the glittering magnificence of white-wigged rival. The name is her, she does have the Roxy stage all to herself for the finish of her broken love affair. All the glory of the Roxy lighting concentrating on one prettily desolate dancer is not bad.

The Roxettes, who know better than to traffic with romance

(Continued on page 41)

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 do any total 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.

	Modestness	Reactions	Take-up	Golden	Liteline	Personality	Delivery	Reveries	Originality	Appearance	Total	Comment.
PALACE												
Ethel Merman.....	10	10	8	9	10	8	10	10	4	10	89	The strength and poise of the Empire State combined with a clear voice, relentless jazz style and a rare ability to charge routines with electric excitement.
Danzy Goodell.....	8	9	10	10	6	9	10	4	9	80	Nimble strutting, infinitely chic.	
Patsy Kelly.....	5	5	10	10	5	10	10	5	8	8	76	One of the most gifted of unaffectedly wistful clowns let down by woeful material.
Nora Williams....	7	9	10	8	5	7	9	8	3	10	76	Talented and affable songstress whose possibilities will be realized when she learns a few smart tricks of grooming and deportment.
Agnes & Adeline..	10	10	8	6	5	8	8	9	7	67	Slim and youthful dancers who know the value of a smart wardrobe.	
Dave Gould Girls.	7	7	8	8	5	5	8	8	2	8	66	Two specialists and a brisk, youthful line-up set up a fast pace that keeps the audience happy.
HOLLYWOOD												
Blossom Seeley...	8	10	9	10	5	8	10	8	10	9	87	Maintains past reputation for azzling synopsation and dresses with cagey understanding of her personality. Cheapened by poorly groomed contribution to sketches.
Martha Raye.....	8	9	8	9	5	7	8	8	5	10	77	Squanders a decisive, low-down song style with monotonous volume and tempo.
Olive Branso.....	9	9	6	8	5	8	8	6	6	8	73	Petite Lilliputian whose talents would be more-effective if economized in a tighter routine.
Fay Adler.....	8	8	8	8	7	3	10	10	3	10	73	Effortless adagiot with a routine that builds to show-stopping importance.
Lucille Paige.....	5	10	9	8	5	3	10	10	3	9	72	Double-jointed dancing delivered with fluency and style.
Sisters G.....	10	10	10	10	5	5	6	5	2	8	71	Exotic personalities, effectively costumed.
Sunny O'Dea.....	8	9	9	8	6	4	8	8	0	7	67	Capable tap dancing improved by a fresh, unaffected manner.
STATE												
Miss Vanessi.....	9	9	10	8	5	6	10	7	0	7	71	Dated dance routines superbly executed and distinguished by an unusually graceful carriage.
Erma Ward and Girls	8	10	8	7	8	2	4	5	5	6	61	Miss Ward's one-arm swings lose out on deserved applause because of troupes' distracting acrobatics at climax.
Peggy Ames..... (Artie Lewis)	7	7	7	7	5	6	8	4	0	7	58	Friendly, unstudied manner rates a fresh, costuming and more expert make-up.

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15 YEARS AGO

(From 'Variety' and 'Clipper')

U. B. O. assured acts that contracts once issued would not be cancelled. One of the pledges to the N. Y. A.

A. H. Woods was going to lay off this and fourth companies of his hit plays. Would send the original casts into the sticks as films.

Mary Miles Minter renewed her contract with Mutual at \$2,400 weekly.

'Song payments end this week' was a headline in 'Variety', referring to payment to actors for singing ditties. Oh yeah?

Rialto theatre, N. Y., reported a new high of \$17,800 for a Fairbanks feature which cost \$3,000 rental.

Daniel Frohman's name, dropped as 'presenting' Famous Players pictures.

Regum, Harlem, picked for the first test case by ASCAP in its fight to collect royalties on copyrighted music from theatres.

About 150 White Rats formed a new club called The Wanderers. Didn't wander very far.

U. B. O. ordered that no acts play cancelled Fanchon & Marco, who were dancing at Shanley's.

George Arliss was suing Herbert Brenon for \$25,000. Claimed that Brenon's firm had contracted to use him for five weeks at \$5,000. Working time limited to five hours daily. Said company ignored the contract.

Loew agents sore at Bill Fox, who was cancelling acts booked jointly with Loew at the rate of five or six each half week. Acts peevish and refused to finish Loew time.

Ringling and Barnum shows, both Ringling owned but not yet consolidated, were carrying Navy recruits with the shows. Gov't figured on reaching everyone.

50 YEARS AGO

(From 'Clipper')

John Robinson's show opened in Cincinnati April 10. Like the other leaders, he had gone in for three rings. First year to so triple. Many complaints from patrons that they could not watch all the acts.

Doubled bodied child on exhibition in Vienna. Two heads and shoulders, but bodies joined at sixth rib and only one abdomen. Right leg obeyed the right hand head, while the other was guided by the left. No co-ordination and locomotion impossible.

'Clipper' denied statement that E. H. Harding, lately deceased, was the pioneer of cheap music, but agreed that he was the first to sell full size sheets for a dime. Had previously issued small size sheets for a nickel.

San Francisco minstrels on tour after a season in N. Y. Had their town house at B'way and 29th. One night up.

Daniel Frohman among those appointed to work out a plan of operation for the newly created Actors' Fund. Now its administrative head. Fund was already over \$38,000.

Miss St. George Hussey, English artist, took a big ad to state that she would not apologize to Harry Miner and that no one could induce her to do so. Wound up with 'And Miner must remember he is dealing with a woman.' Ad about something. 'Clipper' didn't say what.

Advertisement announced 72 hour go as you pick out walking match in London, Ont. Top money for three days' hike was \$175, and it cost \$20 to enter.

Inside Stuff—Pictures

How picture people gravitate about flimdom is exemplified by some of the old-Pathé executives and employees who have been separated for years by changes or mergers in the business and now reunited, almost in the same old places, after a decade or more. In Radio Pictures' new line-up, Phil Ruman and Ned Deplinet both were sales managers for Pathé, one following the other. Now Reisman is the film booker for the theatres and Deplinet is distribution head.

Barrett McCormack, who was advertising director of old Pathé, now finds himself, with a similar title, under Bob Sisk, in Radio Pictures. Rutgers Nelson, for years public manager for Pathé, has that title today with Radio. Cress Smith and Ed McAvoy, who were division managers for Pathé, find themselves with Radio.

Mike Levee, now enroute to New York in the interests of his Screen Guild, has been building up a good will following for his new enterprise in a bid for general co-operation. He has, for example, even addressed the agents' organization on the Coast, realizing that the Artists' Managers Association, as it is called, can be of some help to him in slipping him a star between pictures on the co-op arrangement in which Levee is promulgating his Screen Guild.

Otherwise, nobody pays any attention to the A. M. A. save the agents themselves. The 10%ers have been anxious for some sort of official recognition from the studios which have been too occupied generally.

'Come on Marines,' chopped off Paramount's production list due to story trouble and finding a lack of interest in things Sino-Japanese, had an army of writing talent working on it that looked like a scrivenering Who's Who. At various times Arthur Caesar, Mike Boylan, Harvey Gates, Martin Flavin, James McGuinness, Thomas Boyd and Ward Wing had done treatments of the yarn.

Originally scheduled for production when David O. Selznick was B. P. Schuberger's assistant, the story has been in and out of typewriters for the past nine months. Writing talent and research work on the yarn has set the studio back in the neighborhood of \$75,000.

American producers will not act as a body if Great Britain classifies films as a luxury and levies against it the new 30% tariff. The attitude here is that the English exhibitor will have to assume the burden unless individual American companies are willing to make concessions in listing rentals to relieve some part of the new duty.

When the industry sought advice from Washington as to whether American films are in the high tariff class, the reply was that early cable advices did not mention films as subject to the new duty.

The English market is the largest buyer of American film outside of the U. S.

Frank Whitebeck is on the Paramount payroll and the job for which he was borrowed from Universal has been abolished by the New York office which first made the proposition.

Having hired a staff, Whitebeck was prepared to start functioning at his created post of campaign builder when New York did a right-about-face, fired the staff, and told Whitebeck not to build campaigns but simply send through suggestions. That put everything back just where it was.

Meanwhile, Metro liked Paramount's idea and has actually established such a department under Pete Smith.

Film rights of 'Grand Hotel' are believed to have been acquired for \$14,000 and not \$35,000. The \$35,000 angle came in when Metro advanced that amount for the legit production. A proviso of the deal was that, should the play hit, this \$35,000 was to be returned to Metro. This is unusual since it would have meant that if 'Hotel' had failed as a show it would have cost Metro more than it did as an smash.

Arrangement was made, however, that some of those concerned with the play, including Vicki Baum, the authoress, were to receive additional payment dependent on its success.

Mike Levee's Screen Guild does not contemplate over four productions annually. Meanwhile, Levee has been holding closed meetings with various groups—actors, writers, technicians—outlining his notions and asking for co-operation.

Details of financing, organizing, and preparation will consume most of the summer, with the first picture not actually shooting before autumn. Levee is reported interested in 'Shanghai Gesture,' heretofore banned for screen purposes.

Clara Bow and Rex Bell had a dozen snaphops taken of themselves at their ranch. As no pictures had been clicked of Miss Bow since her illness, she forwarded the snaps to one of the fan mags with instructions that if it cared to use them she thought it only fair if the publisher would send a fair sum to the Motion Picture Relief Fund.

Every time a set of the pictures for a double page layout and sent a check for \$12 to the Fund.

Studio press departments are now in the fan class, gathering 'autographs' of picture celebs for various charities. Pet of charity organizations now is to auction an album 'with signatures of flimdom's great. Books said to bring from \$50 up.

Every time there is a need for money they buy a book and send it to the studios to be filed. P. a.'s don't like the idea, but they have to do it.

While sheet music counters were ousted from Public lobbies some time ago, the ready vending machines were retained in spite of the frequent raids made on the coin counters.

Now Public is considering installation of candy counters. 'Public Opinion' shows one in the Southtown theatre, Chicago, with the announcement that similar installations are to be made in important southern houses.

Of the salary cutting stories in circulation one is of a picture company and its assistant managers. Word was sent round that they were all fired. Several hours later, however, they were told they could stay if they wanted to assume the title of 'Chief of Theatre Service.'

Difference between the two jobs was that the first paid \$36 while the latter title rated \$22.

Metro will use the recorded discs taken of the wet-dry debate between Alvin Karpis, MacPherson and Walter Huston as a radio ballyhoo for 'Wet Parade' in spots considered extra dry.

As Sister Almee stole the show, the debate will not be pushed in those communities where wets predominate.

After schooling in dramatic art and dancing at the cost of Sam Greenway, Adele Bailey, the Childs' waitress who was headed for pictures after a 'Palmy Days' contest, is sticking to her tray carrying in the Paramount building.

The Goldwyn firm is charging up the tuition for the girl to publicity.

In case of further uncertainty as to whether it's Rockefeller Center or Radio City—it's Rockefeller Center.

But Radio City is the official designation of four buildings located in the western half of Rockefeller Center. Phew!

Inside Stuff—Legit

Locust Street theatre, Philadelphia, formerly a Fox film house, but recently the home of occasional legit offerings and dance and musical specialties, is having a tough time of it. Week before last the house, owned by the Mitten Co. (trust organization) and being run by a couple of Philadelphia women, had the revue 'Dilly Dally.' It was co-op and the Locust people got a part of their money but not all of it.

Last Saturday (23) celebrating Shakespeare's Birthday, the Locust decided to put on one of the Bard's plays. 'The Tempest' was chosen with performances scheduled for Saturday matinee and night. Company producing was called the Festival Company but was in reality the same group which, under the name of the National Junior theatre, has successfully presented two series of children's plays there the last few years.

When the critics and the few prospective patrons arrived at the Locust for the matinee they were told the show was off. No money in the till and no prospects of any coming in was the reason. So Shakespeare wasn't honored on his birthday after all.

Number 2 companies of Broadway successes hit a new low during the season now ending. During 1931-32 there were three second companies, a fourth show having a double production being for a Chicago engagement only.

Profits of the shows that did double up were slim. No. 2's were 'Private Lives' (Arch Selwyn), 'House Beautiful' (Crosby Gauge) and 'Mourning Becomes Electra' (Guild). Fourth troupe was 'Counselor at Law' (Rice & Buckerton) still in the Loop.

'Lives' was forced to end its travels because of the Metro release of the talker. That 'Electra' gathered, but meager profits is indicated in a cut that became effective when the show left Chicago. In the case of 'House Beautiful' both shows are said to have ended in the red, the first company more so.

Three weeks lost on the road by 'Hay Fever' due to the illness of Constance Collier, the star, were augmented by three more days this week with a possibility that the show may be forced to close. Miss Collier's eye ailment is not ok yet.

'Feve' originally lost its time in Boston, Baltimore and Pittsburgh, then being slated to open in Pennsylvania, Thursday (28) for three one-nighters in Scranton, Wilkes Barre, and Reading. Later the first two one-nighters were cancelled, with Reading having to be taken off the list additionally Monday (25).

If the star can't go on in Washington by Monday (3), which date is now booked, 'Feve' will end. Several other weeks have also been booked, but would have to be cancelled.

Winthrop Ames who has been in retirement for the past year because of illness, is back in New York. He is devoting some time to his office daily.

Ames was reported through with producing. His Little theatre was sold to the New York 'Times' recently, but is to be operated by him for another season. After that the building will be raised, and the 44th street entrance to the 'Times' plant. Ames is also operating the Booth, lease upon which was disaffirmed by the Shubert receivers.

Chicago office of Equity is preparing to put a claim in for members of Death Takes a Holiday' which folded at the Playhouse there Saturday (23). Play was sent into the Loop under a stock contract but stock conditions, which means cash going at least two shows, were not established unless 'Holiday' is not being followed by another play.

Hence, contract automatically is converted into a production agreement which calls for only eight performances weekly. This being the case the cast thinks it has a claim for an additional one-eighth salary for each week. Play completed an eight weeks' stay.

Inside Stuff—Vaude

A dispute that started out with fathers and sons as the contestants branched out into three generations before it was amicably settled. On the arrangement of the teams it had 'Cohen' and 'Kelly' on each side. Herman Timberg and Pat Rooney on the one, and Jack Haley and Benny Rubin on the other. The decision, which was made by the arbitrator, was a 50-50 combination, rang in a couple of prop fathers for support, but it didn't do much good. Charlie Morrison, who agents both Timberg and Haley, was in the middle.

Last week at the Palace, New York, the two Rooneys and the two Timbergs played a bit they called 'Cohen and Kellys of Broadway.' It resulted in the setting of a return engagement for the two pops and their offspring. Haley and Rubin, at the Palace this week, decided to bid the Rooney-Timberg thing, but to use fathers instead of sons for the switch. But Timberg and Rooney figured this might take the edge off their Palace return, so they squawked and the bit is out.

The RKO vaudeville department's new way of promoting good will for the company developed on the coast with Thurston, the magician, Thurston saved RKO \$4,500 and then was snubbed for his kindness.

With an extra week at \$4,500 contracted for out there that RKO could not play but had to pay. Thurston wired Martin Beck in New York that he would co-operate to prevent the circuit taking a total loss. No reply.

Despite advice of friends telling Thurston to make RKO settle, Thurston refused. But he did ask the Los Angeles RKO office to pay his troupe played a bit they called 'Cohen and Kellys of Broadway.' It resulted in the setting of a return engagement for the two pops and their offspring. Haley and Rubin, at the Palace this week, decided to bid the Rooney-Timberg thing, but to use fathers instead of sons for the switch. But Timberg and Rooney figured this might take the edge off their Palace return, so they squawked and the bit is out.

Neville Flesson wants to go on record as the most prolific bringer-in of singing women into the Palace, New York, for the first time. Among those who have broken into the Palace as Flesson's partners are Gloria Grafton, Grace Hayes, Louise Groody, Norma Terris, Helen Shipman and Gladys Baxter. With femme partners, says Flesson, it's easier to get 'em than keep 'em.

Extra railroad fares, eliminated from the RKO booking office overhead for the past year or so, are again being paid due to the return of the spot booking system.

If through a booking switch an act's jump is lengthened, the office is obliged to pay the difference. This wasn't necessary on the intact route.

Six weeks at five different theatres in Broadway in less than six months, probably a record, have been played by Block and Sully.

Last week at Loew's State was a return for them at that theatre. In the meantime they played the Palace, Moss' Broadway, Capitol and Paramount.

Sisters G walked out of Lev Hovt's show at the Hollywood, New York, early last week. A matter of ethics with them and Mama G. Seems that Hovt sought to use the girls in a bit that mom disapproved. Mother walked out and took the girls with her.

English Troupes Mop Up When U. S. Managers Snub Low Canadian Dollar

Toronto, April 25. Drop of the Canadian dollar and demand of American producers for American money only, meaning a 10-20% boost at settle-up time, left the Canadian theatre field wide open, this season for English companies who mopped up before American producers realized that Canadian tours were good business despite exchange fluctuations.

American companies are now jumping in belatedly at close of the season and are doing fair business, but nothing like English outfits now trekking back from the coast and playing return dates on the strength of good-will at the start of the season.

Sir Barry Jackson's company, now closing a 26-week trans-Canada tour and return, has grossed \$221,950; Sir John Martin-Harvey, also finishing a similar booking for 17 weeks, has grossed \$140,510; while the Colbourne-Jones duo, in whirlwind 4-week tour, grossed \$61,050.

Sample Grosses

Stratford-Upon-Avon Players, finishing American tour, jumped into Canada at Vancouver and did about \$6,000 in five weeks, and did cross-country hops. Troupe did about \$1,000 in Vancouver in two weeks; \$7,000 in Winnipeg, one week; and \$19,000-\$20,000 in Toronto in two weeks.

Two American musicals, 'Student Prince' and 'Blossom Time,' jumping into Toronto before the exchange situation became too serious, did good business. 'Former' at \$14,500 and latter at \$11,100. Significant that George White was recently dickering for Shea's Hippo or the Uptown (P.F.-Can) to house his 'Scandals' to split the Chicago-New York jump. Deal only fell through when he couldn't get either house.

While road companies have difficulty getting visas in U. S., same situation applied here, but the English shows that made the money were handled by people who knew Canadian theatrical tastes as well as the routes. The Irish Players made their biggest gross playing Toronto and Montreal, and did good business in Ottawa, Kingston, Winnipeg, Calgary and Vancouver before going America at the coast and working eastward through the U. S.

Following is a list of the British productions: Martin-Harvey in 'Bells' and 'The Messenger'; Jackson company in 'Bessie'; 'Quality Street'; 'She Stoops to Conquer'; 'Yellow Sands' and 'Dear Brutus'; Colbourne-Jones in 'Queen's Husband'. All of these were booked by Ernest M. Rawlinson, actor, in his late twenties, who was quick to get in motion as soon as the exchange situation cleared the field of American competition. He is dickering with the same bunch of English companies for next season.

Brown Ordered to Pay

On Defaulted Contract

Suit brought by Howard Inches, legit actor, against Chamberlain Brown, agent, has been won by Inches in arbitration. Action was for the balance due the actor on a 20-week contract he held with Brown and which the agent had not fulfilled.

Inches' award involves about \$900. After the claim was filed against the agent, he entered as his defense general denial. Later, during the hearing Brown admitted Inches' claim.

Role for Lillian Gish

Reported Lillian Gish may play the lead in 'Nine Pine Street,' by William Miles and Donald Blackwell projected by Margaret Hecox, femme producer, and the Hewes of Doran, Ray & Hewes.

Play will probably be given a try-out this summer at Miss Hewes' stock company in Provincetown, Mass.

Pittsburgh Tournament

Pittsburgh, April 25. The annual contest of the Pittsburgh Drama League opens tomorrow (26) at Irene Kaufmann Settlement Playhouse and will go through four days, entry list limited to 10 contestants.

Manhattan Not Yet Set

For Carroll's Import

Uncertain into which theatre he will bring 'White Horse Inn,' London musical, Earl Carroll has signed the show to come over intact next month, with that of the Manhattan, New York, but not certain that Carroll is actually bound to take that house.

Again a report that he will secure tenancy of the Carroll theatre. Rent dispute may be squared.

'White Horse Inn' is an extremely lavish musical that requires a deep stage, with that of the Manhattan possibly not sufficient.

'Tree' Cast Claims

Claims are in at Equity against Ira Marion, producer of the western play, 'The Tree,' at the 3rd St. New York. Most of the claims are for two weeks. Some of the company, after rehearsing three weeks and playing one, collected no pay at all.

Production was on a waiver assigning stock and film rights to the extent of 50% of Marion's share to stock, with that of the Manhattan played, Marion gets no rights and the cast are out of luck.

8-MAN STOCK CREW

Syracuse, April 25. Rennick Hayes, for two seasons with the Casino Players at Newport, R. I., joined the Sanford Skinner Players (Woolworth) at the Dewitt hotel, opening as second man in 'Unexpected Husband'.

Stock will play the season sans orchestra, a concession, but being forced to accept Daly's stage hands, although Keith's and Loew's operate with a crew of seven.

Future Plays

'Storm Song,' by Sidney Buchman, to be produced by Robert Newman next season with Francine Lawrence starring. The piece tried before, dying on the pre-Broadway road tour. Newman also has a play titled 'The World Does Move' by Corbridge Phelps for production next season.

'Skein' is Believing's intimate revue, will be staged about the middle of June, Harry Buchannan sponsoring. Edw. Nell, Jr., Chas. Lawrence, Kathleen Karr and Marjorie May in the cast.

'The Good Earth,' best selling novel, with locale in China, and written by Pearl Buck, will be produced by the Theatre Guild next fall. Owen Davis and his son, Donald, did the adapting. Will be the Guild's second show involving Chinese principals, 'Rear, China,' being the first.

'Fresh Faces,' Pat Leonard revue, starts rehearsals this week. Lionel and Emil Newman, Cooper Paul and Allen Bortz have prepared the score. Tentative cast includes William Castle, Larry Billinger, Jerry Luger, (femme), Toni Sorel, Paul Rogers, Dorothy Foster. George Pierce is staging the dances and Leonard the book.

'On the Make,' authored by Robt. Gray, actor, will be produced by Gray for May opening. Cast will include Jennette Fox-Leo, Ruth Fellows, J. Hammond Daly, Harry Short, Norvall Keedwell, Geo. Sweet, Chas. Hammond, W. L. Romaine, Wm. Barrows and Gray himself.

Christopher Comes Across' into rehearsal by Brock Pemberton for summer production. Tullio Carminati as lead.

'Bridal Wise' by Al Hackett and Frances Goodrich resumed rehearsals yesterday (Monday) for Sigourney Thayer, Donald Foster and Ray Walburn additions to the cast. Foster leaving the 'Girl Crazy' Loew unit for the show. Frank Craven is directing.

'Hired Husband' to be produced by Robert Sterling.

'Ringer' Folds

E. E. Cliver's production of 'The Ringer,' Edgar Wallace play, closed and went into the storehouse. It was a flop, coming from Boston to the Adelphi, Chicago.

'Band Wagon' Censored To Cleveland's Taste

Cleveland, April 25.

First censorship attack in a mild season came as a surprise when Safety Director Merrick, city's official censor, accused 'Band Wagon' of being irreverent and ordered Loew's Ohio officials to make cuts. Charge was a violation of the Desberg, Loew head, who told censor 'Band Wagon' was the politest revue he had seen. When asked what was objectionable, city's official replied that his face got red hearing actors use the word 'God' so many times on stage. Loew's managers got a laugh out of his silly-wild ideas about propriety, but were worried about what he'll do if a real dirt show comes along.

ORIGINAL 'KEMPY' CAST IN STOCK AT 25 CENTS

Original cast of a Broadway hit and at top of it will be offered to stock goers at 25¢ a share. 'Kempy' opens there May 2. It's the first time a complete New York cast has appeared in stock and at 25¢ a share. 'Kempy' will have J. C. and Ruth Nugent for the lead, Alan Bunce, Robert Ober, Jessie Crommette, Helen Carewe and Jack Burton in support.

Gardner is opening the company at the Temple Auditorium and hopes to play six weeks, then going to a L. I. shore resort.

McKENZIE TENT UP

Los Angeles, April 25.

Bob McKenzie reopened his tent stock at Culver City Saturday (23) with 'Mad Honeymoon'.

Canvas is pitched on the boundary between Culver City and the beach town of Venice.

Court Continues Shubert Receiver Until Oct. 1; Calls It a Gamble

Bowing to the preferences of the creditors as indicated through their committees last Friday, Judge Grande C. Coffey granted an extension of the Shubert Theatre Corporation receivership to Oct. 1, next. The court agreed with the receivers that the business was highly precarious and its continuation no more than a gamble.

To those who examined the printed statement of the receivers, it is not clear how they hope to improve the condition of the estate in the next six months that include the summer.

The receivers will have had to produce plays prior to or at the start of the season, and such productions were to be given prominent ads as hits, for any betterment to be actual or indicated by Oct. 1. Even if several successes are staged it would take a longer time to reap profits and application for further continuance would have to be made. The creditors can only abide by what the receivers decide to do. Of the sum to be raised through the sale of receivers' certificates, \$50,000 is to be used for production. That is not an impressive sum for a corporation like the Shuberts to devote to new shows.

Last week prior to the court assenting to the extension, Leo Shubert is reported having told a friend that he was tired of struggling and bickering, that he would like to retire from all business activity. He vaguely mentioned seclusion in the country.

Bondholders Alief

The independent bondholders have little or no concern with the receivership and they did not participate in the action to prolong the business. They make no specific charges but seem to know it when the corporation was formed and the two bond issues were floated, the claims of the Shuberts were bona fide.

The group has not agreed on special counsel to hear arguments on the demand for an investigation starting with the inception of the corporation. The court will therefore name such counsel next week, but is reported Thursday (4). Should the counsel, who would in effect be a

Single Legit Circuit One of Those Things That Must Happen—Harris

Actors' Fund Legacy

From Clancy Estate

Syracuse, N. Y., April 25. The Actors' Fund of New York and St. Joseph's hospital of Syracuse, through the Syracuse Foundation, are eventual beneficiaries under the will of John R. Clancy, former head of the John R. Clancy corporation, nationally known dealer in theatre hardware, who died on April 24.

While the petition does not give the value of the estate, it is estimated at \$500,000. After bequests are paid, the residue of the estate is left in trust for the use of the widow; at her death, the trust is continued for the life use of the widow's sister, Mrs. Norma Daniels, wife of William Daniels, light opera comedian.

When the Syracuse Foundation assumes control, two-thirds will be held in trust, one-third distributed to heirs. Of the two-thirds, one-half of the same goes to the Actors' Fund, one-half to St. Joseph's Hospital.

Grace Huff Producer

Joe Daly, who figured as the nominal producer of 'That Hilton Woman' is out. Play will come in under management of Grace Huff who is interested financially.

Daly goes with Austin Ebenbach, a new producer, on the production of 'The Hoax' novel by Vera Hutchinson, dramatized by Forrest Rutherford.

Refund part of the bond posted for 'Woman' to put the attraction on a different basis. Equity refused.

Court Continues Shubert Receiver Until Oct. 1; Calls It a Gamble

referee, recommend an investigation and should such investigation disclose irregularities, grounds for removal of receiver be established. Bonds represent about \$6,350,000.

The court in granting the extension of the receivership said: 'As a result of the room last night, members of the continuation of the business is a gamble. It is primarily for the creditors to say whether liquidation should start or whether the receivers should continue the business. All that has been said, there has been no opposition to continuation of the business by the receivers, so this court will grant the petition of the receivers for authority to continue the business.'

Actual Loss \$200,000

The receivers report shows that from the time of their appointment Oct. 20 last, up to Feb. 29, there was an operating profit of \$50,663. That, however, does not consider depreciation nor interest on the bonds, which items would have totaled \$248,849 during a similar period of normal operation. Actually therefore there was a loss of \$198,186, or about \$200,000.

Total revenue on operation was \$381,179. Over \$75,000 was gained from theatres and revenue from production was about \$95,000, while the next week it was \$27,295. Then what with cutting down the staff and closing shows, the loss the third week dropped to \$6,500 and the fourth week to \$1,000. That for the last week of the month.

The court allowed the claim of \$25,000 to counsel for the receivers and \$12,500 to the Irving Trust. A similar amount was due Leo Shubert, but he waived claim for his services. In the budget which the receivers propose to use from now until October, the estimated allowance for the receiver and counsel was set down at \$75,000.

There'll have to be some changes in the present situation relative to show the mainly legit, before it can expect to get back to a healthy condition. Sam H. Harris says those changes must happen, and soon.

The legit producer who has set up a record, both for himself and his theatre, the Music Box, in the way of hits, declares that one of the first adjustments must be in the direction of the theatre situation. There's room for one and only one circuit in the business and these adjustments with the legit are realising that and working in that direction.

Harris states the single circuit is one of those things that must happen. Developments in this connection are moving along rapidly and may pop within the very near future. And when it's all over and the business benefits from the new arrangement, Harris may be credited with having a large grin on the pie, although right now he's doing no talking on the situation.

Second must follow an adjustment of the entire financial scale in the business of producing. Admissions must come down to a level comparative to the cuts made in other fields. Musicals now scaled in other fields, top at \$3, believes Harris, while grand opera, particularly must abbreviate their ticket costs. Along these lines it's a natural course of events that the salaries presently in force must be shaved.

Rents

Another division wherein an adjustment is called for is in theatre rents. Harris believes latter are still sky high and profitable management, particularly under prevailing conditions, must demand the rental condition is mended. Probably one of the few money making theatres, incidentally, is Harris' the Music Box which in its 10 years, has had a run of sold hits. Harris placed a caveat with the younger writers that are growing up today. During the week past, he says, he read some of the works from this source, much of which showed promise. He has faith in the younger scribes and feels their development will aid in solving the problem of material.

Geo. Cohan Again Owns, Operates Chi Grand

Chicago, April 25.

Grand Opera House property, which includes a four-story office building, has been returned to the possession of George M. Cohan. Arrangement now in effect leaves the Shuberts occupying the premises on a weekly rental basis. For a month the circuit batted to pay a weekly rental during the remaining run of 'The Blue Mask.' Occupancy of offices in the building by the local branch of the Dramatic League and the Sam Gerson publicity outfit has been put on a similar basis.

Cohan stepped back as owner of the spot after he had rejected a proposition made by the Shubert receivers offering him full possession of the property for a 'reasonable cash payment.' For a month prior the circuit had defaulted on notes due him on the original sale. Latter price six years ago, when the house was known as the 'Four Seasons,' figured at \$1,400,000, with 10% of this amount turned over to Cohan as the down payment. Severance of the Grand from the Shubert string leaves the circuit with only two local houses, the Princess, owned outright and dark the past two seasons, and the Apollo, under lease.

Cohan is showing of his own 'Confidential Service,' scheduled to come in here a couple weeks, with the Grand as its home, unless the Shuberts decided to contest the circuit's bid beyond that period. In that event the Cohan affair will shift to the Apollo.

Des Moines Stock Quits

Des Moines, April 25. The Princess Players, owned by Frances Bessie and Jack Paige, opening at the Princess Feb. 28 for ten weeks, cut it to seven and left town suddenly on April 15. The company had troubles with the stagehands' union.

THEATRE FREE-FOR-ALL

Two Subscription Groups Formed, Preview Poll to Decide B'way Try

Two new production groups, similarly patterned, are being organized to begin next fall. Operating methods of both firms will be along new lines, based on previews for subscribers who by vote will determine Broadway to the public.

Valdimir Roeling, Deems Taylor and Romney Brent are forming Commonwealth Theatre, Inc., with a \$10 subscription fee. Glen Throckmorton, Christopher Morley, John Erskine, Carl Van Doren and Barrett Clark are concerned with the N. Y. Stage Society with a \$5 subscription nick.

Each group named will sit on a Board, Commonwealth to do four shows and Stage Society listed for five. Different methods will be used. Commonwealth will have previews for its subscribers to settle the question of opening the production as a regular Broadway candidate. Each subscriber gets, for his own share a seat to each of the shows and will vote on bringing the play to Broadway.

Clients in on Profits

Commonwealth's \$10 cost will also entitle holders to a pro rata share in profits, if a show is successful. Both groups will use income obtained from their \$5 and \$10 fees for production, but additionally reported that Taylor, Brent and Roeling will bring in extra funds to start things going.

Subscribers to the regular subscription plays are not cut in on profits. Another form of differentiation from the subscription system generally in practice is that subscribers pay for all shows and having nothing to say as to productions. Pending production, Taylor, Roeling and Brent plan to deposit incoming subscription money in escrow. One of the motivating factors of Commonwealth is the reduced cost of production. Producer salaries are being paid at the start, the three founders sharing only in the outcome of each venture.

Differing from the Commonwealth plan, NYSS will bring in regular legit producers at the preview with the intent of one of the managers taking over the production for a regular Broadway run. Robert Ross is one of the prime movers in a new organization. First show to be one by Dan Totheroh. Each group is limiting the preview run to a week in a regular Broadway house. Taylor is well known in the musical world. Roeling operated the American Opera Co., and the stock company the late George Eastman backed in Rochester. Brent is an actor and playwright. Throckmorton a scenic designer and Ross an actor.

There are two other subscription groups, the Theatre Guild and Eva Le Gallienne's which returns to the Civic Rep on 14th street.

Actors Pay Musicians Off to Save Own Jobs

Washington, D. C., April 25.

A dispute over musicians threatened to shut down the National, which is having a spring season of stock. Steve Cochran, manager of the house, refused to use several musicians in the pit, but was willing to use four. Union claimed a contract would not cut, notice thereupon was given by Cochran.

The actors got together and agreed to pay for three musicians out of their salaries and thereby cutting the 10-week date. Cochran agreed to that while the orchestra would be paid off, it would not be used at all. He extended the wages of three musicians meant the difference between a profit and loss this season.

O'Malley for 'Hopes'

Los Angeles, April 25.

Box O'Malley is coming west to appear in the new Billie Burke play, 'Mad Hopes'.

Opens at the Belasco in May.

Chi May Yet Have Opera This Summer

Chicago, April 25.

Chicago may get a light-opera season this summer, even though the Ravinia is folding. William Beck, who has been around producing light opera stock ventures, is negotiating for the Blackstone, to open early in June. Understood he has the backing of several local light opera enthusiasts who have been associated with the Civic Opera and Ravinia.

Step up to produce not only the regular light opera, but also the grand operas not so well known by regular grand opera goers. Opening will slated to be 'Don Pasquale'. Several Civic Opera warblers are reported to have signified they'll stick for the summer venture, among them being Vittorio Trevisan and Giuseppe Cavadore.

Chi Ready Musical Relief for Tired GOP, Dem. Conventioneers

Chicago, April 25.

Town is stocking up on musicals for the coming national political conventions here in June. Big palaver will also be the lever that will keep the present legit season alive longer than usual, since the Democratic get-together is slated to last into the first week of July.

Musicals which were slated for Chicago this month and next, are postponing their long article until the last week in May and the first week in June, figuring to hit their strides just when the first convention, the Republican one, gets going. Which accounts for the weak legit season at present and the particular dearth of song and dance opera.

Legit theatres, now dark, are ready to open within the next four weeks with musical shows. Lew Leslie is slated to relight the sombre Garrick with his second colored revue locally within a year. Will be the 'International Revue', and hopes to repeat the long run success of 'Thapsody in Black' earlier in the season.

Shuberts are planning to hold on to their opera company, now grinding out 'Circus Princess', and use the same cast for a revival of 'Maytime'. 'Cat and the Fiddle' is expected in June, probably at the Illinois, and 'Laugh Parade' is another likely June arrival.

Troupe for Orient

Another company organized by Adele Block to play the Orient is being assembled.

Actress is on the coast, but several Broadway actors have been approached to go into the cast.

Refunds for 2 Guild Detroit Cancellations

Detroit, April 25.

With the end of the season approaching, it is understood the two remaining plays scheduled for locally will not arrive. In that event the subscription fee for the unplayed date will be refunded.

Last season money was refunded on one show that didn't arrive. The Guild plays locally at the Wilson theatre.

O'NEILL FOR CARIBLLO

Los Angeles, April 25.

Theatre Leo Carrillo on Olivera street opens May 22 with 'Name O'Neill In The Passion Power', play by Jacinto Benavente.

'Passion Flower' will be directed by Miss O'Neill with Cyril Armstrong, resident director. Produce also one she did in New York some 10 years ago.

INDIES EXCEED 2 BIG CIRCUITS

Playhouse Surplus Insures Demand for Even Shoe-String Promotions—60 Houses on Broadway and Not Enough Attractions in Sight

NO ROUTING WHIP

Forecast for next season in the legitimate indicates the field will be wide open for independent producers and that they will get the sharing percentage and booking breaks that heretofore went to the owners or operators of theatres.

Reason is that there are or will be 50% more theatres but houses than those controlled by the Shuberts and Erlangers combined.

And they are all looking for theatres. There are exactly 60 theatres on Broadway, not counting three little theatres and others which have gone burlesque and regarded off the legit map. Nearly all are now searching for new shows to be booked.

Because the producer line-up is not impressive it is possible that half of Broadway will be dark continuously next season. That's the way it has been lately and observers cannot see how an improvement can be accomplished. It may be worse. Even the short bankrupt ventures will be welcome, theatres being forced to take chances.

Shuberts Down to 18

The house line-up shows the Shubert group to total 18 theatres, including houses thrown back to the Shuberts personally since the company went into receivership. Two houses operated by the Shubert receivers may go back to the mortgagees and five others are operated under leases, which can be disaffirmed. Erlangers are booking eight theatres making a total of 26 syndicate houses. Against that there are 31 independently operated theatres.

There are about 30 producers who may be more or less relied upon to make presentations. Seems impossible to get a good line-up of new productions. All these houses are a kind of attraction that would keep Broadway preponderantly lighted. The check on successes and failures shows a total of nearly 200 productions tries per season, at a time, however, when business was normal and house guarantees or stop limits were the rule. The answer back Broadway is over-theatred, a fact that has been patent for the past three seasons.

It is going to be particularly difficult for theatres which have no producer affiliations to get shows. Producers who own houses or operate them under leaseholds will put up their own attractions. As for the others, it looks like indefinite darkness.

Bankers Won't Produce

In addition to the bunch of theatres in the Shubert receivership there are half a dozen other houses in the hands of receivers. Nine more have been turned back to the Shuberts. All these houses are among the independents and are a sort of drug on the market. It was thought that scarcity of attractions would force the banking set to produce, but there is little indication of that. Receivers of three theatres not only have declined to consider producing, but have refused cash for maintenance of the dark houses.

Into the situation come again reports on a new legit circuit and a combination of Erlanger and Shubert theatres interest. The Shubert receivership will not participate nor can it legally, but the houses personally owned or leased by Lee and J. J. Shubert may be the basis for a grouping with Erlanger. Latter estate is hardly in position to produce actively, what with the Elxide.

(Continued on page 55)

Miller on His Own as Paramount Divorces Frohman, Legit Adjunct

Equity Benefit Show May Go Lucky Strike

Chicago, April 25.

Newest possibility as sponsor of the Equity benefit radio show is the American Tobacco company's Lucky Strike hour.

Price remains at approximately \$50,000, but it's likely that the showings will be spread over three broadcasts instead of being clustered in a single hour, as had been the original idea of the Equity show. Coin will go into the Equity and special performers' funds, the stars on the show all contributing their services.

If the show is set, it will be held back until after the political conventions, as Lucky Strike is now using political speakers.

Gilbert Miller is now on his own as a legit producer, withdrawing as directional head of Charles Frohman, Inc., a subsidiary of Paramount. It was announced by Adolph Zukor that the production activities of the Frohman office have been discontinued.

James F. Relly will operate the Empire troupe, lease of which is controlled by the Frohman company, and the Lyceum in which it has a third interest. Relly, who has been controller of the company, will also be in charge of the several plays, now current and other activities such as the play bureau for the leasing of stock rights.

Miller is known to have wished to leave the Frohman office, but remained through friendship for Zukor and Jesse Lasky. His contract is said to call for \$50,000 annually and a percentage of profits. The Frohman office did not interfere with Miller's legit activities in London where he controls several theatres.

Despite Current Hits

The success of the Frohman office made the withdrawal from producing something of a surprise on Broadway. Miller's click with three shows, 'The Animal Kingdom', 'The Good Fairy' and 'There's Always Juliet', put the Frohman office out in front of drama producers this season. Understood, however, that Par did not care to continue legit commitments which extend abroad. Contented changes in the Par office also were a factor.

Miller explained he welcomed the change because it was too great a strain to produce for three houses each autumn besides operating his own Henry Miller's Theatre. He will now be responsible for tenating the latter house but stated he will produce three plays early next season.

The Frohman name was dropped several years ago. At that time there was a furore over 'The Captive'. After that all Frohman shows were 'Henry Miller's Theatre' presents. Only show over here he presented on his own was 'Candle Light'.

Despite the Par connection Miller did not produce with pictures rights in mind. Origin of idea of Par in buying the Frohman office was the Broadway contact and the possible advantage in film rights. The Drama Guild was formed from the protecting actors where picture money was concerned in legit backing, but the Frohman office was never in any controversy over rights of the Drama Guild. It appears to have been bought by other picture makers as by Paramount.

Rival L. I. Stocks Due For a Summer Clash

A clash in summer stocks is due this summer on Long Island through two circuit troupes being set to play two of the same resort towns, Hampton Players, sponsored by George Haight and Henry Potter, and a company organized by the Prudential Theatre are the opposing companies.

Both troupes are playing four towns, the conflict being in East Hampton and Southampton. Hampton Players play theatres in both of these stands, but are at country clubs in Quogue and West Hampton, their other stops. Prudential's other stages are Fatchogue and Baydale, all in film houses. Hampton's which have operated for the past five years, start July 5 at a \$250 post. Prudential starts earlier at a lower scale and have already posted an Equity bond.

10-20-30 IN IOWA

Poor Dodge, Ia., April 25.

Princess has gone stock with the Helvey players opening, twice weekly change, Saturday and Sunday matinee, and two night shows Sunday.

On 10, 20, 30 basis.

Yip! Yip! Angel For 'Round Up'

Broadway's first cowboy show angel has put in an appearance. It's the first time for backing to blow in from the wide open grazing ranges. He is C. N. Holman from the cattle country. Came on and sold plenty calves. With the coin still in the kick he was sold on the proposition of again putting on 'The Round Up', recently revived for one week at the Majestic.

House has been re-engaged at \$500 per week, four walls Carl Reed first figured in the 'Round-Up' revival and he proposed to revive other former shows at one buck top. But his backer, A. Wickfeld, was reported having suddenly lost interest.

Settings are still at the Majestic. Rehearsals were called for the same cast, headed by Herbert Corthell. Equity held up rehearsals until the cowboy deposited real money equal to two weeks' salaries.

COLLEGIANS GO SNOOTY

Dance for Elite Bout of U. of P. Campus Troupe

Lancaster, Pa., April 25.

The coming of 'Ruff Neck' Mask and Wig Club, University of Pennsylvania, 44th annual show, to this city was made a society affair and a big house resulted. Reading did not book the show this year, reason unexplained.

Wherever shown the collegians have staged a big dance after the show and invitations to the dance go to none except the social elite in each burg.

Denver Stock Cast

Denver, April 25.

Completed cast for reopening of Denham. Earl McCarthy, Raymond Brown, George Cleveland, Elizabeth Ross, Guy Usher, Marcia Townsend, Richard Kendrick, Jean Jamison and Thelma Rambau.

The players have been signed 'as cast' and not as leads and featured players, the usual custom. The theatre opened yesterday (24). Ben Ketchum is manager and George Cleland, director.

Prices are gauged to compete with film houses. Matinees are 15, 25 and 35, with nights 25, 35 and 50.

L. A. AGENT'S FIRST LEGIT

Los Angeles, April 25.

Lou Dorn, local agent, makes his bow as a producer with 'In the Red', deprection comedy, which opened Thursday night (21) at the Theatre Mart for three performances.

Play is by Mary El. Planner and Helen Blidde and directed by Ken Biddle, of the radio team of Biddle and Sully, who is also in 'Billie Air' at the Music Box.

Broadway List Down to Two Dozen; Summer Looks Pre-War, Maybe 6

Broadway is fast folding up. Corresponding week last year there were 38 attractions when the heavy final exodus started. At present, there are 24 attractions. What with added closings and but two new productions due next week there should be no more than 22 shows on the list starting next week. Indications now are that next week's list will be pre-war in the number of shows. Last year's low of 11 attractions is liable to drop to six. Three of the four dramas figured to hold over may be withdrawn by July 1, principally because of stars' desiring vacations. That leaves but several musicals likely to stick. New shows to fill out the void in the summer are expected, principally revues opened in the fall.

Click in Village
Last week, Harry Go Round attracted attention as the Province town and is a possibility for Broadway probably in the fall. That reserves anything doing in the Village this season; 'The Blue Bird,' Russian revue, was well received at the Cort, but is a limited run. Several other premieres which promptly bowed out.

Further decline of business last week partly ascribed to the circus, which is cleaning up. Spring weather arrived a bit earlier than usual. Hot-Cha far from the front of the musicals at over \$43,000; 'Face the Music' next at \$35,000; 'O' Thee I Sing' big at \$30,000; 'Crazy' and 'Fiddle' and 'Laugh Parade' around \$20,000. Non-musical leaders are 'Reunion in Vienna,' \$18,000; 'Animal Kingdom,' \$17,000; 'Counsellor' at \$15,000 and 'Julius' around \$13,000. No others over the \$10,000 mark.

'Angeline Moves In' opened and closed at the Forrest (third days). Added closings last Saturday. 'Bloodstream,' Times Square (four weeks); 'Intimate Relations' (four weeks); 'Blackbirds,' Liberty (three weeks). Due out this week: 'Shubert' (24th week); 'Left Bank,' Little (30 weeks); and 'Foreign Affairs,' Avon (five weeks).

Two definite openings next week are 'Bulls, Bears and Assees,' Playhouse and 'The Man Who Sings His Name,' Broadway; 'Springtime' for Henry moving from there to the Shubert. Added this week: 'Broadway Boy,' opening at the 48th Street Friday.

Estimates for Last Week
'Angeline Moves In,' Forrest. Opened Tuesday last week and taken off Saturday; maybe \$500.

'Another Language,' Booth (1st week) (C-708-\$35.00). Closed independently (Arthur J. Beckhard), written by Rose Franken; opened Monday.

'Blessed Event,' Longacre (12th week) (C-1,013-\$3). Although last week, announced it expected to stay another month with cut rate aid; about \$8,000.

'Bloodstream,' Times Square. Taken off last Saturday. Played three weeks and one half; away in red.

'Broadway Boy,' 48th Street (1st week) (C-368-\$32.00). Suddenly added to premiere, card; presented independently; opens Friday (29th).

'Cat and Hat,' 29th (29th week) (M-1,146-\$44.00). Dipped under \$20,000 first last week; with last steadily shrinking summer chances still good.

'Child of Manhattan,' Cohan (9th week) (C-1,440-\$3). Third house to get comedy; grosses declining despite feminine appeal; around \$5,000.

'Counsellor-at-Law,' Plymouth (25th week) (C-1,341-\$3). After last week's further dip felt here, but takings were better than \$15,000 for hit.

'Cyranus,' Shubert (25th week) (C-1,395-\$3). Final week; proved excellent cut rate, getting around \$8,500; slated for closing during summer, laying off meanwhile.

'Face the Music,' New Amsterdam (15th week) (C-1,146-\$3). Back again around \$25,000 which is under earlier pace; some profit both ways; running season; 'Hot-Cha' (C-830-\$3). Due off Saturday; little chance with first full week under \$3,000.

'Hot-Cha,' Ziegfeld (8th week) (M-1,022-\$5,500). Not capacity all performances, but holding up excellently considering going; last week topped \$43,000.

'Intimate Relations,' Ambassador. Withdrawn last Saturday after four lean weeks.

'Left Bank,' Little (30th week) (D-533-\$3). Final week; moderate money from start but made good run with cast lately on percentage; average, \$5,000.

'Of Thee I Sing,' Music Box (18th week) (M-1,000-\$5,000). Stands out as Broadway's most popular play. Tops \$30,000 regularly with standees the rule.

'Reunion in Vienna,' Beck (24th week) (C-1,168-\$3). Topped com-

Pittsburgh Collegians, Sans Rival, Only \$6,500

Pittsburgh, April 25. University of Pittsburgh's Cap and Gown show, 'The Collegians,' at the Nixon, usually pretty big around here, took it on the chin this year and reported to have gone in the hole plenty. Takings around \$6,500 at \$2.50 top, poorest on record.

'Fay Fever' postponed until week of May 9 at Alvin left college show with clear field.

'Fairy' \$25,000 In Philly, with 'Hotel' \$14,000

Philadelphia, April 25. Collapse of 'Grand Hotel' business after a good start and sensational trade of Helen Hayes in 'The Good Fairy' was the week's feature here.

Funny thing about 'Hotel' is that the first three days of mail order orders at the 'Barretts' then it collapsed, and that was before announcement was made of the 'Hotel' film booking a block away at the 'Barretts'.

Announcement was made the bottom dropped right out of the legit's business. Even with the good start, doubtful if it reached an approximate \$14,000.

'Angeline' got a tip-top estimated \$25,000 at the Garrick and that represents virtual capacity. It could have stayed another fortnight. Cornelia Otis Skinner did excellently at the Broad, the upstairs play being especially gratifying. Management claimed \$13,000, very good.

This week's newcomers are 'A Thousand Summers,' Comedy try-out at the University; 'The Soldier' revival with Charles Purcell and Vivienne Segal. Former at the Broad and latter at the Shubert. Both advertising last week only. Cow play may, however, hang on for a second week.

Advance sale in inconceivable. 'Student Prince,' at the Forrest May 2, and 'Mourning Becomes Electra' at the Garrick May 3 are the only other bookings and there are unlikely to be any more, although the Max Gordon revue definitely mentioned for around July.

Edison from start with 'Animal Kingdom' close second; rated around \$18,000 last week.

'Riddle Me This,' John Golden (10th week) (C-1,100-\$3). Took plenty of late and continuance much longer doubtful; last week estimated at \$7,000.

'Springtime for Henry,' Broadway (20th week) (P-1,118-\$3). Shubert moved here from Plymouth.

'Take My Tip,' 48th St. Taken off Saturday after playing two weeks.

'The Animal Kingdom,' Empire (16th week) (C-1,093-\$3). One of outstanding comedy hits of season; off somewhat last week, but grossed near \$17,000.

'The Blue Bird,' Cort (2d week) (D-640-\$3). Quoted last week as drawing favorable mention; booked for limited engagement but may stay longer.

'The Laugh Parade,' Imperial (25th week) (C-1,235-\$4.40). Circus claimed to have hurt here more than other shows; but, sold out early helped pace, holding around \$20,000.

'The Warrior's Husband,' Morosco (10th week) (C-1,146-\$3). May be bettering even break; improved but to expectations; should do better with fewer shows; about \$5,000.

'There's Always a Little,' Miller (11th week) (C-948-\$3). While last week's drop felt here, trade still very good and takings approx \$13,000 for four person cast could.

'Too True to Be Good,' Guild (4th week) (D-640-\$3). Business for the Shaw play holds around \$16,000 and date should go through May.

'Whistling in the Dark,' Barrymore (11th week) (C-1,146-\$3). With cut rates aiding some profit still earned; may stick through May; live on cast afterwards; \$7,000 estimated.

Other Attractions
'Merry Rites,' Grand Excelsior; good notices; surprise for Village.

'Truth About Blazes,' Belasco; reviewed well; expected to break even; Guerrero-Mendoza; 'New Yorker'; Spanish; troupe doubtful after this week.

'Blackbirds,' Liberty; closed last Saturday.

Shows in Rehearsal

'On the Make' (Grey), Longacre.
'Bulls, Bears, Assees' (Gropfer), Playhouse.
'Where You Are' (Adler), Erlanger.
'Words and Music' (Haring), Deland.
'Hilton Woman' (Grace Huff), Broadway.
'Broadway Boy' (Paul, Manhattan), 48th.

Frisco Grosses

San Francisco, April 25. Charlotte Greenwood's duce week in 'Alarm Clock' at the Alcazar had no trouble romping away from its sole competitor, 'Let Us Divoire,' in an otherwise dreary stanza along the Alamo, Curran and Columbia dark.

At \$1.25 top, \$7,000 means a lot of people for Henry Duffy's Alcazar, where Greenwood is again duplicating the success of former runs. And \$7,000 is several hundred over the first week.

Ruth Chatterton's show, 'Let Us Divoire,' is the only other attraction on the list. 'Barretts' then it none too hot for the Geary, which houses the English play with Chatterton's 'The Road to Rome' and Rose Hobart in leading roles. Around \$8,000 there.

Edna Carl's 'Vanities' into Columbia May 2.

ADAMS-SKINNER \$6,500

On Two Performances of 'Merchant' in Seattle

Seattle, April 25. Maude Adams and Otto Skinner in 'Merchant of Venice' made a one-night stand out of Seattle, doing capacity evening biz, with near-sellout at matinee.

Scaled \$1 to \$3, gross for the day at the Metropolitan (Erlanger) was around \$6,500.

Minneapolis Off

Minneapolis, April 25. Approximate grosses for the legit houses last week cite revival of 'Twin Beds' as less than a bad day at the Shubert. Jacob Ben Ami is the current guest star.

Running show only brought in a poor \$2,400 for the Gayety, burlesque stock, and instead of the \$5,000 previously reported Walter Hansen in 'Cyranus' best \$1,600 for the half week of five performances at the Metropolitan. 'Mourning Becomes Electra' at the Shubert and 'The Blue Bird' at the 48th street and advance sale is good.

B'way-to-Coast Jump

'Whispering in the Dark,' current at the Broadway, is due in Los Angeles late in June. Show will make the jump direct, cast intact.

Out there the meller will be presented by Belasco & Curran. Alexander M. K. who produced 'Whispering,' is in on a royalty basis.

Berle for Wiman Revue

Milton Berle, vaude m.c., is in 'Words and Music,' the revue Forrest Harding and J. H. Del Bondio, both of Dwight Wiman's office, are producing.

Berle replaces Hal Skelly as co-star in the show with Lulu McNell, who remains.

'Quilt' Sets New Mark

Columbus, April 25. Billy Rose 'Crazy Quilt' starring Fanny Brice set an all time attendance record here over her career. It played more than 4,200 paid admissions at the public auditorium in a one-show at \$3 top.

Jannings on Tour

Berlin, April 16. Emil Jannings is to make a tour, together with the ensemble of the Volktheater theatre, and Margarete Melzer.

Route is through Scandinavia, Holland, Belgium and Switzerland, and then to Germany. Hauptmann's play 'Fuhrmann Henschel.'

Hamden On Subway

Walter Hampden brings his 'Cyranus' company east May 2 for a week at the Majestic, Brooklyn. This is followed by another subway circuit date in Newark, May 9. Thereafter indefinite.

Loop Up on 2 Capacity Shows; 'Cyranus' \$27,000, 'Barretts' \$24,500

All Five Figures, No Red for Boston Legits

Boston, April 25. No red ink. O'Neill's 'Electra' at the Colonial led the town with \$18,000. The Irish Players went next with \$15,000 and George M. Cohan a good third with \$13,000.

The Bostonians presenting 'Countess Maritza' and the only musical in town did \$14,000, but plans calling for 'Desert Song' this week and its run uncertain.

Estimates for Last Week
'Confidential Service,' Tremont, second week, \$10,000.

'Mourning Becomes Electra,' Colonial, first week, \$18,000.

'Irish Players,' Hollis, final week, \$15,000.

'Countess Maritza,' Opera House, did \$14,000.

Vanities' Tops L. A. at \$19,000; 'Mouse' \$8,500

Los Angeles, April 25.

Three openings last week, and all got better than average money.

'Vanities' at the Biltmore is the third best figure. It is at that house in the past two months.

Others were 'Crazy Quilt' and 'Two Husbands' at the Biltmore. Out the first week with \$19,000.

Production got little more than a pat on the back from the local drama editors.

Colleen Moore returned to Hollywood after an absence of two years and made her first stage appearance in Henry Duffy's production of 'A Church Mouse.' Moore opening was \$8,500, above average for the picture people at the El Capitlan for the first night. Take for the week was \$8,500, above average for the week.

Alan Mowbray opened his own production of 'Dinner is Served' at the Hollywood Playhouse on Thursday to a class audience. Piece was produced last year in New York, but was short-lived.

Mowbray has gathered a commonwealth cast, and is in the house on percentage, with the theatre getting the rest. Mowbray after that it's divvy up. Mowbray made an impression here with the high-brow last year when he played the king in the Repertory Theatre's production of 'The Apple Cart.'

Estimates for Last Week
'A Church Mouse,' El Capitlan (1st week) (C-571-\$15.00). Strong \$8,500, with indications that the Moore fans will throw in support for the next week at least.

'Dinner is Served,' Hollywood Playhouse (1st week) (C-1,152-\$2). Started with \$2,000 estimated for the first four performances. Entire billing is around Alan Mowbray, who is a highbrow following.

'Vanities,' Biltmore (1st week) (R-1,656-\$3). Returns reached \$19,000 despite lukewarm praise from the reviewers. Piece is in a tough spot following Jolson's 'Wonder Bar.'

Paris, April 16.
The number of official passes issued to so-called journalists, having increased by leaps and bounds, theatre managers are now disregarding them at the gate.

Press association will strive to reduce the number of passes, but only critics carry them in their pockets.

Similar passes for legit theatres number less than 200 in Paris, where there are nearly 3,000 Green Cards issued.

FUND MEETING MAY 13
Annual Annual Fund meeting at the Lyceum, N. Y. May 13.

Officers will be elected, reports heard and an accounting will be given.

Pigalle's Films
Pigalle theatre again temporarily to pictures. Idea is to fill in until ready to open the new legit season.

Louis Jouvet of the 'Champs Elysees' will manage the show. Georges Foulouix when the stage is revived.

Grosses shot from one extreme to the other along the legit circuit last week. While the latter Hampden with around \$24,000 on 30 performances, and Katherine Cornell's Barretts of Wimpole Street, lopped off a new capacity \$24,500, and 'Everybody's Welcome' did a \$12,000 dive, and 'Counsellor-at-Law' hit a new low for local run, \$7,500.

With 'Cyranus' out of the way and no important opposition in prospect, 'Barretts' should have no difficulty in even bettering its introductory pace during the remaining two weeks. Advance sale indicates a new capacity \$24,500, and performances for the current season, Hampden and Miss Cornell came in for heavy tom-tom beating from the local critical coterie.

'Everybody's Welcome' called it a tour Saturday (23). Outside of the opening week the musical failed to make any sort of a favorable impression at the Apollo box office. Other tour exit was 'Death Takes a Holiday,' Playhouse, after three weeks of moderate business. Drama followed.

Last night (24) brought a stock version of 'Church Mouse,' with Louise Groody and Ernest Glendinning, into the Apollo. Production switched here from the Woods to make room for roadshowing of 'The Devil Faces,' Selwyn May 9, with Helen Hayes, in 'The Good Fairy' bowing into the Harrod.

Unveiling of George White's 'Scandals' at the Civic Opera house has been set for the 27th.

Estimates for Last Week
'Barretts,' Harris (1st week) (D-1,084-\$2.50). Hit capacity stride in tonight's performance big \$24,500 on full capacity. Performance and two main- six eve performed in an original two-week ticket, but add a third on the strength of the current week's advance sale.

'Blue Mask,' Grand (4th week) (D-1,146-\$3). Strictly cut-rate clientele gave this one another \$8,000. Operating week to week.

'Counsellor-at-Law,' Selwyn (11th week) (C-1,341-\$3). Clipped to around \$7,500, and showing no signs of bettering self. Continuing here until May 9, with possibility of the trip to the Erlanger after that date.

'Cyranus,' Blackstone (1st-final week) (D-1,299-\$3). Opened Sunday (21) at \$22,000. Capacity pace almost throughout the week. Added performance of last night May 6, and showing no signs of bettering self. Continuing here until May 9, with possibility of the trip to the Erlanger after that date.

'Death Takes a Holiday,' Playhouse (8th-final week) (D-633-\$3). Press association stay brought the house and Producer George White's dividends. Wound up around \$2,500. Company, brought in on stock contract for the last time, and moved back to New York. House dark.

'Everybody's Welcome,' Apollo (8th-final week) (M-1,445-\$3). A loss (final week) of \$22,000. Added with a gross of \$25,000 and folded at the time of around \$12,000. Shut-out staged by May 4.

'Vanities,' Biltmore (1st week) (R-1,656-\$3). Returns reached \$19,000 despite lukewarm praise from the reviewers. Piece is in a tough spot following Jolson's 'Wonder Bar.'

Paris, April 16.
The number of official passes issued to so-called journalists, having increased by leaps and bounds, theatre managers are now disregarding them at the gate.

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6-Month Permit for Alien Circus In England Raises Protest Storm

London, April 25. Gleich's three-ring circus, one of the ace congregations on the Continent, and employing 800 people, is scheduled to open in Wolverhampton on May 16 for a fortnight was granted a six month permit for the Province by the Labor Ministry on the proviso that they employ 40% Englishmen.

Bertram Mills, biggest British circus owner, has approached the newly formed Circus Protective Association, and several members of Parliament have been lined up to bring pressure on the Ministry to rescind it's permit. Understood the question will be raised in Parliament.

Paris, April 25. Jeff Dickson has bought Captain Schneider's Circus, which was stranded in Naples, and will present it in Paris with Schneider doing his famous lion act. Understood Dickson paid \$5,000.

Dickson is an American sports promoter on this side, operating in London and Paris with headquarters in the latter city.

PARENNA AGENTS QUIT AFTER SALARY DISPUTE

Berlin, April 16. Parena, official employment agency for vaudeville, cabarets and circus enterprises, has obtained a further subsidy. The government has prohibited and closed down private employment agencies and has granted the funds to permit this institution to go on. But a new conflict has arisen.

A group of the former leading agents have resigned from Parena on account of salary disputes. They are the owners of a former agency, Paul Schults, Robert Wilschke and Carl Worms, and Paul Spadoni, all internationally known.

Theatre owners are opposed to Parena. In artistic circles the feeling and lack of confidence toward Parena increases more and more.

The weakness of Parena is due to general hard times. But at the same time it seems to prove that a governmental employment agency for artists is not practicable.

Bondholders Prevent Piccadilly Revauide

London, April 25. Parnell & Zellman's deal for a revue-vaudeville lineup in the Piccadilly is cold. Theatre management was satisfied but couldn't get the move sanctioned.

Theatre is in the hands of an official receiver who must submit projects to the court for sanction. Receiver applied for the P & Z thing Wednesday (20) with several debenture holders objecting which resulted in a turnaround by the judge.

Novello's New Tie-Up

London, April 25. Ivor Novello's show, 'I Lived With You', currently at the Prince of Wales, transfers to the Shaftesbury Bay.

Novello has an agreement with Associated Theatre Properties to do all his future shows at the Shaftesbury.

Ralston-Apollon Sail

Esther Ralston and Dave Apollon are each booked for two weeks at the Palladium (vaudeville), London.

Novello's date is in May and Apollon's in June. Both set by William Morris.

'Heart Line' for B'way

London, April 25. Erlanger office of New York is negotiating for the American rights to 'Heart Line', the latest French play.

'Heart Line' is an adaptation from the French.

'Girl' Ends in London
London, April 25. 'It's a Girl' closes at the Strand, April 30.

Place got a four month run.

German Theatres Come Under New Directors

Berlin, April 16. Changes in the theatre management in Berlin have become more and more frequent. Apart from Rotter Brothers, hardly any manager will return to his theatre for the new season. As an exception Arnswyck may decide by April 15 whether he will keep on the management of the Deutsches Kuenstlertheater.

Moritz Lederer, for many years manager of 'Reibar' agency, handling tickets for Reinhardt, Baranovsky, and a few other theatres, takes over the management of Komedie und Theater am Kurfuerstendamm. Only one-act plays will be performed in these theatres.

The new management of the 'Volksbuehne' is not yet known, while Karlheinz Martin will take over, together with Dr. Rudolf Beer, the 'Berliner Ensemble'. Neustiepie is said to be the new head of the Volksbuehne.

There are also rumors that the Prussian State is to merge Volksbuehne and State theatre. This looks difficult, as the present State theatre intend that Tietjen will have trouble finding efficient managers. The Kroll opera and Schiller theatre have already slipped his fingers.

MARION HARRIS STARS IN NEW LONDON REVUE

London, April 25. Captain Robin Humphreys, former director of the Cafe de Paris, is sponsoring 'Jack Pot', new revue scheduled into the Prince of Wales May 11. Rowland Leigh will produce with Marion Harris (American) starred and Barbette (American) featured with Phyllis Monkman.

Miss Harris is understood to be guaranteed about \$940 a week plus a percentage, but is restricted from doubling into a night place.

Rome's Opera Subsidy

Rome, April 10. By special decision of Mussolini, the Royal Opera House in Rome is to be run directly by the government with the Governor of Rome acting as the president of the commission charged with the management.

The theatre is to be subsidized more heavily than before, so opera is to be paid for to some considerable extent by the tax-payers.

C. B. Waits for Noel

London, April 25. C. B. Cochran, scheduled to sail for America last week, won't go for a few days yet.

He got a cable from Noel Coward asking him to wait in London for his (Coward's) arrival from New York.

Dominion Receiver

London, April 25. William Charey, chartered accountant, has been appointed receiver and manager of the Dominion theatre.

Says he will continue the present policy of pictures and vaude, awaiting a definite offer for the theatre.

Ruth Mason in Gao

Paris, April 25. Ruth Putnam Mason, American legit producer here, has been jailed for three months for mismanagement of theatre rent and expenses.

Relatives in America are understood readying assistance for her.

MILLER HAS ART SPOOF

Paris, April 16. Gilbert Miller took an option on 'Trenes Gardé a la Peinture' current success at the Marignies. Play has art, angle and kids art critics. Believed to be principally headed for pictures.

Rene Fauchon whose 'The Monkey Talks' was done in America is the author.

ALIEN BILL TO SENATE

Measure Passes Lower Chamber—
Excepts Certain Types

A bill barring alien actors from appearing over here passed the House of Representatives last week by a wide margin and goes to the Senate. Measure was introduced by Rep. Dickstein of New York.

An exception is made in the proposed law, permitting the engaging of foreign players of 'undisputed talent or reputation.' Picture interests were supposed to have opposed the bill on the ground that it would shut the door to a type of talent that has registered in films.

2 Firms Working On Special Lights For Spaniard's Idea

New idea in theatre staging and lighting is being constructed on a special order at Schenectady, N. Y., for use in Spain. Idea is to turn the stages of two Madrid theatres, the Patuel and the Coliseo, into all-embracing entertainment houses. Theatres will have vaudeville one week, opera another, musical comedy a third. With the lighting so constructed as to take care of all contingencies automatically through a single electrical control board.

General Electric is working on the construction together with Century Lighting of New York. Gaethum, impresario of the two Madrid theatres, figured out the idea, and asked the American firms to see that the most modern lighting ideas are embraced in the construction. If it works at the Patuel and Coliseo his idea is to spread it to a chain for the same sort of programs, then shipping intact units of vaudeville, opera, operetta, and vaudeville around.

Eddie Cook, head of Century lighting, left for Schenectady Thursday (21) to make final tests of the mechanism, and may go to Madrid to supervise installation.

London Show World

London, April 14. Quite one of the most unconsciously funny plays in a long time is 'Be-Witched', by the late Currie, produced at the Arts April 13.

Reginald Bach and Ben Weldon did their best in struggling parts.

Hotel in a Park
'The Pleasure Garden', produced at the Gate Theatre Studio April 13, was a trifle more years ago and consequently cannot be charged with being inspired by 'Grand Hotel'.

The action occurs in a park, and all the puppets of the drama, puppets more recently handled with deftness by such authors as Vicki Baum, pass across the stage.

McLellan's Estate
At the time of his death, George B. McLellan was earning \$35,000 a year at par, free of income tax. In his position as managing director of Associated Theatre Properties.

This concern comprises eight of the leading theatres in London. For years he repaid and buys, Shuberts here, and was instrumental in disposing of their London theatres to Sir Harold Wernher.

It was this deal which earned him the big contract he held at his death.

Red Light Musical
The English version of 'Du Barry', produced at the Majestic, April 14, ran for over three hours on the opening night. With intelligent cutting it will be vastly improved.

Money was spent with a free hand on the production.

Rowland Leigh was responsible for the book and lyrics, and did his work well. Acting, singing, scenery, costumes, tableaux and everything were delightful.

Any American Venetian soubrette, revealed a ponderous accent which was at times difficult.

She did not sing. Dietrich lines. Part of the action is set in a dive; with Anna, the leading inmate. This scene, which was selected on by the critics, earned the show an enormous punch in verbal advertising, and a commercial success looks a likely result.

But Not the Sax Player
The last broken engagement in English society featuring a famous debutante and a noted peer, was said to have been caused by the peer discovering the girl had been

Mussolini Play Fair Hit in London, 'Commandment' Slow Paris Comedy

Cut-Rate Rail Fares Spur Berlin Show Biz

Berlin, April 14. In order to increase the number of tourists from Germany, the railways have arranged for return tickets with 50% reduction for districts around Berlin, comprising more than 100 small cities.

When residents of these places plan to visit a Berlin theatre they obtain at their railway station a paper granting the fare reduction and also a reduction of the entrance price for certain Berlin theatres. Intention to visit the theatre has to be stated. Theatres connected with this special plan are the State opera, State theatre, Municipal opera, Volksbuehne, Grosses Schauspielhaus, Theatre am Nollendorfplatz and Theatre am Schiffbauerdamm.

The theatres grant reductions for visitors coming by train from 25% to 60%. The reductions are not allowed for places that can be reached by rail after the close of the performance.

JOE COOK SHOW IS SET FOR LONDON IN JUNE

London, April 25. John Murray Anderson's Joe Cook show 'Fanfare' is set to open in Manchester May 16 for three weeks. After that it'll play a fortnight at the Treadham theatre and comes into the Prince Edward June 23.

Additional talent has also been lined up. Conny (American), Elzot (French), Lowe, Bernoff and Wensley (American), Roac Perfect (American) and Franz Steininger (German) are in the cast.

Lowe, Bernoff and Wensley will join the show only for the London opening, handling some Continental dates in the meantime.

London Show World

making heavy dates with the leader of a noted dance band.

Savoy's Small Profit
Trading profits of the Savoy Hotel last year dropped from \$100,000 at par to \$40,000, due to depression.

Even so, the Savoy remains the strongest of the London hotels.

No ordinary dividend was declared, the net profit barely exceeding \$140,000.

'Caravan', sentimental circus play, produced at the Queens April 6, was produced by J. J. was Ernest Milton's production of 'Othello', produced at the St. James April 4.

Hotels Made Over
The Carlton, one of the best hotels in London, is to be partially rebuilt this summer.

The Savoy claims it entirely changes every stitch of material and every inch of paint in its interior every five years. A yearly allotment from profits is made each year.

Allies for Husbands
A novel idea was revealed in 'The Heart Line' at the Lyric.

It is that of a man who runs a bureau for supplying husbands with domestic alliums in the shape of rail and steamship labels, postcards from the other side of the world, and the like.

Agents of the bureau send the cards from various outlying spots, with the wife thinking hubby is abroad on business. Unfortunately the piece, which comes from the French, suffered in translation, and is tedious in places.

Max Nesbitt, on the radio and in vaudeville, who has been long since signed up for life with Kathleen Edwards.

Helped by Opposition
Gaumont Palace, the latest Gaumont British de Luxe house in Hammermas, seating over 4,000, is enjoying a success.

A little 800-seat adjoining it, which was reckoned doomed with the show in London, is now bringing in a better letter than ever, reaping the benefit from the Gaumont Palace overflows.

Concomitant here is the little spot, playing double American features, is giving bigger value for money than the big house.

London, April 25. 'One Hundred Days', Mussolini's Napoleon play at the New Theatre, is an impressive and generally well acted and artistic production. Looks like a limited success here, but should do well in New York.

'Faces' at the Comedy is laud in a beauty, neither are the suburbs with conventional love affairs facetiously unfolded by a competent cast. It's extremely unlikely to get anywhere.

Two plays went on for one performance showings last night (Sunday) and neither impressed to any extent.

'Mullabelle Road', at Saint Martin's, is designed as anti-union propaganda and received a mild rapping from the press. This despite a fine performance by Ursula Jeans. However, hardly suggests itself as suitable for regular commercial West End presentation.

At the Arts theatre 'The News' was moderately received. Suffering from a happy disjoint, the play deals with a famous dramatist who philosophizes as he stares out a window. Will hardly do on a box-office basis.

Paris, April 25. 'Eleventh Commandment', slow three-act comedy by Jacques Deval, doesn't look like much of a stage play, but will probably make a good picture.

WALLACE'S WIDOW SAYS 'ESTATE IS INSOLVENT'

London, April 25. Application will be made this week for the appointment of a chartered accountant as receiver for Edgar Wallace's estate.

Wallace's widow declares the estate shows debts of \$400,000, and assets of \$90,000.

No surprise to those who knew Wallace that the writer, despite his great earnings, capped off with no money. Wallace was a lavish entertainer and always lived at top pace. Also he wrote a sporting column for a British paper with routine tips and could never resist betting heavily himself, with none too happy results.

\$2,250 MISTINGUET BID FOR LONDON PAVILION

London, April 25. Henry Sherer is in Paris making overtures to secure Mistinguett for the London Pavilion. The bid for the Pavilion May 9 instead of May 16 as at first planned. Sherer is reported offering the French star \$2,250 a week but deal is doubtful as she is under contract to Mistinguett, headliner likely to be Josephine Baker week of May 16.

First lineup comprises 18 acts for which there will be continuous policy with most doing five shows a day and American turns four. Topping the opening show will be Billy and Elsa Newell, Harry Roy's band, the Houdini Brothers and the eight Can-Can Girls.

Sidney-Ellis to Test 'Vifur' for Broadway

Paris, April 25. Kenneth McGowan, of McGowan & Reed, has bought 'Vifur', current French play, for Basil Sidney and Mary Ellis. Arthur Hopkins had an option on it, which he dropped.

McGowan will probably present the show in London this summer. He has the Sidney-Ellis combo tied up for two plays for London, one of them being 'Jewel Robbery', presented in New York by Paul Steger.

'Vifur' will probably be brought to New York only after—and it—it clicks in London.

COMIQUE HOMELESS

Paris, April 16. Repairs and modernization of the present house of the Comique will necessitate shifting somewhere else for three months.

Manager Louis Masson contemplates using either the Theatre des Champs Elysees or the Piauille.

Plays on Broadway

MERRY-GO-ROUND

Melodrama in three acts presented at the Provincetown Playhouse April 22 by Michael Blankfort and Walter Hart, written by Albert H. Davis and George S. Kiser, directed by Walter Hart.

Sam.....Robert Crozier Jr.
 Alice.....Jack Bennett
 Pete.....Joseph Carver
 Ed.....Charles C. Smith Jr.
 Dutch.....Harry Belafonte
 Bronson.....Ruth Thomas
 Jig Zelli.....Harold Huber
 Mike.....Robert J. Mulligan
 Quinn.....Frank Layton
 Malone.....Kenton Race
 District Atty Anderson.....Edward Vickery
 Asst. Dist. Atty Wade.....Robert H. Gordon
 Police Comm. Garvey.....Frank Day
 Mayor Manning.....C. O'Brien
 Dougherty.....Lester Karpis
 The Chief.....Ian MacLaren
 Lynam.....Kermit Mardock
 Pags Martin.....Violette Vrayne
 John Zelli.....Melville
 Judge MacMurray.....Frank Howann
 Volvy.....Mollie
 Dr. Koening.....Thomas P. Tracey
 Harry Berger.....Horace Caselberry

When something distinctly better than the writer of show melodramas in Greenwich Village comes along, it stands out like a blaze. This applies to 'Merry-Go-Round,' a police and politics melodrama, whose author and sponsor are unknown to show circles. It may make a showing at the Provincetown, but despite its merit, the Broadway chances are doubtful.

Most of the dramatists are stark. The presentation is very well done considering the limitations of the miniature stage. Revolving platforms are used to make scene changes which are accomplished quickly enough. Audience is diverted during whatever waits there are by a traveling news strip, latest developments in a murder case, being projected upon a narrow screen atop the proscenium.

A man is killed in a hotel room, and one Jig Zelli, a racketeer, is arrested and identified by a bell-hop. But the killer is sprung from jail when certain papers turn up in possession of Zelli's cohorts. The papers involve the mayor and the political heads of the party, and the district attorney is ordered to drop the prosecution.

The politicians go into a huddle and name Ed Martin, the bell-hop. He is taken to headquarters and put through the third degree. Most of the supposed beatings by the cops give the lad are offenses, but his piteous moans and the final submission into signing a phoney confession make the scene a highlight.

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Concerts

By SALLIE

Fund Increased

Purpose of the concert of the Musicians Symphony Orchestra at the Metropolitan Opera House was to add the fund for unemployed musicians. From the size of the audience in attendance the results are promising.

The soloist, Joseph Turbi, pianist, revealed another talent, his ability as a performer on the harpsichord. Sir Thomas Beecham conducted the 200 members of the orchestra.

Met Farewells

Farewells at the Met for this season were sung with Lily Pons, Beniamino Gigli and Ezio Pinza in 'La Sonnambula.' The Misses Donnell and Bourkaya and Messrs. Angelo and Palmieri were also in the cast. Serafin conducted. There were repeated curtain calls.

Sets were colorful and costumes unique. Mme. Bori in white satin in a strolch with a wreath of beads encircling her back to waistline, topped off with a gracefully draped white ermine circular scarf. She was in splendid voice. Crowded house.

Cardiac Society's Show

Cardiac Society staged an event in the Waldorf Astoria ballroom on Sunday. The show was staged by White.

William Ingersoll.....Antoinette Rogers
 William Ingersoll.....William Ingersoll
 Mrs. Crowley.....Mrs. Jacques Martin
 Naida Weems.....Susan Caubaye
 Naida Weems.....Dietrich Struthers
 Jerry Dugan.....Robert Brister
 Jerry Dugan.....Robert Brister

'Angeline' blew in on a nice spring evening but she will carry on Broadway was not indicated the first night despite the polite request of friends of the author and players.

Hale Francisco, an aviator, authored the play, which is a mixture of comedy and romance. His main fling is said to be backed by himself, which may be over-confident. He is a charming fellow. He and the wife are A. K. Daughter Naida is enamored of the town's bootlegger. Across the street is Mrs. O'Connell, regarded as a bushybody, but the most human character in the play. Her entrances and re-entrances into the scene have a certain strangeness, but without that free license the performance would have stopped of slow motion.

Angeline Guertin is the main idea. She is a French-Canadian who had met and loved Jerry Dugan when he landed in No-rail from Europe. She didn't know his real name. Leave it to Mlle. Angeline to lead in the town of Burlington, Vt., the one set scene the living room in the home of Prosper Weems. Jerry Dugan is a Frenchy fellow who has parlor privileges. How could she have known that her Jerry, coming into a fortune, was supposed to be engaged to Naida the daughter.

Naturally there is a mix-up. Angie behind the curtain happens to listen while Naida tells the 'legger' she still loves him and wants to carry on their affair after marrying Jerry for his money. Jerry doesn't believe his little Frenchy, so old lady Crowley does in, knowing Angie is on the level. Frenchy gets her man and warns him there can never be another woman.

The proceedings are enlivened with several stew bits. Angie has brought down some 'whiskey blanc,' which was the show's original title, and when mixed with hard liquor is something special. Banker Weems gets plastered and is blamed by his friends for being mixed up with the French maid.

Suzanne Caubaye and Mrs. Jacques Martin are the featured leads and between them supply diversion the play offers. Miss Caubaye's dialect is the real thing. Mrs. Martin is actually the age of old Mrs. Crowley, who nevertheless knows what it is all about. Most of

(Continued on page 47)

Plays Out of Town

ANOTHER LANGUAGE

Washington, April 19.
 Adolescent love, as shown in Hunter portrays, with all its gropings, and wonderment, is the key-note of the new play, 'Another Language,' which had its try-out in the Belasco this week.

Placed by Rose Franken, with Dorothy Stickney, John Beal and Glenn Anders in the principal roles. Delicately written, the play has possibilities to it. It carries a strong third act.

The story is of the Hallam family, of the old school, people who go in for Home Weeks and such, especially family reunions. Only one, Victor, breaks away from traditions. He marries a girl with an artistic yen, a girl misunderstood by the Hallams.

She finds a kindred soul in her husband's nephew. The boy, misunderstanding the young wife's friendly interest, suffers all the pangs of young love. Out of this comes the drama.

To Dorothy Stickney falls the role of the wife, and she makes of it a masterful job. John Beal is the trouble who falls in love with the bride. Glenn Anders is the husband. Others in the cast are Maude Hamilton, Margaret Wycherly and Irene Cattell.

Daly.

DINNER IS SERVED

Hollywood, April 21.
 Comedy in three acts by Alan Mowbray was produced and starred. Produced by Al Pelton and Irving at the Hollywood Playhouse, at 42nd floor.

Ethel Griffies.....Ethel Griffies
 Kay Hammond.....Kay Hammond
 Barron.....Claude King
 Billy Miller.....Billy Miller
 Alan Mowbray.....Alan Mowbray

Three acts of talk, not particularly witty, served to introduce Alan Mowbray as actor-director. The play has a number of scenes in which he has become popular through his appearances here in 'Topaze' and 'Apple Cart.'

Piece was originally produced in London and later in New York. The N.Y. production lasted four days. Locally it is good for about two weeks despite being commonwealth with the cast getting tired after the house has taken out the first \$1,500.

Following the Edward Everett Horton productions of 'Private Lives' and 'Springtime for Henry' the Mowbray play will suffer by comparison. First night audience was made up of Hollywood's English colony, even though it was being English with the exception of Kay Hammond, who plays Mowbray's wife. Differences in taste between the Hammond and the others in the cast makes the play a battle between Webster and Oxford with the latter coming out on top.

Performances of the cast with the exception of Walter Byron were of the type of comic acting. Byron was inclined to overact.

Theme of the play has to do with a silly ass type Englishman whose proficiency at the art of love has been neglected while he mastered more material knowledge. What Mowbray's acting is more than satisfactory as the meek husband. Not so with his direction and writing. Direction is mediocre. The writing is frothy with plenty of stretching for puns and forced gags.

Performance of Claude King, Miss Hammond's wife, is very satisfactory. Producers, Pelton & Starr, are picture agents who hope to attract picture producers' attention to their clients by means of a legit show window.

MODERN WIVES

Glendale, Cal., April 19.
 Having collected less than \$5000 for their twelve days' work in co-operative stock venture last week, the reassembled James Dillon stock company tried again with 'Modern Wives' by J. C. McMillin, which attracted the players because they could use the play for \$10 less than last week's bill; to be exact, \$15.

Last week the production cost around \$50 to present, but this week's offering stood them only a

little more than \$20, of which less than a dollar was cash outlay. Playing on a bill at the 700-seat Show, show up with an hour and a half's picture and at a general admission of 25 cents, best examples the current condition of stock legit on the coast. Nucleus of the cast were members of Dillon's former company which played for several seasons in San Diego. Other players were recruited from the army of former stock players who have drifted to Hollywood and glad of a chance to get an engagement if only for coffee money.

Opening night's take was \$38, which, split 50-50 with the house operator, tells the story and chances for the cast of nine to get any more than perhaps doughnuts with the coffee out of this town, four miles from the cinema capital.

There was plenty drama in the house while 'Modern Wives' was being played, but it was all backstage. When perhaps from a spouse audience, which came to see the picture and stayed on for the added thrills. Drama could only be understood by a showman's eye of today's status of the amusement business.

There were of nest eggs that have disappeared; of month without engagements; of players once in the limelight shifting their own scenery, patching up tumble-down sets, and forlorn hopes for business that would beat last week's when they took in \$4.69 for three nights' work.

However, there was one bright spot for the company members the day before they opened. One of last week's cast, who formerly operated his own stock company, was offered a job as assistant manager of a house at \$30 a week. At the insistence of the other players he took it.

Replacement was a trouper who was in Hollywood after being stranded by a road company from the east. He had not eaten for two days and his trunks were being held. He didn't need a second introduction into the cast, with but one rehearsal.

Play was one of those things. It was expensive even at \$15 for three days. There was nothing the matter with the way it was handled by a cast that knew its stuff, and gave a mature experience and talent worthier by far than playing second fiddle to a third-run picture for an admission of 25 cents.

PEGGY FEARS' 'WENCH'

Peggy Fears has taken 'Saint Wench,' by John Colton, and will star Helen Menken in it.

'Saint Wench' had been offered around and was at one time held by the Granger. Miss Menken bought it some months ago for announced production on her own.

HELEN GRAY

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 Casino, Nice
 Palladium, London
 Savoy Hotel, London
 Berkeley Hotel, London
 Paramount-Plaza, London
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Harriet and Gretchen Davidson, 'Show Boat.'
 Joe. Lertora, 'There You Are.'

CAST CHANGES

Hans Lange was in charge of the concert at Carnegie Hall. His program contained Rachmaninoff's Second Symphony, Beethoven's Overture to 'Fidelio' in E Major and 'Emperor' Concerto, featuring Harold Bauer in the piano part.

Lange conducts in experienced fashion. The program is to be repeated twice with Joseph Turbi as solo pianist.

Gage Clark, Charlotte Andrews and Rhea Martin replaced Bruce MacFarlane, Ruth Abbott and Marion Burns in 'Intimate Relations.'

Jae Brantley replaces Flora Sheffield in '1,000 Summers.'

Reprinted from

VARIETY

Radio Reviews Page 58

Tuesday, April 19, 1932

BELLE BAKER

with Jack Denny Orchestra

EVER-READY SAFETY RAZOR PROGRAM

FEDERAL ADVERTISING AGENCY

Material by Man Holiner

COMMERCIAL

WABC, New York

From what Belle Baker has shown on the air thus far there appears no reason why she should not go as far on radio as she did on the stage. Her transfer from the top flight of singing singles of vaudeville to similar status on the ether is a natural change over. She knows as much as can be learned about singing a song.

Miss Baker's knowledge of singing based on long experience, gives her a distinct edge over the average newcomer to radio. Her experience in handling any type of number in the past also seems to help her on the air as the order of the advertiser, Ever-Ready Safety Razor, is for popular songs and few specials. On the stage Miss Baker's routines were just the opposite; she always preferred specials, character numbers for the most part.

Previously demanding 100% pops, the sponsor apparently changed its mind after the third or fourth broadcast for Miss Baker was permitted to reach back for one of her dialect stand-bys. The improvement was considerable. Use of 'Mrs. Goldberg's Bridge Game' as the second of three numbers, with pops to open and close, made a change of pace lacking in previous broadcasts.

There is no femme of note singing character songs on the air. Nor has a radio singing comedienne of star rating. Miss Baker might easily make that grade if permitted more liberty. To fulfill the advertiser's demand for pops, her program is more in accordance with the modern way of ether crooning. The cry in Miss Baker's voice is a natural for torch delivery.

The program is a Sunday nighter over CBS. Nothing unusual in the staging or presentation. It's up to the talent. Besides Miss Baker, for alternating, there is Jack Denny's orchestra, a name combination on the air. Announcer has the mysterious title of X3X, with his commercial announcements strictly routine.

Bige.

Cleveland Rabbi Quits

Temple Over Broadcast

Columbus, April 25.

Because he dared to do something different and teach religion by radio, his congregation demanded his resignation, Rabbi Jacob Tarshish, of the Temple Israel, told his audience Sunday in his last radio appearance under Temple auspices. The preacher described certain groups in his congregation as stand-patters and said his broadcasts of talker previews were not the reason for his leaving the Temple. His resignation takes effect July 1.

Rabbi Tarshish asserted his sermons over WATL for the past five years have done much to bring various faiths of central Ohio closer together.

The rabbi will continue his talker reviews over the air. They are being mostly on previews and are doing film houses plenty of good. Two of his broadcasts are commercially sponsored.

After July 1 he intends to go on the air, he announced, with religious broadcasts as in the past, but with backing other than from the Temple.

CBS Station Auditions

Prospective Disc Adv.

Chicago, April 25.

Italian Campagna is negotiating for new radio time, after having been on an NBC coast-to-coaster for more than two years. Has been auditioning 'Fu Manchu' serial based on the Sax Rohmer character.

Questions is whether the program will go for Campagna on discs or network. This indication of outlet last week resulted in the unusual spectacle of a network auditioning for radio disc company. This involved WBBM, local CBS station and the Columbia phonograph company's local radio disc office.

WBBM, having been promised the local outlet for the account on disc, auditioned the script.

Highbrow Mex—By Disc

Mexico City, April 25.

Concluding that too much jazz and other music of the sort is on the Mexican ether, the Board of Public Education has established an hour of highbrow selections programs Friday evenings through station XFX here, with the idea of cultivating the public taste for tunes.

Music will be poured into the mike from phonograph records of renditions by American and European symphony orchestras.

Olson's Provisions

George Olson's new contract with Canada Dry program, which Jack Benny will m.c. starting May 2 over NBC, specifically calls for Ethel Shutta (Mrs. Olson) to be on the air with the orchestra.

Another provision is that Olson may be picked up either in New York or Chicago, where he has cafe work with Benny's stationery New York as confederate. Olson is also not restricted to this one commercial.

Camel Quandary

Camel period, going off CBS May 28 after 26 weeks, will return in the fall with a new series of programs. The advertiser, R. J. Reynolds, is said to desire to hold Morion Downey and Jacques Beaudet for the new series while Erwin Wasey, agency for the account, wants to keep Tony Wons as the basis for the new series.

RICHMAN RECOVERS

Harry Richman will be out of his plaster cast in time to start his Chase & Sechrest CBS broadcast Sunday (1). Burns and Allen took his place last week.

Richman fractured a vertebra in a fall on the stage at Warners' Hollywood, New York, two weeks ago but didn't know it until last week.

Armitage's Appointment

Los Angeles, April 25. Merle Armitage has been appointed western manager for the CBS concert bureau and is expected here next month.

Former in charge of the Los Angeles Grand Opera Assn. and before that was associated with Charles Wagner.

RADIO CHATTER

Sonny Ephland peddling time. Earl Thomas added to CBS' artist bureau.

Norman Brokenshire putting on weight.

B. A. Rolfe likes to throw star theatre parties.

Sam Shift, head of CBS' night page force, sick.

Big Crosby doing own announcements on the road.

Credo Harris, WHAS mgr., ill at home in Louisville.

Leo Taylor, KSE, taken from announcing to production.

Boswell Sisters improved, three-ply ptomaine poisoning.

Chas. Foley, Bonaventure club pro, on KDYL for golf lessons.

Ben Canto Quartet, WFAP, Dallas, flew to Chi for wedding.

Perry Charles threw a dinner for Mike Porter at the Nut Club.

William Craves, radio singer, has sold his inn at Brookfield, Mass.

David Ross, CBS announcer, finishing season's first sunburn at CBS.

Lyle Davy doing news importation for WKY, Oklahoma City, music staff.

Mitzi Green pulled a big mob into the radio stand when she was singing.

Leon Belasco, CBS orchestra leader, was once a ballet dancer—once.

Keith Eiting goes on the Ziegfeld-Chrysler CBS period May 14. Just once.

COOH has moved from Yonkers to the Roger Smith hotel, White Plains.

Carlson, new head of the Bell Telephone radio division in Chicago.

Vaughn De Leath did a television broadcast for CBS last week, with an ape.

Pete Dixon and the missus sailed for Bermuda Saturday (23) for three weeks.

Louis Dean, CBS announcer, showing Roman acquaintances around the studio.

Graham Harris bought a summer camp in Maine and will commute week ends.

Tom Powers, stock player, reading his 'Unemployment Poems' over WHAS, Louisville.

Chester Vedder, WGY, Schenectady, announcer, doing some dramatic bartolting.

Walt Sal Lake, producing local talent program for NBC network each Wednesday.

Bobby Green, KDYL director of broadcasting, back on mike two or three times per week.

Henry G. Leary, Nemo Roth to a stand-by stooge. Nemo refused to 'yes' just once.

Harry Golub, RKO, trumpet man, singing on KDYL, Salt Lake, Breakfast Club tri-weekly.

Welcome Levie forced to install a new burglar alarm because her pet dog found the combination.

Ed Kramer replacing Alex Keese as new director for WFAP, Dallas. Both from Public pits.

Caryl Coleman returns as producer of NBC's 'Spotlight Revue' from KGO, San Francisco.

Stephanie Diamond, WCAE, Pittsburgh, won't participate in any sketch which a shot is fired.

Victor Young's orchestra and the Mills Brothers cue their two-way broadcast by not a word.

Listeners in Birmingham raising a howl over stations listing prices of goods advertised on Sabbath.

Bobby Brown now in charge of all productions for WBBM, Chicago, and assistant director of the studios.

McGee's Brown hotel orchestra dithering with Lucky Strike for Derby eve over WHAS, Louisville.

James Melton, NBC singer, has launched his boat, 'La Reve', for the summer. New curtains 'n' everything.

Ed Thorgensen, NBC announcer, wrote his own biography for the publicity department. NBC chopped plenty.

Harry Mills of the Mills Brothers added a microphone part in group of phonograph records while Crosby is on tour.

Marinet valued at \$150 and belonged to William Breglio was stolen from the WBZ studio, Springfield, Mass.

Jim Harkins, long a standard act in vaudeville, has doubled for Singing Sam several times when the latter was out.

KFVD, Los Angeles, opened new studio in the penthouse of the new Auburn building, opposite Ambassador hotel.

Harry Vincent, former production manager at KGFJ, Los Angeles, switched to commercial department of KFAC.

Lavoris, 'Easy Aces' sponsor, sending microphones copies of each episode to fans who miss a broadcast.

Lon Richardson, former sports scribe, now with E. S. Gilliam agency. Appears weekly on KDYL 'Sportsviews'.

John Tazewell, CBS continuity writer, in WHAS Louisville studios, helping arrange for inaugural program, May 1.

Lloyd Adams new program and musical director of KROW's San

Francisco studios, coming from KQMB, Honolulu.

Louis L. Kaufman, 'Sun-Tel' globe-trotter on WCAE, Pittsburgh, got that way leading cheers at Penn State college in '26.

George R. Lafelle, president Louisville Municipal Union, booking half dozen WHAS artists for personal appearances.

A Shilkrut is on the CBS airwaves every night. Nat is on six times a week and brother Jack is, on once, Sunday, Nat's day off.

Edward Jendrek, 'WBAL' Baltimore tenor, one of winners of new 'News' voice contest. Goes to Camden for recording.

Walter Merhoff, James Shealy, George Weidert, to be featured over WHAS, Louisville, in 'Comic Opera Impressions' series.

Ruth Wenter on KYW, Chicago, can't get away from that scholastic tag, and is also introduced as the gal from 'Northwestern U'.

Howard Way, indie Chicago producer, in a perspiration since he found a femme warbler who can hit six or seven octaves above C.

Walter Klotz, making play for Sab KLO, Golden, with billboards, KDYL, Salt Lake, has been using outdoor boards for two years.

Ted Rogers, KDYL, returns from honeymoon to Havana and Panama; married Jeanette Steiner, daughter of owner of American supply.

Peggy Keenan and Sondra Phillips, CBS's redhead piano team, will

(Continued on page 52)

ABE LYMAN

AND HIS

CALIFORNIA ORCHESTRA

Columbia Broadcasting System

PHILLIPS'

DENTAL MAGNESIA

WABC COAST TO COAST

TUES., THURS., SAT., 8:15 (EAST)

Ford RUSH

COMMERCIAL

BROADCASTING

OLD MAN

SUNSHINE

PROGRAMS

With TONY BAND

5 P.M. DAILY, E.S.T.

RUSS COLUMBO

NBC and

Victor Record Artist

Management ED. W. SCHEUING

GILL and DEMLING
The ARTISTS of HUMOR
now featured in the
SHEAFFER
PEN PROGRAM
NBC COAST-TO-COAST
SUNDAY
3:30 to 4:30 P.M.
4:30 to 5 P.M.

ANN LEAF
TWO YEARS
FEATURED ORIGINATOR
COLUMBIA
NETWORK
DAILY
CHARIS
MATIC
PERFORMANCES
NEW YORK CITY
Hollywood Pictures

ADVERTISERS GROW WISER

Further Adaptations Of Story Book Figures

Chicago, April 25. Radio is fast adapting story book and magazine characters of long standing. "Tarzan" and "Fu Manchu" have already been gobbled up by continuity writers for serialization over the ether.

Last two more book personalities were submitted for commercial radio accounts locally. First was the Scattergood Baines tales, which ran for years in the "American," by Clarence Buddington Kelland. Other is the Jeeves stories by P. G. Wodehouse.

Understood that Kelland has a restriction order on his stories, making them available only for network accounts at a weekly royalty reported quoted at \$250.

Pickens' 3
Pickens Sisters, NBC sustaining team, resume their schedule of five weekly periods this week.

Trio's schedule had been down to three broadcasts weekly.

DETROIT'S FAVORITE

RUSS MORGAN
ORCHESTRA

By MICHIGAN INDUSTRIAL BANKERS
MONDAY 6-6:30 P.M.
TUE. & THUR. 6:30-6:45

LEE & CANDY
QUAKER COFFEE

PIERRE ANDRE
—ANNOUNCING—
"Little Orphan Annie"

Daily
WGN, 5:45 P.M. C.B.T. N.B.C.
WGN, 6:15 P.M. C.B.T. Mon-Wed-Fri. C.B.S.
BUD BECKER PROGRAM
WGN, 4:35 P.M. C.B.T. Sunday, C.B.S.

Ralph Kirbery
"The Dream Singer"

MONDAY TO SATURDAY
12 MIDDAY
WEAP

Management
N.B.C. Artists Service

RAYMOND PAIGE
Musical Director and
Program Manager
KHJ, Los Angeles
Dun
Columbia Network

BENNY KYTE
And His Golden Tower Orchestra
N.B.C. Network—WJR
Detroit—Wed., 12:30-1 P.M. E.S.T.
Hi-Speed Gasoline
Lone Wolf Biscuit Co.
R. G. DUNN CIGAR

DON PEDRO
AND HIS ORCH.
Terrace Gardens,
Holt Morison, Chicago
Broadcasting
KY-WEBB
N.B.C. Network

GENE and GLENN
With JAKE and LENA
The QUAKER EARLY BIRDS

8 A.M. DAILY EXCEPT SUNDAY
NATIONAL BROADCASTING COMPANY

BEN SELVIN
AND HIS ORCHESTRA

The World's Record Record Makers

D'Orsay Perfume, N.B.C. Sat. 8:30 P.M.

RENO'S RADIO

Musickers Would Divorce Some
Dough from KOH

Reno, April 25. Reno's radio station KOH (CBS spoke) is having difficulties with local musicians' union over station's alleged refusal to employ none but non-union musicians.

Union also complains that air outfit is in on every musical event in city without putting up any coin and horn-toters want a look at some radio money.

COAST NBC JAM OUTS HOWARD MILHOLLAND

San Francisco, April 25. Howard Milholland leaves May 1 as program director of NBC here, and a probable shakeup in program and production bureaus looms as a result. Milholland is out on orders from New York despite his weight as semi-official representative for General Electric, owners of KGO, pivotal point for NBC in the west.

Reported Milholland and Emil Polak, supervisor of music, who was brought into the NBC fold about two years ago by Milholland himself, jammed over the Brown-bell Footlites, commercial quarter hour on the air once weekly.

WCFL, Chi Fair and Opera 3-Way Plug

Chicago, April 25. In a triple tie-in with WCFL and the Chicago Civic Opera warblers, the local World's Fair people last week sent away a long series of ether-plugging for the 1933 festival. Programs, one a week, will have both long and short wave outlets, covering the Chicago area and foreign countries.

In the deal, the World's Fair supplies the Civic Opera talent while the station delivers the sustaining 15 minutes. Opening the series is Mme. Pavloska for eight weeks. Understood that Giuseppe Cavadore will follow.

\$13,000 for KICK

Chicago, April 25. Ben Elrod and Arthur Hiss, owners of a grocery and gasoline station, have taken over radio station KICK at Red Oak, Ill. They plan to move the station to Carter Lake, nearby.

KICK was formerly owned and operated by Roy W. Anderson, who committed suicide a few months ago. It's understood the Elrod and Hiss paid \$13,000 for the station.

CAL. TEAM'S SUIT

Hollywood, April 25. Lem Wright and Charles Forsythe, Coast radio team known as "Black and Blue," are suing Don A. J. Agency for infraction restraining the recent team using same name. Claim five-year contract gives them 50% income from discs which they haven't received, also sole right to names and story which they created. They received \$150 as team until discharged Saturday (23).

DIRECT BOOKING CLIPS THE GYPS

**Declaring Artist Bureaus
Out to Cut Talent Bills—
More Agencies Engaging
Acts Direct—Eliminates
Three-Way Commish—
Estimate 25% General
Reduction and 50% in
Some Cases—Less Blind
Buying**

PETTY CHISELING

Growing tired of the clip they've been receiving on the talent and unable to stamp out chiseling in any other way, radio advertisers are commencing to practise the direct booking system for their programs. In declaring out the various unnecessary commission grabbing intermediaries, some advertisers estimate they'll cut down the talent overhead by as much as 50%.

The real reason is a better understanding of show business methods by previously inexperienced gymen who walked into radio without knowing what it was all about. Those who now know better are charging off past losses to experience.

While primarily an economic measure for the advertisers' benefit, direct booking is also becoming a boon to the radio artists who have been winding up with their fan mail and little else at the end of each week. The heaviest sufferers under the change are the network and station artist bureaus and their employees whose charges for 'service' have greatly exceeded the rates in any other amusement branch in return for considerably less effort.

Reasons for the direct booking trend by advertisers and their agencies have been known to the artist bureau people for some time, but not until a few weeks ago did the higher broadcasting execs see the marked change. The heads of two important station artist bureaus were called on the mat to explain why they weren't selling talent along with air time as much as in the past.

Routines

As a result, one of the artists bureau in the past few weeks, with the time selling department co-operating, has been tightening up to make a showing. Several advertisers who expressed the desire to buy talent direct, or elsewhere, have been advised that perhaps the wanted time may not be available. Whenever the advertiser changed his mind about booking direct and agreed to book through the bureau, by some sort of miracle the time suddenly became available.

The three and four way commish split routine in the artist bureau is the biggest wedge for independent agencies' entrance into radio. The many sided commish splitting in the bureaus automatically boosts salaries whereas one-man representation means only one commish, hence cheaper buys on talent. It has taken the inexperienced advertisers about four years to find this out.

In addition to balking at paying \$1,000 for an act that receives only \$500 or \$600, and feeding a flock of misrepresentatives for no good reason, advertisers and agencies are learning more about values than before. Fewer commercial program sponsors are paying blind figures nowadays. An aid to this is precedent. 'T'p until recently, there were no past examples on which to base talent values in the radio business.

Other little and mostly petty gyms practiced on gullible advertisers are gradually passing out through the agencies getting wise. Among these, and a pretty important source of

ANOTHER COLUMNIST

Jerry Wald Replaces Sobol on WOR
Broadway Period

Jerry Wald, N. Y. 'Graphic' radio columnist, took Louis Sobol's place Sunday (24) on WOR's 'Broadway' program. Sobol in turn replaced Walter Winchell on Lucky Strike.

Periods were commercially up to top notch and are now on a sustaining basis.

NBC Suspends Anti-Disc Rule in Chi WMAQ Merge

Chicago, April 25. Network's rule against the use of recorded programs on any outlet under its control will not be enforced when WMAQ shifts broadcast operations from the NBC studios in Merchandise Mart, May 9. Explanation made by the chain is that the policy is here being temporarily suspended so as to avoid any drastic changes in the station's schedule.

Special dispensation, among other things, means that WMAQ will continue to carry its daily morning program of phonograph records. Also a sharp departure from the network's attitude when it took over WENR here about a year ago. NBC at the time ordered all phonograph discs out and the cancellation of all commercial program recordings immediately unless contracts on the latter provided.

Only act moving over to the NBC studios with the skeletonized program personnel will be Dan and Sylvia, who are hooked up with a commercial program anyway. Also slated to be retained in the transfer is the present WMAQ orchestra under Joseph Galliechio.

Income for individual ether chisellers in the past, is the special arrangement charge. Advertisers have found that they were frequently billed for as much as \$150 a program for special orchestration, whereas the arrangement would often be provided gratis by the publisher in return for the plug. It's things like this which explain advertisers asking questions.

Direct Bookings

In some instances ad agencies extended direct bookings to artists under contract to network artist bureaus as well as free acts. This was done recently by the Blackman agency, handling the Ivory account, with B. A. Rockwell in under contract to NBC. The advertiser made the deal direct with Roffe eliminating the network as the go-between. The salary was arranged mutually and direct between Roffe and the advertiser, with NBC sharing in the commish under its contract although having been eliminated from negotiations.

Among artists booked direct recently, along with their programs on the NBC and CBS networks, are Sylvia Froos, Richman Clothes; Walter Winchell and all bands; Lucky Strike, Guy Lombardo, Ed Sullivan, Gertrude; Guy Lombardo orchestra, Robert Brun; Belle Baker and Jack Denny orchestra, and Gladys; Flo Ziegfeld, Chrysler; Alice Joy, Prince Albert, and Singin' Sam, Baranof.

Some ad agencies estimate the spread of direct booking and cutting down commish will bring about an average general reduction of at least 25% in radio salaries.

Name Authors Act, Recite in Own Stories

Hollywood, April 25. Several name authors on the coast have agreed to go on the air on a weekly program being created by Ray Coffin, and now being figured as a probable chain feature. Idea is to have the writers present some of their short stories over the radio, partly read and partly dramatized similar to the Collier hour scheme.

H. H. Van Loan is in the deal to act as master of ceremonies, the program to be known as 'H. H. Van Loan's Eminent Author hour.' So far agreeing to be part of the proposed program are Upton Sinclair, Homer Croy, Rupert Hughes, Rob Wagner, Earl Derr Biggers, R. C. Sheriff, Jim Trully, Donald Ogden Stuart, Don Herold and H. Bedford Jones.

Deal is being handled through an eastern advertising agency with CBS reported interested.

BEN BERNIE ENTERPRISES
INC.

ANNOUNCE REMOVAL
to Their
NEW OFFICES
1619 Broadway
New York Tel. Circle 7-6344-5

**ORCHESTRAS
ARTISTS AND
RADIO PROGRAMS**
HERMAN BERNIE, Mgr.

VICTOR YOUNG
Musical Director

American and Brunswick Records
Hart, Schaffner
Blind's Honey
Almond Cream,
Coke and
Gardner's Tea
Broadcasts

Management THOMAS G. ROCKWELL

MILLS BROTHERS
4 BOYS AND
A GUITAR—
COLUMBIA
BROADCASTING
SYSTEM

PERSONAL REPRESENTATIVE
THOMAS G. ROCKWELL
1776 BROADWAY
NEW YORK CITY

RUTH ETING
GLORIFYING THE POPULAR SONG
ON
CHESTERFIELD Program
COLUMBIA-COAST-TO-COAST NETWORK
WED. SAT. 10 TO 10:15 E.S.T.
PERSONAL DIRECTION
THOMAS G. ROCKWELL

WOLFE vs. TRACY OVER 'STREET SINGER'

Arthur Tracy, the 'Street Singer,' CBS and Loew's, must show cause on April 28 in the Queens County supreme court why they should not be restrained from using the billing of 'Street Singer.' Ed. Wolfe, Tracy's former manager, is the plaintiff on a managerial contract. Wolfe also seeks an accounting to the extent of one-third of Tracy's earnings and \$31,300 to Wolfe, only 50% of his income is net.

Wolfe, through his attorneys, Shapiro, Cadin & Pearson, claims that the 'Street Singer of the Air' idea is his and that on June 25, 1931, he entered into a contract with Tracy whereby he was to manage him for two years, also that if during that time Tracy earned \$150 per week average, the contract was to

automatically be extended over a three-year period. According to the terms of the contract, states Wolfe, he was to get one-third of Tracy's earnings.

Wolfe avers that before Tracy met him Tracy was earning \$50 a week; now he averages \$3,000 weekly.

Tracy has contended that after paying 10% to the CBS' Artist Bureau, 5% to the Loew vaudeville agency and 33 1/3% to Wolfe, only 50% of his income is net.

Sullivan's Siesta

After tonight's (Tuesday) broadcast, Geradine goes off the CBS network for five weeks. Ed Sullivan will return to CBS when the account resumes.

Geradine has been on CBS for 30 weeks.

WRHM, Wants Full 24-Hour Air Time

Chicago, April 25.

Continuing its fight to obtain additional time on the air, station WRHM of Minneapolis, is gathering wreaths of testimony to submit on its petition before the Federal Radio Commission. Case comes up May 5.

WRHM is out to get a 24-hour service on a "wave length it already shares with three college stations, WLB of the University of Minnesota, WCAL of St. Olaf and KFMX of Carleton. All three school stations are fighting WRHM and opposing the petition.

CCC's CBS Move

Chicago, April 25.

Local branches of the Columbia Concerts Corp. and its subsidiary, the Community Concerts Service, take up quarters in the offices of the Columbia network in the Wigley building here May 1. Both organizations are almost 100% CBS controlled, and had previously, as far as Chicago was concerned, been operated totally independent of the broadcasting interests.

In the move of desks from the layout in the Tribune building J. M. Bellows remains as manager of the CCC here and Arthur Wisner as western field manager of Community Concerts.

OLSEN-BENNY HALF HRS.

Canada Dry returns to the NBC airwaves after a lengthy lapse of some months on May 2 with George Olsen's orchestra and Jack Benny.

Commercial will be on twice weekly for 30 minutes each.

John Young, NBC announcer, has been taken off the Cluquet program to do the commercial spots for Canada Dry.

S. & B.'s P. A.

Nelson Hess has taken leave of absence from the CBS publicity department to join Col. Stoopnagle and End on the road. Team opened six weeks for Loew at the Penn. Pittsburgh, Friday (22).

Hess will publicize and manage the radio act.

HERE AND THERE

Smith-Ballew's orchestra goes into the Pavilion Royal, Long Island, May 28.

Buddy Morris back yesterday (Monday) after a business trip to Chicago and Toronto. Al Dubin went along.

Joe Roberts' orchestra goes into the Drake hotel, Chicago, April 30, replacing Carl Moore.

Trade Name Confusion Ousts Radio Programs

San Francisco, April 25.

The radio programs of R. Cody Co. went off KYA and KROW this week as a result of injunctions brought by attorneys for Cody, Inc., New York performers.

Local order water manufacturers had several programs on the air plugging their product as that of the Cody Co., which, attorneys contended, was misleading.

KWY'S DEADLINES

Chicago, April 25.

By switching the first letter, the former WENR 'Headlines' serial on for the Wilson Brothers clothing company, will become 'Deadlines' on KWY when it starts early in May. Serial is being written by Carl Riblet, former radio man with J. Walter Thompson agency.

Will replace 'Padded Pliers,' which is being moved to an earlier evening spot in an effort to plug this sustaining.

Networks' Comm. Waiting Line a Myth; NBC 40% Off in 3 Months

For the past three months, starting Feb. 1 and ending April 30, 24 commercials went off the NBC network and 15 came on. The figures show a drop of almost 40% in new business.

During the coming summer both NBC and CBS expect a sharp drop. Exports of commercials will increase during the next three months. NBC has already begun to slice all expenses with a 40% cut for sustaining salaries' orders two weeks ago. The daytime NBC hours are suff'ing.

No More Line

Stories circulated some time ago to effect that both networks have a waiting line of commercials is now but a myth.

Following are the 24 commercials

that dropped from the NBC airwaves from Feb. 1 to April 30: Collier, Thomas Cook & Son, Davey Tree Experts, Investors Syndicate, Kellogg, Kibbe Candy, Lehigh Valley Coal, Wheatena, Campbell Soup, Canada Dry (returns May 2), Lambert Pharmaceutical, Penick & Ford, Rogers Brushing Lacquer, Western Clock, Brown Shoe, Menhotaunt, Morse & Rogers, Malted Cereals, Radio-Kelth-Orpheum, Smith Bros, Frigidaire (April 27), Prince Albert (April 30), Blue Moon Kulus (April 30), and Fuller Brush.

NBC's new business during the same period comprised Kelly-Springfield, Alka Seltzer, Scheaf-Pen, United Drug, Yardley, Best Foods, Centaur, Lehn & Fink, Sinclair Refining, Wrigley, Thompson Products, O'Ceata, Texas Co., I. Neuman, and Kraft.

Inside Stuff—Radio

Only a difference of five between the number of NBC announcers and the total for CBS. Something of a surprise considering that NBC has two networks, WJZ and WEAF to supply and CBS but, one.

NBC has 22 announcers in New York. They are: Alwyn Bach, Ford Bond, Howard Clark, Milton J. Cross, Ben Grauer, Alois Havrilla, George Hicks, John Holbrook, Edward K. Jewett, Kevin Keach, Alan Kent, Clyde Kittell, William W. Lundell, Charles O'Connor, Howard Petrie, Daniel Russell, Jeff Sparks, Edward Thorgeren, Charles B. Trammont, James Wallington, Ray Winters and John S. Young.

CBS list of 17 are: David Ross, Louis Dean, Ted Husing, Frank Knight, John Mayo, George Beaucher, Don Ball, Andre Baruch, William Brenton, Edward Cullen, Douglas Evans, Kenneth Roberts, Carlyle Stevens, Henry Von Zell, Fred Utell, Arnold Moss and Paul Douglas.

In line with agitation in the United States that 15% of all broadcasting time shall be arbitrarily set aside for educational purposes, the experience of Coast stations is noteworthy.

KFI, Los Angeles, has solicited practically every college, university, high school, or important educational unit in its territory, but most of these seats of learning declined the invitation for free use of the ether, or didn't know what to do with the proffered periods. Ultimately KFI got a minor school to use 15 minutes.

Booking of Burns and Allen on the Chase & Sanborn broadcast Sunday (24) to substitute for Harry Richman after the latter took ill, was facilitated through the J. Walter Thompson agency, handling both the coffee account and the Robert Burns account. Burns and Allen are under exclusive air contract to Burns. Use of the team is announced on the C-S hour as by courtesy of Robert Burns.

Through the insistence of Sam H. Harris that he be credited for the use of Jean Sargent on Ziegfeld's Chrysler-CBS broadcasts, Harris is getting a courtesy line on each broadcast.

Miss Sargent, now in 'Face the Music,' after being spotted twice on Ziegfeld's air periods, was engaged for the remainder of the series.

Sketches which started on CBS from Chicago April 24, for a life insurance company, did not get WABC because of another commercial using the N. Y. station at the time.

With the latter commercial bowing off, the insurance period will have WABC commencing May 1.

Heinz Rice Flakes rates the most extensive advertising campaign yet launched in network broadcasting to introduce a program.

Appropriation set to hallyhoo the Joe Palooka script on CBS provided for around 1,800 weekly newspapers and over 1,100 dailies.

With M. H. Aylesworth assuming the presidency of RKO, radio chatter writers in New York are becoming more careful. Air gossipers now have the idea that if they put NBC, or its execs, on the pan, it may affect RKO advertising in their papers.

WABC, New York, has referred to Peck Advertising Agency the complaint lodged by Wedgewood Nowell, Los Angeles free lance broadcaster, that Irving Kaufman lifted his 'one-man minstrel' routine in the east on programs for Zenith Radio.

General Foods advertising account, rated as worth \$9,000,000 annually, is leaving the Erwin-Wasey agency for Benton-Bowles, New York office. Notice has been given to Erwin-Wasey for the switchover date as of June 1.

WSPD, Toledo, is affiliated with the CBS basic network and is not an indie station. Had been said that Toledo was without a network outlet.

KALEY'S OUTFIT

Los Angeles, April 25.

Chas. Kaley, with Earl Burntett's band, will organize a new outfit at the Biltmore hotel three weeks hence.

Burntett takes his musicians to the Lincoln Tavern, Chicago.

ISHAM JONES Orchestra

Now CAFE WINTER GARDEN, Chicago
C.B.S. Network—Station WBBM Chicago, Mon., Wed., Fri., 11 P.M. C.D.E.T.
Bookings by
Columbia Broadcasting System and Amusement Service Corp.

NOTED BARITONE OF RADIO AND SCREEN

DOUGLAS STANBURY

Featured at the ROXY, New York (This Week, April 22)

LITTLE JACK LITTLE

WABC
Every Day
Except Sunday
9 to 9:15 A. M., E.S.T.

CLYDE DOERR

CHESTERFIELD CITY SERVICE
ESKO
NEW YORK LIFE
HOWARD CLOTHES
Daecher Instruments Exclusively

"Hello Everybody!!!" Kate SMITH

Columbia System—2:30 P.M.
ON LA PALINA PROGRAM
CENTRAL PARK CASINO
Personal Management—Ted Collins

"MIKE" TRAINING

Perfect your singing and speaking voice for RADIO. Dictate PERFECTED MANAGERS ATTENTION: Microphone available for judging Radio talent. (Reasonable) Personal Records—Broadly Recorded.
ROBERT EVANS—VOICE BUILDER
149 West 57th St. Circle 7-5941

The Tunesmiths

Sponsored by FITCH HAIR TONIC
Friday, 10 A. M., C. S. T.
Friday, 11:15 A. M., C. S. T.
Staff Artist WBBM, Chicago, C. B. S.

H. LEOPOLD SPITALNY

SHAEFFER LIFETIME REVUE
Over NBC Coast to Coast Network
ALSO PRODUCING RADIO MUSICAL PRESENTATIONS
ADDRESS, 228 NO. LA SALLE ST. CHICAGO

TED FIO-RITO

AND HIS ORCHESTRA
Frolic's Cafe
CULVER CITY, CALIF.
Broadcasting Nightly over
KFWB
Warner Bros. Station, Hollywood
Management
MUSIC CORP. OF AMERICA

CLIFFORD SOUBIER as "OL PAPPY"

(Huge Characterization)
"Radio here has been a new thing to offer the most subtle interest, and yet, such is the art of this comedian, that it has the appeal just as much as the old time, and the sound of varied degrees of intelligence."—Valley.
MON., TUES., WED., THURS., 7 P.M.
8:30 P.M. ON NEW BLUE NETWORK

RADIO'S OWN VAUGHN DE LEATH

Doubling for RKO and Loew
MANAGEMENT
Columbia Broadcasting System
Personal Direction
ED WOLF

NBC RED NETWORK EVENT EYMOUR SIMONS ORCHESTRA

Bookings at your service
WJZ, WEAF, WABC

FRED L. JESKE

"Monarch Melody Man"
Sponsored by Monarch Foods
Mon., Wed., Fri., 8:00-9:15 P.M.
C. S. T., WGN, Chicago

STANDARD CONTRACT UP FOR WRITERS-PUBS. O.K.

Meeting between the contract committee and the executive counsel of the Songwriters' Protective Association was to be held last night (Monday) to pass upon a standard uniform contract between publishers and writers.

Meeting between the publishers and the S.P.A.'s committee Friday

(22) agreed that the S.P.A. would hold the clause in its constitution whereby all their writer-members assign their ERPI rights to the S.P.A. However, the decision of the contract committee is not final and has to be ratified by the executive counsel of the S.P.A.

It is this ERPI assignment clause that caused the deadlock between the S.P.A. and the M.P.P.A. and as soon as some agreement is reached concerning this clause, it is probable that a uniform contract will be established between writers and publishers.

Radio's Phone Bill

(Continued from page 1)

that A. T. & T. figures radio reception is essential, whereas the telephone conversational communication may be rated as a service, but also there is the basic business reason that radio is paying, in proportion, more for its line service than any other class of subscriber. From the networks, NBC and CBS, the telephone company is estimated to be garnering some \$8,000,000 for the chain hookups. The individual stations are contributing the other \$4,000,000 each year for the telephone wires connecting the studios with the transmitters. Rates for these wires vary from \$12 to \$20 per mile a month.

Special Wires:

A. T. & T. has developed special wires and lines for radio service, but the rates ordinarily used for telephone conversation being entirely unsuitable for radio transmission. This is due to the fact that the radio line must carry a regular sound cycles while the telephone wire carries only a constant cycle. Regular telephone wire transmits sound at 2,600 cycles, while the present radio transmission is able to carry a vacillating variation from 50 cycles all the way up to 5,000. Research lab of A. T. & T. is now getting ready to make available for radio use a special type of carrying a variation from as low as 25 cycles to as high as 8,000.

Every chain broadcast is being checked and monitored independently by the central engineering lab of the phone firm. In case of a break over any one of the chain lines, the facilities of the monitor bureau are today capable of restoring the program to the broken wire after a lapse of not more than a minute and a half.

Television

Much effort is being expended within the A. T. & T. labs in the east on two projects. The first is television, on which the Bell lab is conducting regular tests in an effort to establish the transmission of pictures at 20,000 cycles. A. T. & T. is understood to be primarily interested in television, not for the broadcasting of programs itself, but for the acquisition of patents on television equipment just as its affiliate, Western Electric, holds patents on radio transmitter apparatus and also on equipment used in the filming and projection of so-called motion pictures.

The second lab item is the possibility of establishing radio program service in the home in the same manner as the telephone. Under that system the customer would have no need for a radio receiving set, but would merely be given a loudspeaker and the telephone instrument is installed. By turning a switch the customer would have the choice of five or six major stations in the vicinity. This is the same plan used in hotel to pipe programs into the individual rooms, yet giving the tenant a choice of programs.

Several independent territorial telephone companies are at present delivering such radio service in Minnesota, western Illinois and other midwest sections in which independent firms still hold franchises. This individual radio service is being delivered at the home at rates averaging \$5 per month, or about the same as the cost of phone service.

PALISADES MAY 7

Palisades Park, N. J., controlled by Loew's, opens May 7 for its customers 21-week season. The ballroom will again broadcast nightly over the amusement park's own station, WPAP, with the Tommy Christian orchestra booked for the season.

"Sweetest Little Kid"
"It Wasn't Chance, It Was Fate"

VILLA MORET, Inc.
1025 Broadway, New York
1003 Woods Theatre Bldg., Chicago

"Let That Be a Lesson to You"
"My Extraordinary Gal"
"I Wish I Could Leave You Alone"
"Fools in Love"

OLMAN MUSIC CORP.
745-7th Ave., New York

SHOWPLACE

Detroit, April 23. This spot is the nearest seen locally to a big time night spot. Atmosphere, show and general aspect strictly that.

Exquisite Stritt returned to Detroit as a matter of convenience for spot after m.c'ing at the State theatre for two years. Whatever Stritt may have thought of the theatre, he tops it in a night club.

The spot itself is nice enough, seating about 100. There is a checked career with several Russian type clubs flopping. Management has gone to more expense to put on a floor show than has been evident here for years. A line of eight girls and several acts in addition to the orchestra of nine pieces under the direction of Ted Nole. Staged by Charlie Roth and shows lots of preparation.

Opens with Stritt on alone and gagging for 10 minutes or so and long enough to get things started. He's a real swapper. With some smart gags and seeming to ad lib well, the boy has them ready for anything. Stritt does a song chorus and the line of girls on for the second chorus, with Babe Morris right on for the third. Stritt's draw-out without interruption and plenty effective.

Next is the prima, also introduced by Stritt. She's Muriel Parker and fair enough. Follows a capable and nicely built acrobatic dancer, Loo Silvers. The next spot, second only to Stritt, is the piano and singing team of Tracy and Gale.

All in all the floor show left them feeling good rather than slightly bored. The usual custom has been in the hinterland. Place should go if there are enough people left with dough to pay a buck cover on week night and \$10.00 on other days. Draw-back is the small seating capacity, which may limit the take. Lee.

RKO Wide Open

(Continued from page 7)

ing up the best chance any rival firm has ever had to invade vaudeville without such an opportunity having been previously taken by Fanchon & Marco, an organization which can go vaudeville on a national basis over night.

With an axiom of show business being that never cutting off over-head never drew anybody into a theatre Beck and his drastic pruning, for which the claimed necessity can be traced back to the same company's policy, is the only lessening the calibre of the vaude bills is sending disgruntled acts on the stage which, out of town, can mean alms for the homeless before becoming salaried house managers who don't care either. But these are things auditors do not see on ledgers.

The vaudeville re-entering the picture is to protect his and other Orpheum stockholders' interests, and probably permitted to do so on the RKO hope that he would thus be circumvented from filing a suit for losses sustained as a stockholder, is active once more in a field which is no longer familiar to him. This is witnessed by the instance of his signing Mme. Francis and the dramatic measure recently played the Palace, Cleveland, for a week to around a \$14,000 loss and then painted the Palace, Chicago, red, representing another \$10,000; a \$24,000 deficit in two weeks in as many houses for a hand-becked headliner whom the booking head deemed a sure attraction.

Situation at the Palace, New York, has now reached the point where a change in policy is being discussed to the extent that the theatre may go three a day, close add its own producer and additional expense in a desperate attempt to pull out what it has lost so far this year, around \$60,000 since Jan. 1. This is the case at the Orpheum in which Beck has a 45% interest with RKO. It's the last of the two-day theatres in the country and has a box office scale of a \$3 night to which must stand for the house to have a chance to get out on its present system of presentation.

The possibility of Fanchon & Marco suddenly becoming direct opposition to RKO across the country on a vaudeville basis is not remote and made so by Beck. The salary cuts the RKO booking boss is instituting can easily be traced to Fanchon & Marco where the salary might be as much, or more, and the route longer minus further stipulated cut salaries weeks and layoffs.

RKO may be said to be retrenching, but with the stage end in the care of Beck it's not evident that he has an eye to the future—or maybe he doesn't think there's a future.

Detroit Active

Detroit, April 25. A sudden upsurge in activity is giving Detroit a number of new night places. Addison Hotel is opening its club with Seymour Simons' orchestra. Room will be called 'Everglades'.

Luigi is rebuilding his Embassy, which burned down 14 months ago, and expects to open during June. Blossom Heath reopens May 4 with Gerald Marks and orchestra. Edgewater Beach reopened last week with the 'New Yorkers', also, the 'Showplaces' with Ted Nole and Freddie Stritt m.c'ing.

Town has been void of open door places, with speakeas getting the big play. Most of them offer small time entertainment and music.

COLORS SAFE SWITCH IN S. F.

San Francisco, April 25.

Florence M. Thompson opened the Show Boat cafe this week, replacing the colored Apex formerly run by Curtis Moseby.

Show Boat has Moseby's Blue Blowers and colored floor show with a-1 dinner.

Radio Chatter

(Continued from page 48)

broadcast from a plane May 2. Ship will be equipped with two midget pianos.

NBC held a luncheon for radio scribes at the St. Regis Roof, New York, Friday (23) in honor of M. H. Fisher's election as president of RKO.

Andy Smith, radio editor, Birmingham News, started something when he asked readers to select best names in radio. Got a flock of arguments.

Volney James, Negro character performer, known on the air as Eight Ball, is back at KMTB, Los Angeles, after several months with XBR, Mexico.

To give advertisers some accurate information, circulation, WRK, Dallas, plugging certain bargain special on only to customers who mention radio.

Earl Kamm, who was named 'golden voiced' by Morgan Eastman in the early days of the ether, is returning to KTV, Chicago, for some sustaining periods.

W. A. Young, Carroll Gardner and E. B. Patterson, bosses of the three stations at Birmingham, handling radio publicity for the national convention of Elks in July.

WINA, New York, has changed the Tom Keene Roundup boys' broadcast to Cowboy Tom's Roundup. Original air billing conflicted with that of western film star, Tom Keene.

When Rudy Vallee went on the air for Fleischman from 711 5th avenue Thursday (21), he had the curtains around the studio windows drawn together so nobody could look in.

George Snell, 'Uncle Ben' on KDLX, on vacationing in L. A. where he meets the frau, KDLX traffic manager, who spent six weeks in Southern California having proboscis relapsed.

Adelyn Donovan moved into the Palace Theatre building as private secretary to M. H. Aylesworth for RKO. Miss Donovan for the past year has been pushing the pencil for M. McLelland, NBC vice-president.

From the Smart Cafe de in New York back and over Station W. C. C. and over

BEN CUTLER AND HIS ORCHESTRA
are always sure to include these 12 of the "BY THE FIRESIDE":

"LOVE"
"NEAR THE SILVER MOON"
"NEAR THE SILVER MOON"
"GOODNIGHT LOVE"
"GOODNIGHT LOVE"

ROBBINS MUSIC CORPORATION
1415 SEVENTH AVENUE
NEW YORK

Because he likes to see his name in print mention
BOB MILLER
DOING WONDERS FOR
"TOO MANY TEARS"

By AL DUBIN

10 Years in St. Louis
MILTON SLOSSER
SOLO ORGANIST
Public-Ambassador Theatre
ST. LOUIS, MO.

MUSIC GUIDE

AGER, YELLEN & BORNSTEIN, Inc.

"Night"
"Sing a New Song"
"Auf Wiedersehen My Dear"

745 7th Ave., New York

IRVING BERLIN, Inc.

"Strangers"
"Gosh Darn"
"I'm So Alone With the Crowd"
"I'll Get Along Somehow"
"Lullaby of the Leaves"

1607 Broadway, New York

3 NEW HITS

From "One Hour with You,"
Chevalier's latest Paramount Picture

"WHAT WOULD YOU DO?"
"WE WILL ALWAYS BE SWEETHEARTS"
"ONE HOUR WITH YOU"

FAMOUS MUSIC CORP.
719-7th Ave., New York

DeSYLVA, BROWN & HENDERSON, Inc.

745-7th Ave., New York

SAM FOX
RADIO, DANCE, FOLK, HIT:
"LAFFIN AT THE FUNNIES"
"LIGHTS OF PARIS"
"ALL THE WORLD WILL SMILE AGAIN, AFTER TOMORROW"
"LADY OF SPAIN"
"MY WORLD BEGINS AND ENDS WITH YOU"
"LOOK, HERE COMES A RAINBOW"

PROFESSIONAL OFFICES
150 West 45th St., New York
(Cleveland-Chicago-Los Angeles)

HARMS' HITS

WHAT A LIFE
GOT A DATE WITH AN ANGEL
I LOVE TO SEE THE EVENING
SUN GO DOWN
MOONLIGHT FOR TWO
DEEP IN YOUR EYES

PROFESSIONAL OFFICES
1657 Broadway, New York

Announcing three new songs by the distinguished American composer
MAX MORRIS (Charles Daniels)

"Thank You for the Evening"
"Give Her a Kiss for Me"
"It Might Have Been You"

All professional material now ready for the world.

SING SONGS BY AMERICAN COMPOSERS

MILLER MUSIC, Inc.
65 West 45th St., Vanderbilt, 3-3035
New York City

Remick Hits
"WHISTLE AND BLOW YOUR BLUES AWAY"

"CAN'T WE TALK IT OVER?"

"WHERE THE LILIES OF THE VALLEY GROW"

"LITTLE OLD CHURCH IN THE VALLEY"

REMICK MUSIC CORP.
1657 Broadway, New York

MILLS MUSIC, Inc.
150 W. 46th St., New York

Marks' Big Four

TOM THUMB'S DRUM
MARTA

WAITIN' FOR THE MOON
MAMA DON'T WANT NO PEAS
AN' RICE AN' COCONUT OIL

MARKS MUSIC
223 West 46th St.
House of Hits

Shapiro, Bernstein & Co., Inc.

"LAWD, YOU MADE THE NIGHT TOO LONG"
"SAY THAT YOU WERE TEASING 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

Witmarks-Hitmarks

"Too Many Tears"
"I Send My Love with These Roses"

"How Can You Say No?"
"By a Rippling Stream"

"Was That the Human Thing to Do?"

M. WITMARK & SONS
1657 Broadway, New York

WOODS THEATRE BUILDING—CENTRAL 0644-4401

SHOWFOLK'S SHOESHOP-1552 BROADWAY

Bernie Kuter	Frolles
Frank Furielt Or	Jack Waldron
College Inn	Yvonne Morrow
Julius Tannen	Ruby Shaw
LaPayette & LaV	Defera & Lolita
LaSalle & Mack	Jimmy Ray
Lillian Roberts	Lillian Barnes
Rose Marie Deering	Ted Cook Orch
Club Nocturne Orch	Frammont Clu
Club Nocturne	Julia Goss
Club Nocturne	Dolores Goss

Helien Naro	Leo Wolf Orch
Sid Lang Orch	Winter, Gurdon
Vanity Fair	Wini Shaw
Rick & Snyder	Henry Dunn
Joe Lewis	Latura & Beauvill
Lulu Bates	Dorothy Bell
Marcella, Cio	Isaham, Joseph Orch

STEIN'S
MAKE UP

**PURITY UNQUESTIONED
FOR HALF A CENTURY**

OBITUARY

Legit Free-For-All

Barnes Circus Cuts Nut to \$2,500 Daily, Averaging \$4,000 Grosses

DAVE GORDON
Dave Gordon, 44, vaudeville agent and producer, died April 23 in New York. Widow is the former Evelyn Barr of the Barr Twins.

Gordon was associated with his brother-in-law, Max Gordon, in the RKO agency bearing their name, also in the production and casting end of the latter's legit musicals. He was an all around variety showman having been prominent in burlesque as producer and manager before turning to vaudeville. In recent years he directed the vaudeville affairs of Eddie Cantor and the Marx Brothers, among others.

Besides Mrs. Gordon and Max Gordon, the mother and five sisters survive. Another brother was the late Cliff Gordon, monologist.

Interment Washington cemetery, Brooklyn, under auspices of the Jewish Theatrical Guild.

MRS. MAY SMITH ROBBINS
Mrs. May Smith Robbins, 70, the former "Little Trislie", of the old musical comedy of that name, and who appeared with the vaudeville companies all over the country, died April 21 at Connellsville, Pa. where she had made her home since 1902.

Originally, Mrs. Robbins was in the John Robinson Circus. She played for years with the Famous Theatre Company, and with Weber and Fields. She married the late Fred Robbins of Sisterville, W. Va. while she was playing at Wichita, Kans. Mr. Robbins managed theatres in Pennsylvania for several years.

Mrs. Robbins was married three times. One of her sons, Hughie Cannon, wrote many famous songs. Two other sons survive, L. S. Robbins, actor of Connellsville and George S. Robbins, actor, of Philadelphia.

BERNARD MULLIGAN
Bernard Mulligan, 26, former Washington University boy and sole heir to the estate of the late George Reiner, Raymond and South Bend theatre owners, died in Aberdeen, Wash. Reiner took a liking to the boy while he was working for him and put him through school and the Boston University.

Reiner never legally adopted the lad but the court held he was the only heir to the nearly \$500,000 estate. When litigation over Reiner's estate was finally settled, Mulligan got the two theatre theatres. However, the business proved unsuccessful and he became a booking agent for Seattle theatres. He later moved to San Francisco, where he held a like position until stricken. It was estimated that the estate at the time of Mulligan's death had dwindled to a trifle.

KATHERINE A. T. E. BREMER
Mrs. Katherine Aurora Theresa Elizabeth Bremer, 84, once a grand and comic opera soprano, died in New York April 21 of heart disease. Her husband, the late Alex Bremer, was former president of the National League of Musicians and later of the Musicians' Mutual Protective Union. Since 1891 Mrs. Bremer had devoted herself to welfare work.

Hollywood

(Continued from page 6)
future. Studio is after Leon Errol and W. C. Fields for parts.

Fazenda Back
Louise Fazenda, her vaude troupe, over, starts in a Warren Doune-Universal short.

Sennett Not Directing
Mack Sennett will not direct his Charles Mack feature, being content just to supervise. Story changes have set the start four weeks away.

Radio Leaning
Radio has loaned Zita Johann to Warner for "Edward Robinson's Tiger Shark" and Eric Linden for "Life Begins."

Anna Sten Jobless
Postponement of "Others Karanazov" has left Anna Sten, who arrived at United Artists from Germany Sunday (24), without a picture. After tenting she may get another part, "Way of a Lancer," by Richard Boleslawski and Helen

HARRISON RILEY
Harrison Riley, 52, for the past 12 years head of the Sells-Floto ticket selling staff, died at the Illinois Central Hospital, Chicago, from heart trouble (24). Riley, who had been taken ill two weeks ago, entered the hospital day before his death. No near relatives survive.

BETTY STEWART
Betty Stewart, 50, died in New York April 2, of pneumonia. Had sung with many of the leading musical stars during the past 30 years, her last N. Y. appearance being with Nora Bayes in "Her Family Tree" Interment in Dayton, Ohio. Nearest surviving relative is an aunt.

ELENA SANDEROS
Elena Sanderos, 24, Mexican actress, died from injuries received in an automobile accident at Yuma, Ariz., April 19. At the time of her death she was touring with a Mexican repertory company through the Southwestern states.

PEGGY TREVOR
Mrs. Peggy Trevor Solomon, last with the Dewey and the Love in vaudeville, died April 20 in Hollywood. Burial at Forest Lawn Memorial Park. Husband is studio technician.

EDWARD B. LALLY
Edward B. Lally, 65, retired actor, died April 19 in Woonsocket, R. I. He had played with James O'Neill in "The Count of Monte Cristo" and with other leading figures of the stage a generation ago.

Thomas N. Tunbridge, formerly musical director of Daly's theatre, London, was killed in England April 6 when his car crashed into a ditch. He had been musical director of theatres at Daly's for 20 years, retiring in 1924.

John R. Clancy, 73, pioneer in the manufacture of theatrical hardware, and former Representative in Congress, died in Syracuse April 21, following a short illness.

His widow survives.
Frederick J. Cook, 54, a member of the Eastman orchestra until its recent disbandment, died in Rochester, N. Y., last week. Survived by his widow and three daughters.

Nelson C. Mirick, long connected with Syracuse theatres in publicity capacities, died at his home in Lyons, N. Y., April 19. His widow survives.

Joseph G. Chandler, 81, former advance agent, died in Concord, N. H., April 15.

Mother, 64, of Pat and Charles O'Malley, film actors, died in New York April 19.

Leo Tectonius, 49, American pianist and composer, died in Paris, April 24.

Woodward, has been substituted for Ronald Colman.

Superflopous 2nd Camera
Claiming a second camera is not always needed, major studios are seeking to change present union agreement calling for two cameras on each picture. Independents previously made the same request.

Dunn Asks Ozone
James Dunn is asking the courts to fire Lou Costello as his agent, claiming latter has him in bad at Fox. Dunn's next option would give him \$500 a year starting May 13.

Menjou as Flatfoot
Columbia wants Adolphe Menjou for the detective lead in "Three Thatchers" Colt mystery pictures.

Lynn Farnol's Duties
Lynn Farnol, here from New York, is expected to take over the Samuel Goldwyn publicity for both costs, releasing Harry Brand to Joseph M. Schenck's payroll.

Julie Hayden's first part on her Radio contract is in "Judy Sweet's" short, "Olympic Jamboree."

(Continued from page 43)
litigation still pending. That firm too went deep into the red this season. Reported that the Shuberts have re-leased the Shubert, Boston. Supposed to be a personal deal but given some basis for an Erlanger combo. House was turned back early in the receivership, latter owing something like \$40,000 to the owners.

Compilation of the bookings this season from Sept. 1 to May 1, a period of 35 weeks, shows that each house was open on an average of only 16 1/2 weeks. Two houses failed to get a single attraction, while six others had but one show. About 20 theatres have been continuously lighted or operated for an approximate season. Looks like the balance will want into the red.

The day when a circuit can force a booking under threat of not routing a show out of town later, appears to be over. Any good thing would be quickly grabbed by either circuit whether playing their New York houses or not.

Broadway Lineup
Broadway's theatres, listed as to ownership, opening and booking:
Alvin, owner managed (Aarons & Freedley), booked direct.
Ambassador, owner managed (Shuberts, personal), booked Shuberts.
Apollo, lease (George White), booked direct.
Avon, owner managed (Goldstein), booked direct.
Barrimore, receiver managed (Shuberts), booked Shuberts.
Bayer, owner managed (Shuberts, personal), booked Shuberts.
Belasco, lease (McClintic), booked direct.
Belmont, owner managed (mortgage), booked direct.
Bijou, lease (Shubert receivers), booked Shuberts.
Blitmore, Bondholders control, booked direct.
Booth, owner managed (Ames), booked direct.
Broadhurst, lease (Shubert receivers), booked Shuberts.
Broadway, owner managed (Moos), booked direct.
Erroll, owner managed (mortgage), booked direct.
Cohan, owner managed (Leblang), booked direct.
Comedy, owner managed (mortgage), booked direct.
Carl, lease (Leblang), booked direct.
Craig, owner managed (M. Elliott), booked direct.
Elliott, owner managed, booked Shuberts.
Empire, owner managed (Frohman), booked direct.
Erlanger's, owner managed (Erlanger), booked Erlanger.
Forrest, owner managed (Kramar & Krapp), booked direct.
48th Street, owner managed (Leblang), booked direct.
44th Street, owner managed (Shuberts, personal), booked Shuberts.
49th Street, owner managed (Shuberts, personal), booked Shuberts.
46th Street, owner managed (Shubert receivers), booked Shuberts.
Fulton, owner managed (Erlanger), booked Erlanger.
Gaiety, owner managed (Erlanger), booked Erlanger.
Globe, owner managed (Dillingham), booked Erlanger.
Golden, owner managed (Golden), booked direct.
Guild, owner managed (Theatre Guild), booked direct.
Hudson, owner managed (bank), booked direct.
Imperial, owner managed (Shubert receivers), booked Shuberts.
Little, owner managed (N. Y. Times), booked direct.
Longacre, owner managed (Shubert receivers), booked Shuberts.
Lyceum, owner managed (Frohman), booked Erlanger.
Madhattan, lease (Carroll), booked direct.
Majestic, receiver managed (Golden), booked direct.
Mansfield, receiver managed (United Cigars), booked direct.
Beck, owner managed (Beck), booked Erlanger.
Maque, receiver managed (Golden), booked direct.
Miller, owner managed (Miller), booked direct.
Music Box, owner managed (Harris, Berlin, Shubert), booked direct.
National, owner managed (Shubert receivers), booked Shuberts.
New Amsterdam, owner managed

ROLLER COASTER SUITS

2 Girls Ask \$100,000 From Ocean Park

Los Angeles, April 25.
Two girls from Phoenix, Arizona, who rode on the Highboy Coaster at Ocean Park while visiting here last August, are each suing the ride's trustees for \$50,000 damages. Betty Binder and Lucy Janieski say they spent nine weeks in hospital as the result of an uncoupling of cars and a gravity slide in the wrong direction.

Besides the general damages, the girls hold the Highboy Coaster Trust responsible for itemized incidents amounting to \$2,800. Medical expenses, damaged clothing, lost earning capacity, and a lost purse are included.

Park Brings \$3,316.29; Assessed at \$150,000

Albany, N. Y., April 25.
Although assessed for \$150,000, Mid City amusement park, was bid in at a sheriff's execution sale to B. J. Savage, an attorney, for \$3,316.29, representing the total of judgments held against the corporation. Savage said he was acting in the interest of a client, whose name he refused to divulge.

Under the terms of the sale, however, the park may be purchased back by the owners any time within a year. Mrs. Beulah Hassard, president of the corporation, said that the park would be operated this summer.
The principal judgment of \$1,500 against the corporation was held by Herman P. Sica, divorced husband of Mrs. Hassard.

CIRCUSES

Al G. Barnes
April 27, Fresno, Cal.; 28, Modesto; 29, May 1, Oakland; 30, Tulare; 31, Valley 2, Woodland; 5, Reno; Nev.; 6, Sacramento, Cal.; 7, Shasta.
Barnett Bros
April 27, Danville, Ky.; 28, Frankfort; 29, Cincinnati; 30, Hamilton, O.
Ringling-Barnum
April 28-30, Madison Square Garden, New York city.
April 10-30, Coliseum, Chicago.

CARNIVALS

(For current week, April 23-30, when not otherwise indicated.)
Coe Bros.: Neen, Ky.
Cohan Bros.: Middletown, Conn.
Copping: Piquetteville, Pa.
Corry: Quakertown, Pa., 28-7.
Decker: Chicago, Ill., 28-7.
De Long: St. Louis, Mo.
Dorland: Portland, Me.
Folk: Ft. Wayne, Ind.
Gardner: Portland, Me.
Golden Rule: Covington, Ky.
Great Western: Potomac, Md.
Ideal: Dubuque, Ill.
International: Portland, Ind.
International: Elizabethtown, Ky.
Jones: Washington, D. C.
Kau: St. Louis, Mo.
Ketchum No. 1: North Arlington, N. J.
Ketchum No. 2: St. Louis, Mo.
Lattin: Charleston, W. Va.
Lynch: Baltimore, Md.
Lewis: Bridgeport, Conn.
Mink: World: Batavia, Pa., 2-7.
Murray: Erie, Pa., 28-7.
Page: Bristol, Va.
Pearson: Vandellia, Ill., 30-7.
Porter: Muscatine, Ia., 30-7.
Roberts & Tarnish: Baltimore, Md.
Shepard Bros.: Atlantic, Ia.
Smith: Barreville, W. Va.
Sole: Nevada, Mo.
Sole Liberty: Litchfield, Ill.
Southern Tier: Elmira, N. Y., 28-5.
Spencer: Warren, Pa.
Stern: Sterling, Ill.
Stern: Gilman, Ill.
Tanner: New York, N. Y.
Texas: Columbia, Mo.; Jefferson City, 30-7.
Trotter: Ocala, Fla., 28-7.
Wade: Hamtramck, Mich.
Weert: South Bend, Ind., 30-7.
West: Lindsay, Okla., 28-7.

Hollywood, April 25.
Nut of the Barnes circus has been cut to where its current daily operating cost is the lowest in the past 10 years. Trick is now geared to run for \$2,500 daily, which includes an overhead charge for the time the outfit was in the winter quarters.

One of the biggest alices comes from the advance bill posting, eliminating feeding the bill posters. Contracting agent for the circus makes arrangements to feed the crew at a restaurant in each town visited. Saving here alone is a big item.

Cost of paper has been cut one-half cent per sheet under last year's price.
Engagement of the Escalante family for the main performance saves the cost of about five acts. Mexican family doubles in acrobatic bar, wire walking, riding and high diving acts.
Operating cost of the circus for the past two years has been around \$3,100 per day. Previously the nut was close to \$4,000. Business so far since the show has been on the road has averaged around \$4,000 daily.

Stunt Goes Wrong

Lynchburg, April 25.
Hundreds saw Charles W. Ward, 52, fall 30 feet while attempting to climb down the front of the 5-story Kresge building Saturday on a rope made of women's silk stockings, broken and together.
His right leg and left ankle were broken and he probably received internal injuries. The trick for which he was to have been paid \$25, went wrong when a knot slipped.

Ward said he has been out of work here nine weeks. He was formerly with Ringling-Barnum-Bailey as aerialist but has lately been barnstorming.

Beatty's 2d Mishap but Sticks; Codona Still Out

The Codona aerial turn remained out of the Ringling circus in New York last week as the result of Alfredo's ruptured arm muscle. Turn tried to go through the routine at one show but the feature and the somersault by Alfredo was not attempted.
Unless the injury has healed an operation will be required.
Some excitement among performers when the pistol in Clyde Beatty's holster was accidentally fired, his breeches being burned and the wadding from the blank cartridge entering his thigh close to where he was clawed last winter. Though in pain, Beatty went into the cage, the wound not being cauterized until after the show.

Another hazardous feat is out of the show, that being the quadruple somersault inserted by the Yacopi troupe after the opening. It was deemed too difficult for twice a day.

4 RKO N. Y. Wks.

(Continued from page 26)
change at, or darkening altogether of the straight vaudeville Palace. The latter losses have been huge since the first of the year.

36 Weeks Nationally

The closings reduce RKO's vaudeville books to 36 weeks nationally, a low mark that was not even reached during the peak of the picture house invasion.

Total vaudeville time in New York this summer, providing there are no further dropouts, will be 10 1/2 weeks. Loew's will lead with five weeks, the theatres being the State and Metropolitan, full weeks, and Boulevard, Orpheum, Bay Ridge, Gates, Pitkin and Astoria, splits. Remaining week and an half is composed of Siskoon and the Academy and Audubon and an indie split at the Grand Opera House on 22nd street.

At one time in the greater New York City, RKO had around 30 combination houses.
Last week's loss at the Palace was \$3,100 on a gross of \$22,400. Since Jan. 1 the Palace's losses have averaged around \$5,000 a week.

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